



ECODAIRY IN PARTNERSHIP WITH SCIENCE WORLD

MEDIA KIT

ECODAIRY



OUR MISSION

EcoDairy in partnership with Science World aims to promote agriculture science and technology education in British Columbia to inspire future innovation in the agricultural sector.

OUR VISION

British Columbia is an innovation leader in the national dairy industry through its continuing commitment to the creation and implementation of efficient, eco-friendly and sustainable farming practices.

ABOUT ECODAIRY IN PARTNERSHIP WITH SCIENCE WORLD

EcoDairy in partnership with Science World aims to promote agriculture science and technology education in British Columbia to inspire future innovation in the agricultural sector.

Located in Abbotsford, British Columbia on 80 acres of lush farmland with views to Mt Baker, EcoDairy is the first demonstration farm of its kind in Canada. Offering a unique, highly interactive learning environment, the EcoDairy experience has been developed in partnership with Science World British Columbia, the province's leading science and technology education facility. EcoDairy showcases innovations in dairy sustainability and efficiency while inspiring young minds to develop an active interest in farming, innovation in food and agriculture, and other facets of science and technology.

With help from EcoDairy mascot Vicki the Cow, visitors can test their skills at milking a cow, take a journey through a cow's digestive system or experience cow-comfort for themselves on our fold-down cow bed. The EcoDairy experience also includes touring our dairy barn where visitors meet the Vitala Cows face-to-face while learning about the innovations that make dairy farming kinder to our animals and to our planet.

We pride ourselves on all of the ways we have found to make our operation more environmentally sustainable. For instance, our farm is home to BC's first on-farm, small-scale anaerobic digester as part of a pilot project in partnership with CowPower BC. The anaerobic digester converts cow manure collected from the barn floor into biogas which is used to supplement our electricity consumption. Rain water collection and storage is used to water our green roof, the perfect grazing space for our goats. The EcoDairy Discovery Centre was constructed using salvaged pine beetle wood instead of new timber from healthy trees. We also reduce our energy use through a natural ventilation system and induction lighting system.

Since opening in 2010, EcoDairy has already reached thousands of families, school students and community groups with unique guided learning centre and dairy barn tours hosted by our team of passionate staff and volunteers. In November 2013, EcoDairy launched its partnership with Science World British Columbia to develop a more interactive, self-guided experience with a focus on hands-on exhibits tailored to suit school-aged children.

GENERAL OVERVIEW

Staff and Volunteers

EcoDairy in partnership with Science World employs one full-time and two part time staff in addition to a team of committed and passionate volunteers. All of our hosts are trained to ensure each and every guest who walks through our doors receives a unique and memorable experience. Our volunteers come from all walks of life – farmers, students and retirees – and all have a passion for agriculture science and technology education.

Site Features

EcoDairy in partnership with Science World is home to the Vitala Cows, acts as a training and education facility as well as being a centre for ongoing research and development. Conveniently located at the junction of Highway 1 and Highway 11 in Abbotsford BC, the EcoDairy experience is highly interactive with displays and exhibits developed in conjunction with Science World British Columbia's team of world-class curators.

Site:	80 acres
Discovery Centre:	Delivering a highly interactive experience through displays developed by Science World British Columbia.
Moo-zanine:	Quiet learning space featuring discovery boxes and cow comfort demonstration bed. The Moo-zanine doubles as an event space available for rental.
Avalon Theater:	15-seat theatre introducing Vicki the Cow.
Observatory:	See Robbie the Robotic Milker in our 15-seat observation room.
Dairy Barn:	Meet our Vitala cows face-to-face, learn about their 5-star accommodations and try your hand at lifting a day's worth of cow manure.
Animal Exhibit:	Featuring Goats on the Roof
Anaerobic Digester:	A pilot project in partnership with CowPower BC which converts cow manure from the dairy barn into electricity to power our farm.
Vitala Ice Cream Stand:	Fresh from the EcoDairy and handmade on site, open May – September.
Nature's Pickin's Farm Market:	Why not pick up some of the Fraser Valley's best produce and gourmet foods to take home with you?
Patio and Picnic Area:	Free to the public to enjoy year-round

Vitala Foods

Vitala Foods is a natural foods company with a passion and vision to bring healthy foods to the world. EcoDairy is home to the Vitala cows and chickens who produce milk and eggs which are used in the Vitala Foods product family. Vitala Milk, Yoghurt, Eggs, Cheese and Ice Cream are innovative, healthy and traceable because here at Vitala Foods, we manage the value chain – feed, farm, freight and food - like no one else. Vitala products are naturally high in nutrients such as omega-3 and vitamin D because of our specially formulated feed. This is what helps makes our dairy and egg products the healthiest in the world.

Dairy Innovation Association

The Dairy Innovation Association is a not-for-profit BC society with four mandates:

- ✦ To create a platform for advances in agri-technology and promote agri-tourism,
- ✦ To provide opportunities for education of dairy farming practices and products,
- ✦ To focus on green energy conservation and nutrient management,
- ✦ To offer a fun and experiential learning environment for the public.

The EcoDairy operation, through the Dairy Innovation Association, directs a portion of gate revenues to the support of scientific research and education in agriculture.

Hours of Operation

Our hours vary seasonally. For up-to-date hours of operation, please visit our website: www.ecodairy.ca

OUR HISTORY

2008

Vitala Foods is launched

2010

Bakerview EcoDairy established

2011

Anaerobic Digester operational

2012

Nature's Pickin's opens at the EcoDairy

2014

EcoDairy in partnership with Science World officially opened with new look, interactive experience.

OUR PARTNERS AND SPONSORS

GOLD

Artex Barn Solutions
Avalon Dairy
DeLaval (J&D Farmers Dairy Service)
Nutriva Group

SILVER

Abbotsford Community Foundation
Houle
Lallemand
Vedder Transportation Group

BRONZE

Bank of Montreal
Northwest Rubber
Novus International
ProMat
Sun-North Ventilation
WestGen

OTHER IN-KIND

Clearbrook Iron Works
Curtis and Company
Fictorie Construction
Partners and Hawes
Post Photography
Pound and Grain

ECODAIRY IN PARTNERSHIP WITH SCIENCE WORLD FACTS

- ★ Our Vitala Cows produce more than 12,000 gallons of milk per month.
- ★ Less than 5% of farms in BC have a robotic milker. This innovation allows our cows to milk whenever they want. It also has the ability to identify each cow and track her milk output for the day and run tests to ensure she is fit and healthy.
- ★ Each milking takes our robot just six minutes!
For every inch of water collected through our rainwater collection system, 600 gallons of water is stored and reused to irrigate our green roof and grounds.
- ★ Our induction lighting system cuts our energy consumption by 47%.
- ★ Vitala Milk is Canada's only truly traceable milk which means you can trace it right back to Vicki the Cow!