



**For Immediate Release
August 4, 2011**

2nd Annual BC Farmers Appreciation Week

British Columbians, hungry for farm fresh produce, can celebrate their local farmer at the second annual BC Farmers Appreciation Week (FAW) at Farmers' Markets throughout BC from July 31 to August 6.

Abbotsford West MLA Michael de Jong and Minister of Health will speak at the event at the Abbotsford Farmers' Market on August 6 at 11 am.

The BC Association of Farmers' Market is excited to co-host the events at the Abbotsford, Burnaby and Kelowna farmers' markets in partnership with Save-On-Foods, a major sponsor.

"We are reminded daily by the media of famine in the Somalia and food shortages causing unrest around the world that food is at the foundation of healthy and stable communities and countries. Let's celebrate and be grateful to those farmers who grow our food," said Jon Bell President of the BCAFM. BC has the most diverse agricultural industry within Canada.

"Last year the launch at the Kelowna farmers' market was heart warming and the benefits were beyond our expectations. One woman farmer cried from all the support since the last ten years of farming have been particularly challenging although she said that things seem to be turning around." said, Elizabeth Quinn, manager of the BCAFM. "This year the event is growing and will be held in over 20 farmers' markets across BC "

"As Western Canada's largest independent grocery retailer, we're proud to be the number one supporter of local growers, ranchers and suppliers throughout BC and AB, doing business with more than 1200 different growers and producers in both provinces," said Save-On-Foods spokesperson Julie Dickson Olmstead. "We're very proud to say that when in season, more than 75% of the fresh fruits and vegetables we sell are grown locally and over thousands of Western Family items, including Western Family beef and Western Family chicken, just to name a few, are produced here at home. Our local partners are important part of our business, and we're pleased to join in this opportunity to publicly thank them for all that they do," she added.

In BC, farmers make up only 1.6% of our population; yet, this small percentage produce an estimated 48% of all foods consumed in B.C. "Whether or not we are aware of it, British Columbians depend on BC farmers and BC farmland" says Elizabeth Quinn.

To find a farmers' market near you, visit www.bcfarmersmarket.org.

The BC Association of Farmers' Markets is a not-for-profit association, representing 103 farmers markets including 1000 farmers. The Association is committed to developing and strengthening the capacity of BC farmers markets in communities throughout BC. One key priority is to encourage the public to choose healthy BC grown agricultural products to

maintain our secure food system, reduce the carbon footprint and ensure that we can keep BC food on BC plates for our children and grandchildren to enjoy.

Visit <http://www.bcfarmersmarket.org/ind/faw.htm> for more information about FAW and farming in BC.

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Abbotsford Farmers’ Market Event – August 6, 2011 at 11 AM.

33737 George Ferguson Way & Montrose Ave, Abbotsford

On Saturday, customers can visit displays by local 4H program participants and sign a giant thank you card for the market’s farm vendors and visit displays by local 4H participants.

There will be a short ceremony to celebrate our relationship with and appreciation for our local producers at 11:00 AM. Abbotsford Mayor George Peary and Abbotsford West MLA Michael de Jong will join two of our vendor farmers in a short program. Following the program a celebration cake will be cut and distributed free to everyone in attendance by staff at the local SaveOn Foods store.

Other communities hosting farmers appreciation events include: Armstrong

1. Burnaby
2. Kelowna
3. Golden
4. Haney (Maple Ridge)
5. Hedley
6. North Vancouver – Lonsdale Farmers’ Market
7. Penticton
8. Powell River
9. Quesnel
10. Rossland
11. Terrace – Skeena Valley
12. Saanichton
13. Sorrento
14. Squamish
15. Surrey
16. Sun Peaks
17. Vernon
18. White Rock
19. West Vancouver – Ambleside farmers’ Market

Visit <http://www.bcfarmersmarket.org/findamarket.asp> for contact and location info.