



Brand Refresh

BC Association of Farmers' Markets



FARM FOOD DRINK

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Why Refresh?





Strategic Goals

BCAFM BRAND ENHANCEMENT

- Updating
- Website
- All communication channels

BROADEN BCAFM ROLE

- Expand role
 - Market Boards
 - Market Management
 - Vendors
- Associate members



BC FARMERS' MARKETS

Connecting People
to Local Food, Farmers, Community

BRAND REVIEW

Brand Assessment - Logo



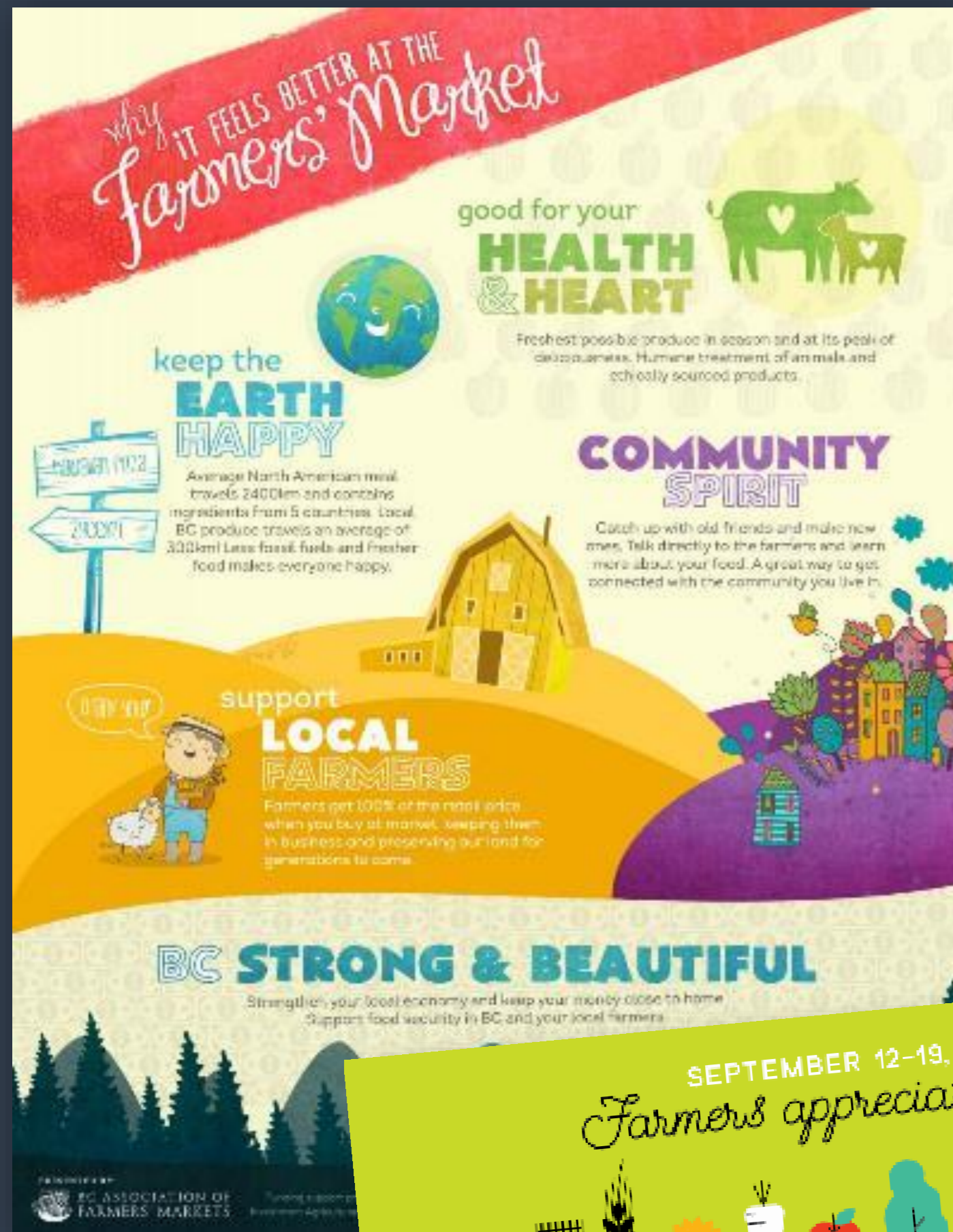
- Format limits usage, not versatile
- Difficult to “read” when small
- Dated, not connecting
- Does not tap into local food momentum



