



BC ASSOCIATION OF FARMERS' MARKETS

Issue: April 2014

2014 BCAFM Board of Directors

We are pleased to announce the BCAFM's [2014 Board of Directors](#):

President: Jon Bell (Sechelt)
Vice President: Wylie Bystedt (Quesnel)
Treasurer: Bruce Fatkin (Abbotsford)
Secretary: Cat Majors (Armstrong)
Director: Helen Fathers (White Rock)
Director: Erna Jensen-Shill (Cranbrook)
Director: Shankar Raina (Whistler)
Director: Ron Tamis (Surrey)

2014 Farmers' Market Award Winners

This year we introduced the [BCAFM Farmers' Market Awards](#). The winning markets were selected from 19 nominated markets. The review panel considered how each farmers' market added value to their communities and connected producers to consumers through fresh, local foods.

2014 Farmers Market of the Year Awards:

- Sorrento Village Farmer's Market (small category, 7-20 vendors per week)
- South Cariboo Farmers' Market in 100 Mile House (medium category, 21-60 vendors per week)
- Vernon Farmers' Market (large category 61+ vendors per week)
- UBC Farm Community Market: Special Achievement Award
- Bruce Fatkin (Abbotsford Farm & Country Market) Farmers Market Manager of the Year
- Taves Family Farm Applebarn Farmers' Market (Abbotsford) Vendor of the Year

Congratulations!

2014 Membership Renewal

Did you miss the March 21 deadline? We are still [accepting applications](#) and will do our best to include all eligible markets in the 2014/15 print farmers' market directory.

Download the [application form](#) on the BCAFm website.

2014 Nutrition Coupon Program

Have you submitted your program application for the [2014 Farmers Market Nutrition Coupon Program](#)? Applications are due **Saturday April 5th**.

If you have questions, contact Peter Leblanc, program manager at nutrition@bcfarmersmarket.org.

BCAFm in the Provincial Legislature

BC farmers' markets made it into the provincial legislature last week when farmer, market vendor, MLA and past BCAFm Board member (2007 - 2009), Jordan Sturdy made a [statement](#) about where to purchase fresh fruits and vegetables during session.

Buy Local Survey Results

In preparation for our Buy Local campaign, we looked to uncover barriers and source possible solutions to increase participation at BC farmers' Markets.

Through a series of surveys and focus groups with our target audiences (females ages 25-45 with an interest in buying local food) we discovered:

Biggest barriers deterring visits to farmers' markets

- A lack of time, a preference to do all shopping in one location, being unaware of hours and what's available, and perceived high prices stood in the way of visiting farmers' markets

Possible solutions to overcoming barriers at farmers' markets

- Knowing what's available for purchase, market hours, increased availability/promotion of market information, children's activities, and easy access to markets/ public transportation would encourage frequent visits

Possible ways to increase participation at farmers' markets

- Variety of payment options, access to recipes, discounts, product variety, knowing what's available beforehand, and optimized market space with good flow would increase purchases at farmers' markets

Stay tuned for more updates!

In Memoriam

With great sadness we announce the passing of former BCAFM director [Ken Stefanson](#) who passed away February 26. Born in 1937 in Selkirk, Manitoba, Ken relocated west to Gabriola Island.

Known as Mr. Gabriola Gourmet Garlic, Ken was a long-time attendee of the farmers' markets and other markets up and down Vancouver Island and on the mainland. Ken was also a lover of live music and an avid supporter of singer-songwriters.

At Ken's request there will be no funeral and no memorial. He asked instead for the island to have a concert in his memory to support and help restart the Hot-Lunch Program at the Gabriola school.

Leading the Local Food Revolution: 2014 Conference

Thank you for a wonderful 2014 conference and AGM! We hope you enjoyed the event. If you missed a session, [workshop presentations](#) are now available on the BCAFM website.

