

Press Release
For immediate distribution

Vancouver Island Meadery joins the prestigious ÉCONOMUSÉE® International Network

Victoria, October 2, 2014 – The Société de développement économique de la Colombie-Britannique (SDECB) is proud to announce the launch of the third ÉCONOMUSÉE® in British-Columbia: the Meadery ÉCONOMUSÉE® at Tugwell Creek Honey Farm & Meadery. Located in Sooke, on Vancouver Island, Tugwell Creek joins a select group of seventy other members of the international ÉCONOMUSÉE® *Artisans at Work* network in Canada and in Europe.

Founded in 2003, Tugwell Creek was the first Meadery established in Western Canada. This artisanal business was selected to join the network because its owners-artisans, Bob Liptrot and Dana LeComte, produce exceptional mead using traditional methods in addition to being deeply passionate about sharing their knowledge with visitors.

As a leader of this initiative in British Columbia, the SDECB collaborates with multiple key players to facilitate local economic development and build capacity across the province. “We work in collaboration with government and community stakeholders to enhance the Francophone economic space, increase destination attractiveness and contribute to the well being of the community by creating better places to work, live and visit. Through this initiative, we seek to improve community access to economic opportunities and facilitate the growth of their business capacity in key areas such as cultural tourism, diversification of local economies, as well as support of entrepreneurs and promotion of entrepreneurship”, says Donald Cyr, Executive Director of the SDECB. Norm Letnick, Minister of Agriculture adds: “The B.C. government is proud to support initiatives such as these, which inspire ideas, stimulate the expression and exchange of thoughts, celebrate cultural heritage and promote diversity.”

This initiative received the financial support of Employment and Social Development Canada, the Ministry of Jobs, Tourism and Skills Training in partnership with Francophone Affairs, the Capital Regional District Juan de Fuca Electoral Area, and the Secrétariat aux affaires intergouvernementales canadiennes. Local and regional economic development actors, suppliers and academic collaborators also largely contributed to the success of this initiative.

When visiting the Meadery ÉCONOMUSÉE® at Tugwell Creek, guests can expect to interact with the artisans at work, and learn – through a museum-like experience developed in both official languages - about the art of keeping bees, making honey and crafting mead. “The ÉCONOMUSÉE® *Artisans at Work* pilot project at Tugwell Creek is an excellent way to experience one of the oldest arts of fermentation”, says Minister Letnick.

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