- Disconnected from primary logo
- No connect in community to Farmers' Market
- Typography, good blend of modern, rustic
- Block logo allows variety in applications

BRAND REVIEW

Brand Assessment - Marketing



Existing marketing materials set a positive tone – showing farmers’ markets as exciting, relevant and reflect the importance of local food.

Concerns:

- Lack continuity with each other
- Logo does not stand out
- Some imagery is cliché, used by others

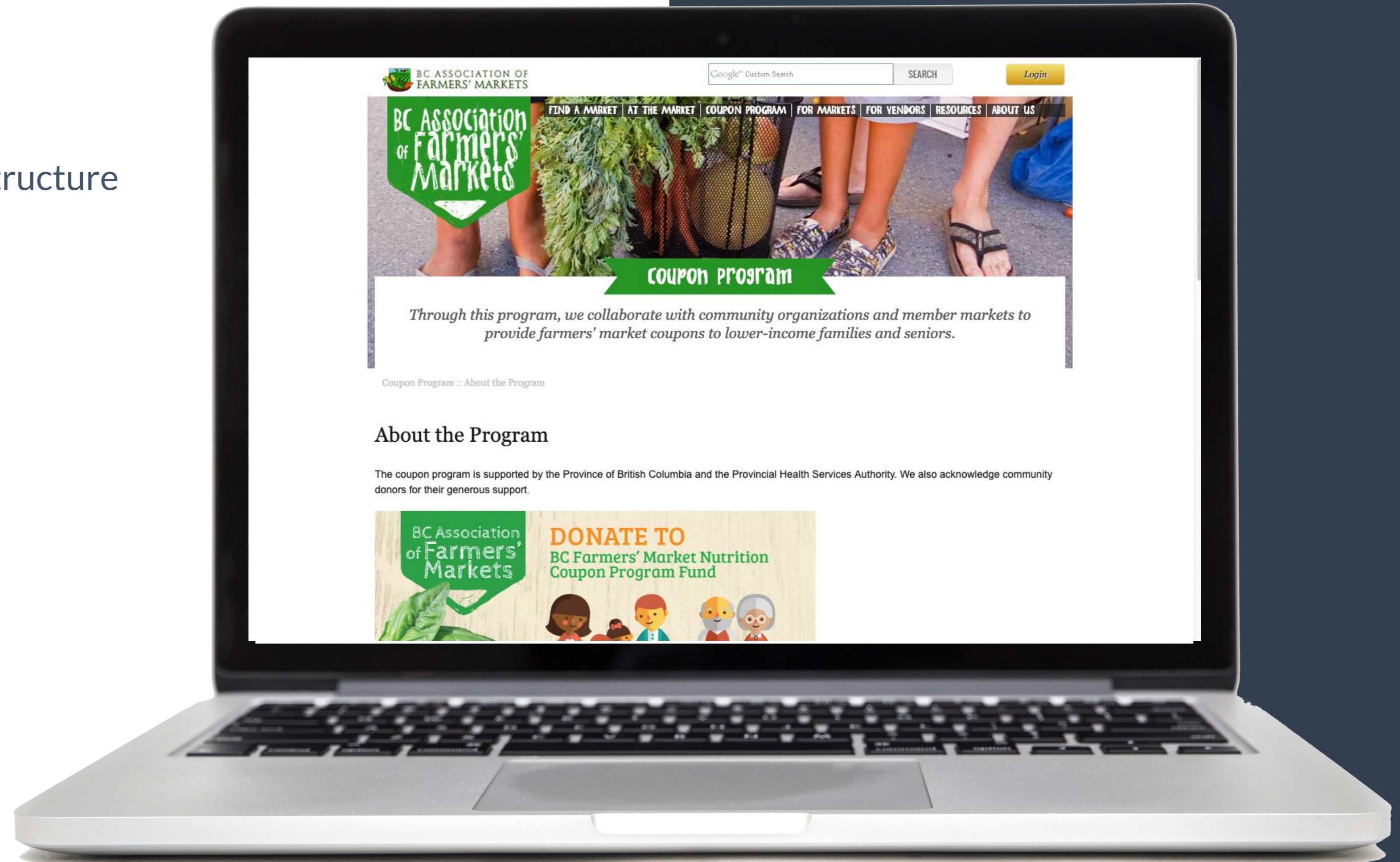
Without a strong BC Farmers’ Market brand, it’s difficult to differentiate from large grocers.

