

News Release

FOR IMMEDIATE RELEASE

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Supporting Local, Together: Island Good Memberships for Cowichan Businesses

Duncan, BC – Economic Development Cowichan (EDC) and Community Futures Cowichan (CFC) are joining forces to support local businesses through a shared sponsorship of [Island Good](#), Vancouver Island's flagship shop-local branding initiative.

Any business in the Cowichan region that is signing up for Island Good for the first time can access a 50% discount on a one-year membership, available on a first-come, first-served basis until funds are fully allocated.

This sponsorship builds on our shared commitment to regional economic resilience. As communities continue to navigate uncertainty such as inflation and tariffs, programs like Island Good help strengthen local supply chains, raise the profile of small businesses, and encourage consumers to support.

Island Good is open to a wide range of businesses across Vancouver Island, including those in the Cowichan region. Eligible members include producers of physical goods, restaurants and cafes that serve Island-made ingredients, as well as retailers who stock and promote locally made products. Examples of Cowichan-based Island Good businesses include: food and beverage producers, skincare brands, artisan makers, farm-to-table eateries, and independent grocers.

"Partnering on this initiative is a natural extension of our shared mandate to support entrepreneurs and local producers," said Barry O'Riordan, Manager of Economic Development Cowichan. "It's all about keeping dollars local and helping Cowichan businesses."

"Getting involved was an easy yes," said Cathy Robertson, General Manager of Community Futures Cowichan. "Supporting local business owners and strengthening our local economy is at the core of our mandate. In these uncertain times, buying local matters more than ever and we're proud to help amplify that message and make it easier for people to discover and support local products."

Island Good members benefit from co-branding, marketing tools, and access to a growing Island-wide network, all aimed at increasing visibility and encouraging buy-local habits. To sign up for a membership, visit: <https://islandgood.ca/become-a-licensee/>

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