



# District of Port Hardy

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*Acknowledging with gratitude and respect that we live, work, and play on the traditional territory of the Kwakiutl people, Gilakas'la*

## Port Hardy Unveils New “Carrot” Monument to Honour Legacy of Community Activism

**Port Hardy, BC – July 25, 2025** – During this year’s FILOMI Days celebration, the District of Port Hardy proudly unveiled a newly carved version of its beloved “Carrot”—a symbolic landmark representing one of the North Island’s most successful grassroots campaigns.

The unveiling marks nearly 50 years since the community-led “Carrot Campaign” helped secure the paving of the final stretch of Highway 19, transforming transportation and accessibility for residents and visitors alike.

“Today’s event is not just about revealing a new roadside attraction,” said Mayor Corbett-Labatt, addressing attendees at the ceremony. “It’s about remembering how the people of Port Hardy came together with determination, creativity—and yes, vegetables—to drive real change.”

### The Story Behind the Carrot

In the early years of settlement, residents of the North Island had limited options for travelling to and from Port Hardy. With no paved road, the only connections southward were through ferry, air travel, or navigating a winding, active logging road that could take eight hours or more to reach Nanaimo.

Frustrated by inaction, community member Maria Laurie famously described the government’s vague promises of a paved road as “a carrot being dangled just out of reach.” That comment ignited a movement.

Roland Shanks, publisher of the North Island Gazette, helped turn Laurie’s remark into a full-fledged campaign. The “Carrot Campaign” quickly became a media-savvy movement, complete with pots of carrot juice, the rallying cry “Do You Carrot All?”, pothole golf tournaments, and a 6.5-mile protest march. The energy and ingenuity of residents made headlines—and a difference.

In 1979, the community’s voice was finally heard. The highway was paved, ending reliance on dangerous logging roads and marking a new era for the North Island. A 10-foot carved carrot was raised in what would become Carrot Park, commemorating the achievement.



## A New Carrot for a New Generation

Now, decades later, the carrot—weathered by time—has been respectfully retired. In its place stands a newly carved monument, unveiled today in Carrot Park. This new carrot isn't just a nod to local history; it's a vivid reminder of what's possible when small communities unite with a big voice.

“This carrot stands as a tribute to the past, a reminder of what's possible in the present, and a promise for the future,” the mayor added. “Because yes—we carrot all. And we always will.”

## About FILOMI Days

FILOMI Days is Port Hardy's signature summer celebration, always held during the third weekend in July, honours the community's heritage in Fishing, Logging, and Mining. The festival brings residents and visitors together for a weekend of events, entertainment, and reflection on the North Island's rich and resilient history.

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*Mayor Corbett-Labatt unveils the  
Carrot on July 19, 2025*