BRAND REVIEW

Brand Assessment - Website



- Website has helpful info, lacks intuitive structure
- Not mobile-friendly, dated design
- Outdated CMS, difficult to self-edit
- Home page does not promote site assets
- Confusing for two audience segments
- Coupon program not well promoted
- Footer & sidebars - not well-utilized
- Improve tie to Social Media



Rebranding Strategy



Community

Connection

Supportive

Relevant

Local

REFERENCED/CONSULTED

- Board Feedback; interviews, surveys, meeting notes
- 2012 Initial Insights - Junxion
- 2013 Trust Brand Manifesto - Junxion
- 2014 Strategic Plan
- 2016 Member Survey
- 2017 Market Research
- 2017 Market Strategy
- Audit of Famers' Market Logos
- Audit of Farmers' Market Association Logos

GUIDANCE

- Avoid clichés
- Speak to young and older
- Vibrant Farmers' markets: eat local, good for community
- Used on multiple materials
- Social media applications
- Connect to Market Trail branding

BC Farmers' Market Logo



Logo Design Rationale



Shapes represent building a community

Colour mosaic represents diversity, vibrance

Together BC Farmers' is local

Shape inspired by market stalls

A badge, a collective purpose



Imagery Symbolization:

Picked Apple:
Freshness and health

Growing Carrot:
Earth and growth

Free-range Chickens:
Ethical practices





Website

BC Farmers' Markets



Become a Member Farmers' Market

We are committed to developing and strengthening the capacity of farmers' markets in all regions of BC through training, promotion, education, research and advocacy.

[JOIN](#)



THE **BC**
FARMERS'
MARKET
TRAIL

[FIND A LOCAL MARKET](#)

WHAT'S NEW
Read our 2018 Farmers'
Market Focus Group
Report

[LEARN MORE](#)



**CULTIVATING
COMMUNITY**
BC FARMERS' MARKETS
CONFERENCE

March 8-10
2019
Kimberley BC

BC FARMERS' MARKET
Coupon Program



[LEARN MORE](#)

We support, develop and promote farmers' markets in British Columbia so local food continues to thrive.



