

News Release



FOR IMMEDIATE RELEASE

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Business incubation and acceleration program to strengthen Cowichan food ecosystem

DUNCAN, BC – Economic Development Cowichan has partnered with Spring Activator to launch the Cowichan Food Innovation Program to support food and beverage entrepreneurs across the region.

The Cowichan Food Innovation Program was created in an effort to foster innovation in the community and support the development of a thriving food and beverage sector in Cowichan. The program will assist aspiring business owners to incubate new ideas, and help existing businesses to pivot in response to changing consumer demands.

“We are excited to support the further development of local food and beverage businesses through this new program,” said Barry O’Riordan, Manager of Economic Development Cowichan. “The program will also identify and develop key players in the Cowichan food ecosystem, and thereby build capacity for continued growth and expansion of the sector.”

The program will be delivered in two cohorts: an incubator for start-ups and those looking to launch a new venture, and an accelerator for established businesses looking to adapt through growth and expansion. Both cohorts will have access to weekly group e-learning sessions, an online resource portal, and a regional network of business mentors. The training is offered at no cost to participants.

“I am excited to collaborate with Economic Development Cowichan and the program participants to curate and deliver an impactful program that truly supports and elevates the unique food entrepreneurs and food ecosystem in Cowichan Valley,” said Allison Gibson, Program Manager of Food Innovation at Spring Activator.

The Cowichan Food Innovation Program is accepting applications until March 31, with the program set to run from April to July 2021. Visit Economic Development Cowichan’s website at ecdevcowichan.com for more information on the program, eligibility criteria, and to submit your application.

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