



FEAST OF FIELDS 'AT HOME' 2021 Information Package

Feast of Fields is Going Virtual for 2021

Feast of Fields is our annual local food celebration and fundraiser that supports our mission to connect, empower, and inspire people to strengthen BC's sustainable food systems. In 2021, we will hold virtual events hosted on farms in Metro Vancouver and on Vancouver Island.

Online programming will include appearances by local farmers, food producers, and food system champions. Guests will enjoy thoughtfully crafted harvest-style boxes containing everything needed to assemble a ready-to-eat gourmet feast for two. Inside will contain the very best seasonal ingredients local farmers, ranchers, and foods artisans have to offer.

Funds raised from these events support [our work](#) to cultivate local, sustainable, and resilient food systems across British Columbia.

Key Details

VANCOUVER ISLAND FEAST OF FIELDS 'AT HOME'

- Box collection hosted on Saturday, August 21 at [Church and State Wines](#), 1445 Benvenuto Ave, Brentwood Bay, BC
- Virtual Event hosted live on Sunday, August 22 from [Lohbrunner Community Farm](#), Langford, BC

METRO VANCOUVER FEAST OF FIELDS 'AT HOME'

- Box collection hosted on Saturday, September 11 at [YVR Prep](#), 5279 Still Creek Avenue A5, Burnaby, BC V5C 5V1
- Virtual Event hosted live on Sunday, September 12 from our [Research and Education Seed Farm](#), located at Maple Lane Farms, Abbotsford, BC

Harvest-Style Box Options

Standard Box

Our harvest-style boxes are the perfect way to experience the best local food and beverage available in the region.

Each box will contain over 10 tasting items from local chefs and makers including appetizers, sample-sized mains, and indulgent desserts including:



- 1 bottle of BC wine
- 3 beers
- A cider
- A liquor-based drink
- Non-alcoholic beverages

Everything in your event box will be prepared and only requires simple assembly. Simply sit back and enjoy our virtual programming as you eat and drink your way through the region. Each box will contain enough for a ready-to-eat gourmet feast for two. Grab a friend and join other sustainable, local food champions as we celebrate the best of BC!

Local Food Champion VIP Box

Support local food producers and our work by taking home a Local Food Champion VIP box. Providing the ultimate local at-home dining experience, Local Food Champion boxes will include everything in our Standard Box, plus an extra bottle of bubbly and exclusive food add-ons.

2021 Feast of Fields Graphics

We have created promotional images for your use on [Facebook, Instagram, and Twitter](#).

To open the graphics, please [click here](#).





Tag and Follow Us - Social Media Channels

FarmFolk CityFolk: [Facebook](#), [Instagram](#), [Twitter](#)

Feast of Fields: [Instagram](#), [Vancouver Island Instagram](#)

Event Hyperlinks

Connect and link your posts with the following. Boxes can be purchased from the regional event pages hosted on our website.

- Vancouver Island 32auctions Page: <https://www.32auctions.com/VIFOF2021>
- Metro Vancouver 32auctions Page: <https://www.32auctions.com/MVFOF2021>
- Feast of Fields content on our website: www.farmfolkcityfolk.ca/feast-of-fields/
- Vancouver Island Event Page (box sales VI hosted from this page): <https://farmfolkcityfolk.ca/event/vancouver-island-feast-of-fields-at-home/>
- Metro Vancouver Event Page (box sales for MV hosted from this page): <https://farmfolkcityfolk.ca/event/metro-vancouver-feast-of-fields-at-home/>
- Vancouver Island Facebook Event Page: <https://www.facebook.com/events/840333669916618/>
- Metro Vancouver Facebook Event Page: <https://www.facebook.com/events/1804554273039199/>

Box Sales

To secure their attendance at Feast of Fields 2021, guests will have to 'bid' or 'buy now' on one of three harvest-style boxes through the relevant 32auctions event page.

The [auction for our Vancouver Island event](#) will close August 6, 2021 at 09:00 PM PDT.

The [auction for our Metro Vancouver event](#) will close August 31, 2021 at 9:00 PM PDT.

Why 32auctions?

With this year's virtual event format, our status as a registered charity limits us in how we can provide alcohol to our guests. 32auctions is how we can fulfill our event requirements while also ensuring guests get to taste the best local vintners, distillers, and brewers have to offer.

'Bid' or 'Buy Now'

Like a standard auction, guests will be required to either 'bid' on a box or 'buy now.' By purchasing a box, they will secure their spot at the Feast event of their choice and receive an invoice immediately. If guests choose to bid, they will have to wait until the auction is closed to confirm their attendance.



We encourage guests to purchase their box right away so they won't be out-bid! If guests see that there is a current bid on one of the boxes, we encourage guests to select a listing with no active bids.

Looking for Inspiration? Use Our Social Media Content Examples

Please feel free to edit these posts to work best for you.

Instagram and/or Facebook

OPTION 1:

Feast of Fields returns in 2021!

Enjoy FarmFolk CityFolk's annual local food celebration from the comfort of your own home. Guests of FOF 'At Home' will receive a curated harvest-style box of goodies from BC's top chefs and producers. Log in to their virtual event that will highlight climate-friendly BC farmers and producers.

Boxes are available now! Grab a partner and follow the link below to get a hold of yours today.

[Insert the relevant Feast Event link seen below]

Vancouver Island Event: <https://www.32auctions.com/VIFOFO2021>

Metro Vancouver Event: <https://www.32auctions.com/MVFOFO2021>

OPTION 2:

Support local at FarmFolk CityFolk's virtual Feast of Fields event. This year, enjoy a ready-to-eat gourmet feast filled with the best seasonal ingredients from regional producers and prepared by top BC chefs from your own backyard.

Help support FarmFolk CityFolk's mission to connect, empower, and inspire people to strengthen BC's sustainable food systems through your Feast of Fields attendance.

Event boxes are now available. Follow the link below to secure your spot at their local food celebration!

[Insert the relevant Feast Event link seen below]

Vancouver Island Event: <https://www.32auctions.com/VIFOFO2021>

Metro Vancouver Event: <https://www.32auctions.com/MVFOFO2021>



About FarmFolk CityFolk

We have been working to inspire and equip people to eat food that nourishes themselves and the planet since 1993. We are BC's oldest and largest food and agriculture charitable non-profit organization.

Our programs go from seed to plate: engaging a network of farmers, seed growers, researchers, food system advocates, policymakers, community partners, chefs, and eaters. Together, we are creating food systems in BC that are strong, sustainable, and resilient. Our programs celebrate local food and connect people with the farmers who grow it. We support BC farmers to use local seed and to grow food in ways that mitigate climate change and protect biodiversity.

For general inquiries, please contact:

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