Rationale

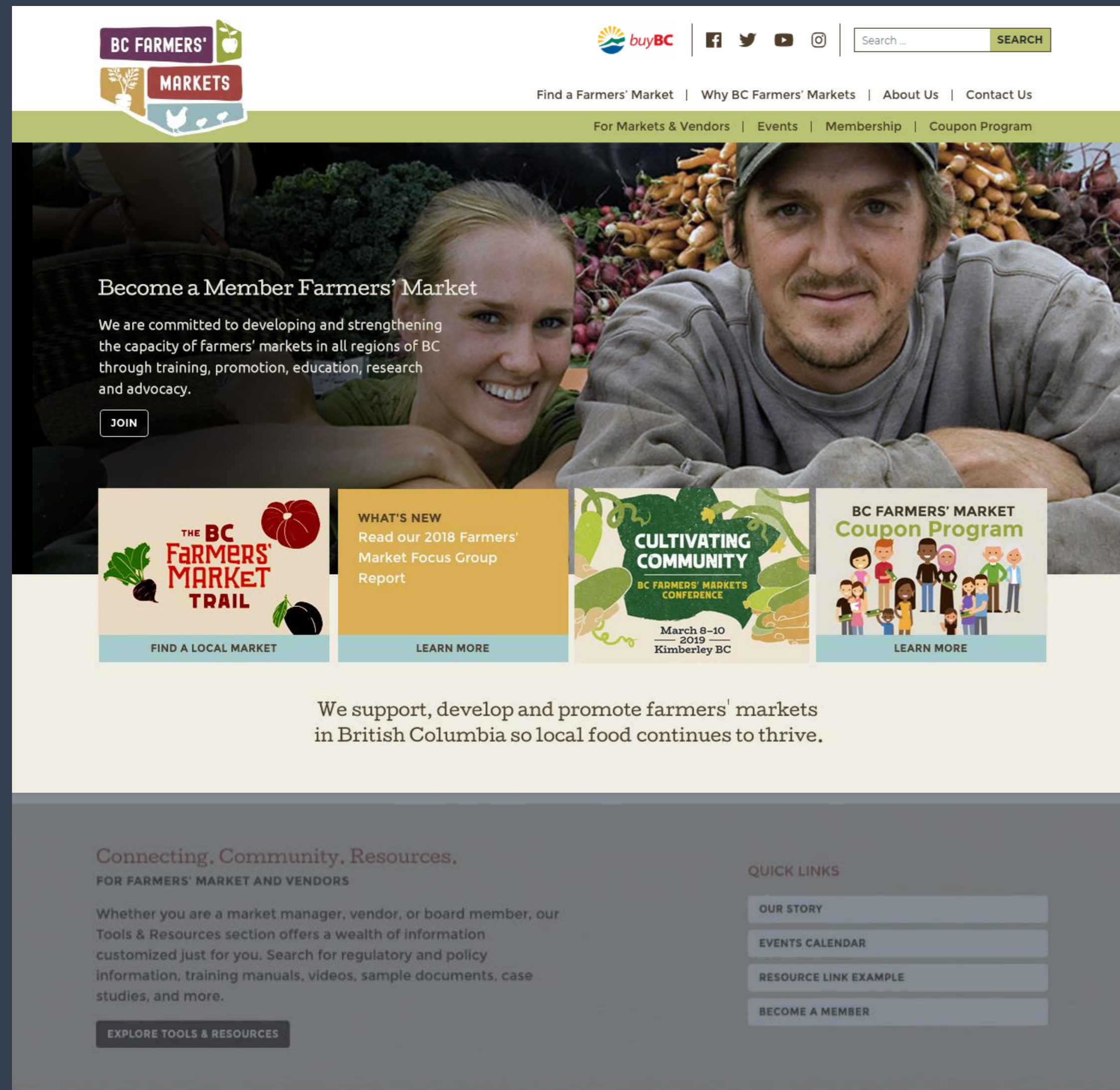
FOCUS

- Function, Structure, Ease of use
- Intuitive, better way-finding
- Serve needs of BCAFM members
- Flexibility for growth, change
- Back end - set up for easy updating

GOALS

- Clean page layouts
- Bright and friendly, modern
- Functional “Tools & Resources”
- Responsive, resizes for smart devices

Home



Two tiered navigation

Keeps important info from being hidden

Image slider with key messages

Sliders to promote BCAFM and BCAFM events

Events and Recent News

Easy admin for changes as needed



Home

We support, develop and promote farmers' markets in British Columbia so local food continues to thrive.

Connecting. Community. Resources.

FOR FARMERS' MARKET AND VENDORS

Whether you are a market manager, vendor, or board member, our Tools & Resources section offers a wealth of information customized just for you. Search for regulatory and policy information, training manuals, videos, sample documents, case studies, and more.

EXPLORE TOOLS & RESOURCES

QUICK LINKS

OUR STORY

EVENTS CALENDAR

RESOURCE LINK EXAMPLE

BECOME A MEMBER

Fresh. Local. In Season.

PROGRAMS & CAMPAIGNS

Find out what we've been working on to support, develop and promote farmers' markets across the province.

PROGRAMS & CAMPAIGNS

The BC Farmers' Market Trail

Find a BC farmers' market near you. Experience fresh, unique, and seasonal flavours and connect with distinct growers, makers, and bakers in your community.

FIND A FARMERS' MARKET

Selling At BC Farmers' Markets

Grow your business, experiment with new ideas, learn about new trends, and meet face-to-face with customers. Find out what it takes to sell at BC farmers' markets.

