



PRESS RELEASE

ANNOUNCING THE KAIEN ISLAND SEASIDE POP-UP MARKET

AUGUST 10, 2022, Prince Rupert, BC – This month, a pop-up farmer’s market is happening in Prince Rupert, on Ts’mysyen Territory where locals will be able to buy fresh, locally grown and harvested produce, other local products and craft beer. The city of rainbows is ready for its own farmer’s market and to support a burgeoning food economy that brings together local growers, processors, and retailers.

Rain or shine, the first *Kaien Island Seaside Pop-Up Market* is on Saturday, August 27, 12pm – 4pm. The market will provide fresh produce from local growers, including the Charles Hays Secondary School greenhouse and Farmer Cam’s Foods from Terrace, and there will be prepared food from Sourdough YPR and Yaga Cafe. Shop and stay for a while. There will be entertainment all afternoon with live music, food trucks, vendors, and artisans.

With views of the sea, and based in the historic Cow Bay district, the market will be held at both Hecate Strait Development Employment Society, and The Wheelhouse Brewing Company, where they’ll be pouring “*latissima Gose*”, a beer made with sugar kelp grown by Metlakatla Development Corporation’s Regenerative Ocean Farm. Proceeds from the beer will be donated to a local charitable organization.

Alicia Garcia, GearUp Program Coordinator at Hecate Strait Employment Development Society:
“One of our goals at Hecate Strait is to help create opportunities for people to advance their small businesses, provide training opportunities, and create a strong local economy. We are excited to be involved in this partnership as the pop-up market does just that, and it will provide our clients an opportunity to put their skills to work as volunteers at the market.”

Craig Outhet, Brewer at Wheelhouse Brewing Company: *“We’re thrilled to host the pop-up market. Wheelhouse Brewing knows the importance of supporting local! We wouldn’t be where we are today without tremendous community support! We are passionate about using products from the northwest. Whether it is locally grown sugar kelp or foraged spruce tips, those ingredients add flavours unique to our region in Wheelhouse beer.”*

Charles Gerein, Food Systems Coordinator, Ecotrust Canada: *“The Seaside Pop-up Market is a great opportunity for residents of Prince Rupert to show that local food access is important to them, and that a market showcasing and selling locally produced food can thrive and become an integral part of our community. Thank you to all who have come together to make this event a reality!”*



About Hecate Strait Employment Development Society

Hecate Strait Employment Development Society has delivered labour market and small business programs, skills training, and newcomer services throughout Northwest BC for over 25 years. The vision is to be a catalyst for people to build success in the evolving economy. The Society takes a community-driven approach to all of its work to spark local economic development and labour market capacity. hseds.ca

About Ecotrust Canada

Ecotrust Canada is an enterprising charity that works with rural, remote, and Indigenous communities toward building an economy that provides for a healthy and resilient natural environment; sustainable and abundant energy, food, and housing; prosperous and meaningful livelihoods; and vibrant and inclusive cultures. We call this approach *building an economy that provides for life*. Our on-the-ground work and systems approach is entrepreneurial, partnership-based, and relentlessly practical. ecotrust.ca

For more information:

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