



News Release

December 13, 2021

The City of Port Alberni and Vancouver Island Economic Alliance Partner for Island Good

Port Alberni businesses and Alberni Valley producers can now take advantage of free [Island Good](#) licensing for 2022 thanks to a \$3,500 investment by the City of Port Alberni.

The City has partnered with the Vancouver Island Economic Alliance (VIEA) to provide local businesses and producers with an opportunity to promote their products by way of a one-year Island Good license.

An annual Island Good license provides local businesses and producers with promotion on the Island Good website (islandgood.ca) and social media pages, as well as other unique promotional opportunities. Those who participate in the program can also use the Island Good logo to promote products made in Port Alberni to raise consumer awareness.

“The pandemic has increased everyone’s awareness of the importance of supporting local products to ensure security and help build a vibrant, sustainable island economy. The Island Good brand is available to anyone growing, making, processing or selling anything from potatoes to airplane parts in the Vancouver Island and Gulf Island region” – George Hanson, VIEA President

It isn’t just Island Good businesses who benefit from the promotional opportunities Island Good offers. Boosting local sales helps to boost the local economy. According to BC Buy Local, for every \$100 spent at a local business, \$63 is re-circulated back into British Columbia’s economy. And VIEA sales measurements show steady increases for island products since the Island Good brand was created: 16.4% in 2018, 17.5% in 2019, and 37.8% in 2020. More than 175 producers, manufacturers and retailers from Port Hardy to Victoria are Island Good with license numbers increasing 6% every month.

“The Island Good brand helps shoppers to easily identify local products which helps strengthen island-grown supply chains. Following on the opening of our local Food Hub, The Dock +, and the evolution of our Shop Local campaigns, the Island Good initiative is a logical step in support of our small and medium sized businesses who are growing or producing local goods” said Port Alberni Mayor Sharie Minions.

Local businesses that produce or sell goods made in Port Alberni or elsewhere on Vancouver Island could qualify for this free licensing opportunity—available on a first-come first-served basis until the funding is fully utilized. Businesses who would like to apply, are invited to fill out the form at <https://islandgood.ca/become-a-licensee/>.

For more information about the City’s participation in Island Good and other business support programs, visit <https://www.chooseportalberni.ca/> or contact Pat Deakin, the City’s Economic Development Manager at patrick_deakin@portalberni.ca or by calling 250.720.2527.

For more information about the Island Good program please contact Suzanne Hedges at suzanne@islandgood.ca.