LEARN MORE

Become a Member

We are committed to developing and strengthening the capacity of farmers' markets in all regions of BC through training, promotion, education, research and advocacy.

LEARN MORE

Follow us on Instagram @bcfarmersmarket



THANK YOU TO OUR SPONSORS!



For Markets and Vendors banner:

Quick access to tools, resources, assets

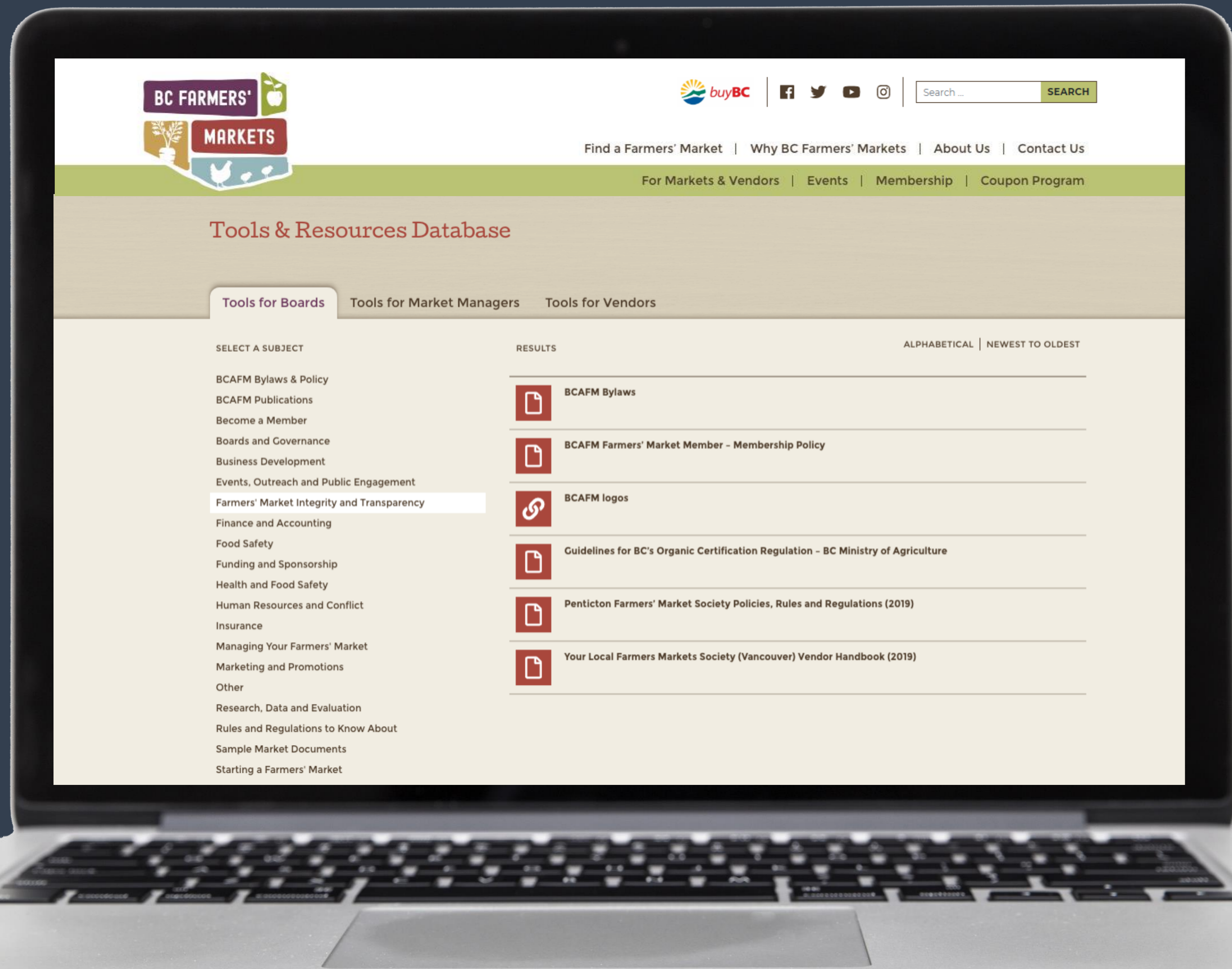
Way-finding banners

Customizable, directs to sources of information

Social Media

Instagram feed and to facebook & twitter

Tools and Resources



Organized into 3 needs:
Tools for Boards
Tools for Market Managers
Tools for Vendors

