

WELLNESS ARTIST
FLURER SMOKERY

KEALY DONALDSON



...Love in Every Bite

With a background in Aquaculture and Seafood Processing, Kelly and Brian Flurer launched Flurer Smokery in Duncan Bay, north of Campbell River, in 2009. Their first day of production was ten years ago, on February 16th, 2010. Flurer Smokery specializes in Seafood Processing and hosts a fantastic product line of in-house smoked fish. The Campbell River site was a fair sized seafood processing facility to start out in; while they worked hard, growing their business, they knew their business needs were changing. So the Flurers made an executive decision and moved Flurer Smokery to Port Alberni.

The Port Alberni Port Authority (PAPA) CEO extended a very enticing invitation to relocate the business to a more central Island location, and so far it's proving to be very rewarding. The new Flurer Smokery location, known as DOCK-PLUS, has had \$1.5 million in recent upgrades by the City of Port Alberni, Province of BC and PAPA. The Flurers noted a very special thanks to Zoran with the Port Authority for the relationship they have created for this marine-based project.

"Staff from PAPA have been amazing and supportive; they pushed to work with local contractors for the

upgrades. ICE-T was also involved with this project," says Brian Flurer.

Strathcona Community Futures was a key partner in the Flurer's move to Port Alberni. Economic Development Manager Patrick Deacon and Port Alberni Mayor Sharie Minions welcomed the Flurer's when they arrived and opened their doors. They are anticipating the DOCK-PLUS Grand Opening as early as February 2021.

The DOCK-PLUS currently hosts 5 companies and a commercial kitchen. The Flurers are managing the day-to-day operations for the Ice House (100 totes per day), Blast Freezer and Freezer Storage. The Flurers noted that 300 4x4' ice totes fit into this upgraded freezer storage.

"At our old facility, we didn't have a full freezer available to us. Now with this amazing facility, the massive freezer space has allowed us to expand our services and product lines," says Kelly Flurer. The Dock-Plus Ice House will have a federally certified ice plant allowing them to sell product to other Federally certified processing facilities.

Flurer Smokery is still doing custom orders including food fish for First Nation communities, commercial fisheries, sport fishers and local restaurants. In Port Alberni, All-Mex'd Up is featuring smoked fish tacos highlighting Flurer products and Double R Meats Meat Shop have added Flurer Smokery products.

For the last three years, Commercial Fishing openings for sockeye salmon have been in the Alberni Inlet - the only place on the coast. "We are excited to have the opportunity to use the freezer facility to build a warehouse inventory for our new products. It is a huge advantage for us," says Kelly Flurer. She also added how great it's been finding the right talent for their growing business.

"Sandra Watts has joined our team and has amazing talent within industry." As the inside of the plant has been completely redone, "it's all about location, location, location for us," says Brian Flurer, "and now we are centralized for Commercial and Private Fishers."

Flurer Smokery continues to sell direct to the public via local Farmers Markets. Currently they are attending two per week - the Island Roots Farmers Market on Wednesdays from 2-6pm at Beban Park (Centennial Building), and the Qualicum Beach Farmers Market on Saturdays from 8.30 am-12 noon at the Qualicum Community Hall (outside). Both markets are featuring food vendors only.

The Flurer's product focus is salmon, ling cod and tuna as well. The Flurers are featuring a new product called 'Zorans'; it's a salmon wrapped ling cod - inspired by a bacon wrapped scallop. It is a thin slice of the Flurer's specialty in-house smoked salmon wrapped around ling cod, approximately appetizer size 2-3 bites. "Absolutely delicious," says Kelly.

Flurer products are still available in Crabby Bob's and Dave's Bakery in Campbell River and Flurer's products will make the return to Pier Street Farmers Market, in Campbell River, during the summer season. Kelly Flurer adds, "Our customers have been extremely loyal and we are so appreciative to have their support and continued buying power."

Exciting things keep popping up for Flurer Smokery; the Seaport Alliance is working with Flurer taking on Sales on the Lower Mainland and the couple is planning expansion throughout BC and Alberta.

"There's lots happening in the Alberni Valley for economic development and we're thrilled to be a part of it," says Brian enthusiastically. It appears that a \$200 million dollar lumber mill is in the works and the Port Alberni pulp mill is pushing a new product line including food grade paper wrap as part of this community economic growth.

You can connect with Flurer Smokery on Facebook. They are launching a new website in Spring 2021.

Photos L-R: Kelly and Brian outside the Campbell River smokery; Outside of Dock-Plus in Port Alberni; the new facility; Flurer smoked products.

