



BC Farmers' Market Trail is ripe for exploration

New consumer-facing website puts those who grow, make, bake, raise & wild-harvest in BC on the map
www.bcfarmersmarkettrail.com

Aug. 8, 2018, Vancouver, BC – Farmers' markets in British Columbia contribute more than \$150 million to the provincial economy each year and the BC Association of Farmers' Markets (BCAFM) is expecting them to contribute even more with today's announcement of the new [BC Farmers' Market Trail](http://www.bcfarmersmarkettrail.com).

Increasingly, BC is enjoying global recognition for its unique and diverse farming and local foods. The BCAFM is a non-profit organization committed to developing and strengthening the capacity of its 145 farmers' markets in all regions of British Columbia.

Through the BCAFM's newly launched website www.bcfarmersmarkettrail.com, along with printed guides, visitors and BC residents will be able to easily discover regional farmers' markets selling freshly harvested fruits and vegetables, locally raised meat and eggs, artisanal cheese, preserves and honey, craft beer, wine and spirits, savoury treats, and handmade artisan goods. This is all in support of BCAFM's quest to better support local food producers and their markets. It also encourages visitors and locals to explore BC in new ways, discovering regional ingredients, unique growers and hidden artisanal gems.

"The BCAFM is thrilled to launch the BC Farmers' Market Trail initiative this summer. It showcases the rich experience of farmers' markets in our province and the phenomenal local farms and food throughout the regions. The Trail will make it easy for locals and visitors in BC to find the freshest, local, in-season food and will serve as the definitive to guide to 145 community farmers' markets across BC," said Wylie Bystedt, president of the [BC Association of Farmers' Markets](http://www.bcfarmersmarkettrail.com) and Cariboo rancher.

The impetus behind creating an easy to use consumer facing website is to also highlight how abundant and diverse farmers' market experiences are across the province, particularly in rural and remote areas. With the increasing trend of people seeking healthy, local, in-season products, the [BC Farmers' Market Trail](http://www.bcfarmersmarkettrail.com) provides a comprehensive solution to sourcing these products through BCAFM's member farmers' markets. It is an innovative new way for visitors and locals to discover these authentic, community farmers' markets across BC, who share a commitment to BC grown and made food along with artisanal goods.

The project is being supported by Destination BC's Co-Op Marketing Partnerships Program with a \$30,960 contribution as well as \$30,000 from the Columbia Basin Trust to support the Kootenay Rockies - Columbia Basin region and an additional \$10,000 from Kootenay-Rockies Tourism.

The first trail showcasing regional farmers' markets will be launched at the end of the summer and the BCAFM plans to showcase all of BC's unique regions over the coming years.

About the BC Association of Farmers' Markets

The BC Association of Farmers' Markets is a non-profit organization committed to developing and strengthening the capacity of farmers' markets in all regions of British Columbia. The BCAFM educates, engages and inspires people to create a vibrant farming sector in BC, one that nourishes and supports BC's natural environment and communities. To learn more about the BCAFM and membership, people may visit www.bcfarmersmarket.org. To explore 145 BC farmers' markets across the province go to www.bcfarmersmarkettrail.com.

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Additional resources:

#BCFarmersMarketTrail

#BCFarmersMarket

Instagram: [@BCFarmersMarket](https://www.instagram.com/BCFarmersMarket)

Facebook: <https://www.facebook.com/BCAFM>

Twitter: [@BCFarmersMarket](https://twitter.com/BCFarmersMarket)

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Images for use: [BC Farmers' Markets](#)

Media contacts:

Deirdre Campbell, Beattie Tartan: 250-882-9199 or deirdre.campbell@onlybeattie.com

Georgia Stanley, BC Association of Farmers' Markets: 604-734-9797 or georgia@bcfarmersmarket.org