Further organized by
Topic Categories

Events Calendar



Event Calendar

◀ ▶ NOVEMBER 2018

<p>4 - 10 NOV</p> <p>Conference: BCAFM Growing Together</p> <p>8:00AM- 10:00AM Community Centre, 123 Main Street, Victoria, BC → more information</p>	<p>8 NOV 2018</p> <p>Webinar: Strengthening Farmers' Markets Workshops</p> <p>8:00AM- 10:00AM Community Centre, 123 Main Street, Victoria, BC → more information</p>	<p>16 NOV 2018</p> <p>Event: Event Name Here</p> <p>8:00AM- 10:00AM Community Centre, 123 Main Street, Victoria, BC → more information</p>
<p>21 NOV 2018</p> <p>Event: Mid-Autumn Harvest Festival</p> <p>8:00AM- 10:00AM Community Centre, 123 Main Street, Victoria, BC → more information</p>	<p>25 NOV 2018</p> <p>Event: Event Name</p> <p>8:00AM- 10:00AM Community Centre, 123 Main Street, Victoria, BC → more information</p>	

Webinars & Workshops



Upcoming Webinars & Workshops → Webinars & Workshops Archive

Webinars & Workshops

Webinar 1 & 2: Market Management Best Practices

Market Management Certificate Program

PART 1: Tues. Oct. 18, 2018 @ 12-1:30pm

Our program begins with an exploration of leadership and an examination on how to set clear guidelines about who is responsible for what on a team consisting of a board, a paid staff person and/or vendor volunteers. This webinar will also look at risks for market closure and what the research findings have to teach us about best practices. We'll explore setting up smooth protocols for day-to-day operations and market day, and we'll discuss the all-important policies and regulations that govern effectively-run farmers' markets.



PART 2: Tues. Oct. 25, 2018 @ 12-1:30pm

During our second webinar, we'll cover strategic thinking, running a safe market (risk management), planning, evaluation and assessment, staff evaluation, and discuss what records your market need to be keeping.

- Facilitator (+)
- Pricing (+)
- What Past Participants Have to Say (+)

Webinar 1 & 2: Market Management Best Practices

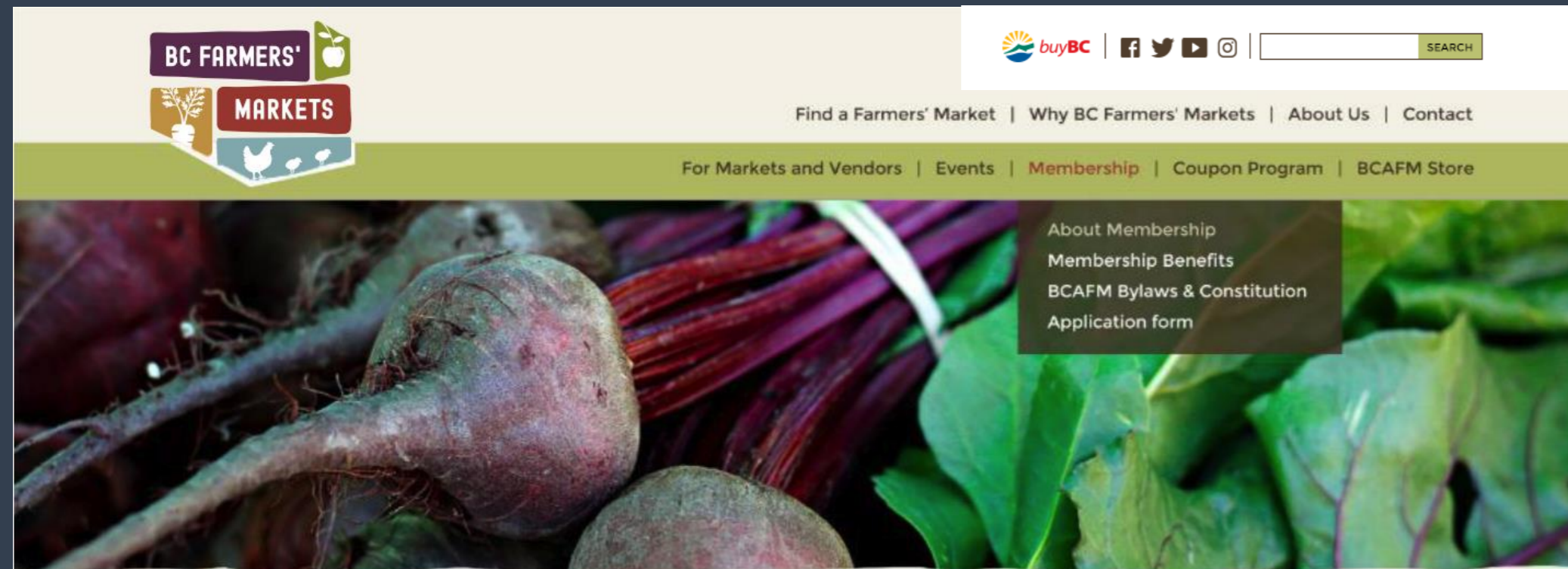
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Membership

