

# COOK-ALONG IMPACT REPORT

An educational initiative presented by:



With support from:

- BC Blueberry Council
- BC Cattlemen's Association
- BC Chicken Marketing Board
- BC Cranberry Marketing Commission
- BC Egg Marketing Board
- BC Dairy Association
- BC Greenhouse Growers Association
- Mainland Milk Producers Association

## CONNECTING B.C. CONSUMERS & FARMERS

FEBRUARY - JUNE 2021

# 1,060+

PARTICIPANTS  
AT 5 VIRTUAL EVENTS



**9**  
B.C. farmers  
and ranchers

**7**  
BCAC member  
partners

**12**  
local seasonal  
recipes

**1**  
chef  
instructor

## DRIVING PURCHASES OF B.C. PRODUCT

**2,400+**  
pounds of  
beef



**1,940+**  
litres of  
milk



**800+**  
cups of  
cheese



**920+**  
dozen  
eggs



**2,750+**  
cups of  
blueberries



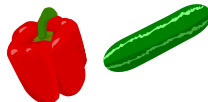
**1,725+**  
pounds of  
chicken



**3,800+**  
pounds of  
vegetables



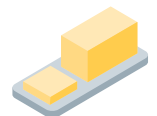
**8,100+**  
pounds of  
greenhouse  
vegetables



**350+**  
cups of  
cranberries



**690+**  
pounds of  
butter



\*Estimate from 12 recipes at 5 events x 691 households

## DELIVERING AGRICULTURE EDUCATION

# 98%

of participants  
learned  
something new  
or interesting  
about B.C. food  
production

\*Average from all events

"I love learning from all the local farmers."

"Wonderful event! Great to learn from a real teaching chef and be introduced to local daily farmers who make such a difference in our communities!"

"I enjoyed cooking with Chef Randle and listening to the grower and rancher discuss their passions. I will be sharing what I have learned today with my class..."

"I love these! I have learned so many great things and have been able to cook some amazing food!"

[www.weheartlocalbc.ca](http://www.weheartlocalbc.ca)