Our Story



BC Farmers' Markets Membership

The BC Association of Farmers' Markets (BCAFM) is a registered BC Society that represents 145+ authentic - make, bake, grow, raise and wild harvest - farmers' markets in communities across BC. We are committed to developing and strengthening the capacity of farmers' markets in all regions of BC through training, promotion, education, research and advocacy.

[APPLY NOW](#)

Our Story

We are committed to developing and strengthening the capacity of farmers' markets in all regions of British Columbia so local food continues to thrive.*

We are passionate about local food and helping markets, farmers and small businesses thrive. When we first launched as an organization, our role was to support farmers' markets in BC and help them succeed. Over the years, we have grown to recognize that our purpose extends beyond that reach.

During the last century, the relationship between food and consumers changed as food travelled around the world, changing hands several times before finding its way to our table. More recently, there has been a desire to return to a local food system where people can buy and sell food and goods of all varieties - fresh fruits and vegetables, baked goods, preserves, local cheese, eggs and meat, flowers, honey, craft beer, wine and spirits, and sweet and savoury treats. This is what our farmers' markets look like today. People are seeking value, variety and freshness, and farmers' markets capture the feeling of a unique community marketplace.

We Offer Our Members

- Education, strengthening and networking opportunities
- Marketing, promotions and public engagement
- Research and advocacy to support farmers' markets in BC
- Influence on key decision makers
- Access to special pricing and programs
- A voice in the future of BC's farmers' markets and local food system

[LEARN MORE ABOUT BENEFITS](#)



The BCAFM is committed to developing and strengthening the capacity of farmers' markets in all regions of British Columbia. Our key areas of focus are:

- Providing education and training to market boards, managers and vendors;
- Helping promote farmers' markets to the public and key industry stakeholders;
- Educating the public to choose healthy British Columbia grown agricultural products to ensure a secure food system, to reduce the carbon footprint and to ensure the viability of farming into the future;
- Initiating and managing research and development activities;
- Delivering a unified industry voice for all British Columbia farmers' markets

See our [constitution](#) and [bylaws](#) for more information..



Eligibility Information

- [BCAFM Farmers' Market Member - Membership Policy](#)
- [BCAFM Farmers' Market Membership Annual Fees](#)
- [BCAFM Bylaws and Constitution](#)

Apply or Renew Your Farmers' Market Membership

BCAFM Farmers' Market Membership is annual, and the membership year begins April 1st.

[APPLY NOW](#)

Mission Statement
To support, develop and promote farmers' markets in British Columbia.

Quick Links

- [BCAFM Bylaws & Policy](#)
- [Our Supporters](#)
- [In the Media](#)
- [Job Opportunities](#)

Why Farmers' Markets



Why Farmers' Markets

A farmers' market is a place where you come to learn about healthy food. It's a meeting place to connect with friends, family and neighbours. It's a springboard for local farmers to introduce their wares to new audiences, and it is a celebration of community and the bounty of the land.

Why It Feels Better at the Farmers' Market

People come to farmers' markets week after week for many reasons, including the community gathering experience, the opportunity to talk directly to farmers, and the reassurance that they are eating nutritious and ethically sourced food. Whatever the reason, there is something magical that happens at a farmers' market, and our goal is to preserve and nurture that magic.



INFO SHEET

So why should you support the local food movement?

It's Good For You & Your Family

When you provide your family with juicy peaches, hormone-free chicken and crisp baby carrots, eating healthy becomes very easy, not to mention incredibly enjoyable. By spending your food dollars at the market you are investing in you and your family's health.

It's Good For BC Farmers & Communities

When farmers sell at the market they get to bring home 100% of the retail price - this means that your money stays and works in the community. By supporting local farmers you are voting with your dollar to keep BC farmers farming, and safeguarding BC's agricultural land for future generations.

It's Better For Our Environment

The fresh produce sold at BC farmers' markets usually travels less than 300km to get to you. Compare this to the average North American meal, which travels 2,400km to get from field to plate and contains ingredients from five countries in addition to our own. All that transportation results in a lot of fossil fuels being burned, which contributes to air pollution, acid rain and climate change.

Top 10 Reasons to Buy Local

1. Local Food is fresher and tastier
2. Enjoy delicious foods that are only available in-season
3. Strengthen the local economy and keep your dollars close to home



Coupon Program



BC Farmers' Market Coupon Program

Through this program, we collaborate with community organizations and member markets to provide farmers' market coupons to lower-income families and seniors.

The coupon program is supported by the Province of British Columbia and the Provincial Health Services Authority. We also acknowledge community donors for their generous support.



How the Program Works

The Farmers' Market Nutrition Coupon Program (FMNCP) is a healthy eating initiative that supports farmers' markets and strengthens food security across British Columbia. Community partner organizations hand out coupons to lower-income families and seniors participating in their food literacy programs. These coupons can be spent at all BC farmers' markets that participate in the FMNCP to purchase vegetables, fruits, nuts, eggs, dairy, cut herbs, meat and fish. Each household enrolled in the Program is eligible to receive a minimum of \$21/week in coupons.



Program History

The Farmers' Market Nutrition Coupon Program began in 2007 as a pilot project operating in each of the five health regions of BC and began receiving funding from the Ministry of Health in 2012. Since then, the program has continued to grow, serving 57 communities and expecting to reach over 3900 households in 2018.

2018 Season

Community

Connection

Supportive

Relevant

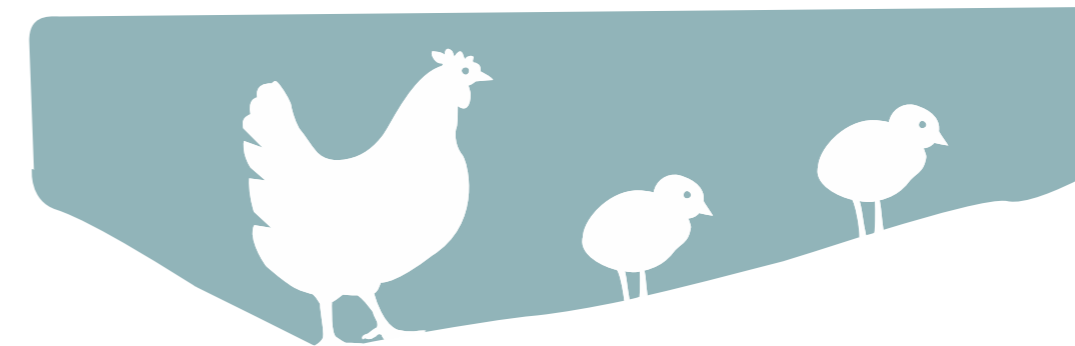
Local

Summary

BC FARMERS'



MARKETS



Thank You

BC Farmers' Markets



www.farmfooddrink.ca