Nutrition Coupon Program Video

We are thrilled to share with you a video that we created for the Farmers' Market Nutrition Coupon Program. With the support of the Squamish Farmers' Market and Sea to Sky Community Services, we are able to see the program through the eyes of Kimberly Daniels and her family, who were part of the program last year.

[Watch the video](#)

Nutrition Coupon Results Brochure 2012/2013

We've published an 8-page [program results brochure](#) full of charts, photos and information on the FMNCP, drawn from our third party evaluation and the data you provided.

To request copies contact us at 604.734.9797.

The FMNCP provides low-income families and seniors who are enrolled in participating cooking and skill-building programs with coupons each week to spend at their local farmers' market.

Strategy 101 - From Planning to Practice Workshop

Join us for [Strategy 101: From Planning to Practice!](#)

Register today!

- [April 10 in Victoria 10 am - 4 pm](#)
- [April 24 in Vancouver 12 pm - 7 pm](#)

Join Bohdan from Siena Consulting and your farmers' market colleagues for an active and outcome oriented day of learning. Whether you are delving into your organization's first strategic plan or revisiting an existing plan, this workshop will leave you ready to shape your plan and put it into practice.

Strategic planning is about improving your organization's performance. It involves knowing who you are and what you want to do, being realistic about what you're currently capable of achieving, analyzing the gap between what is and what could be, and aligning your activities with your resources to close the gap and help you to better deliver on your mission.

Space is limited. Sign up for "[Strategy 101: From Planning to Practice](#)", a workshop provided by Siena Consulting.

*Lunch is included

Registration Details

- BCAFMs Members \$30 plus tax
- Non-Members \$40 plus tax

Register for the [Vancouver](#) or [Victoria](#) sessions online.

Funding provided by: Vancity

Sustainable Land Use in BC

Celina Owen, Manager, Communications & Admin, Real Estate Foundation of BC

One of the myths about the Real Estate Foundation of BC is that we are "in" real estate. In fact, we are a philanthropic foundation that makes grants to advance sustainable land use across British Columbia. Over the past 25 years, we have awarded over \$65 million in grants.

How it works

The "real estate" in our name comes from our main source of revenue. When you buy property in BC, your deposit goes into the real estate brokerage's trust account along with everyone else's deposits. (This is true for most residential transactions.) Under provincial legislation, we receive the interest on those pooled funds, invest it and give it back to the community through grants to non-profit organizations. The projects we fund support responsible and informed land use, conservation and real estate practices.

The Food Connection

The Real Estate Foundation's vision is to support land use practices that contribute to resilient, healthy communities and natural environments. [Sustainable Food Systems](#) is one of our three granting priorities.

We know that BC communities are facing challenges that affect food security – including climate change and development pressure on agricultural land. Given the Foundation's land use mandate, our focus is on innovative land use policy and planning approaches that will help advance sustainable food systems, in a community, region or BC-wide.

In January 2014 our CEO sent an open letter to the Province on the [Agricultural Land Reserve](#). In it, we list a few examples of the great work we have been privileged to support and encourage the government to create opportunities for public input into any proposed changes to the ALR.

You can find out more about our grant program, projects we support and connect with us at <http://www.refbc.com>.

UBC Study Examines Food Safety at Farmers' Markets?

In 2012, a UBC research student went to seven farmers' markets in BC and observed the behaviours of food vendors selling foods, such as breads, cheese, eggs and other goods. A total of 21 vendors were observed for a minimum of 20 minutes each. Most vendors were working their booths on their own, handling both food and money, and were observed wearing gloves on one or both hands. Although 64 per cent of vendors had a hand-washing station, during over six hours of observation, not a single vendor was observed washing their hands, and no vendors were using gloves appropriately.

We would like to remind vendors to wash their hands. Use regular soap (not antibacterial) and wipe dry with paper towels. Gloves are recommended for handling food, but they must be kept clean. Money can be very dirty, if a food handling glove touches money, change the glove.



Do's and Don't of Gloves Use and Hand-washing Tips

- Wash hands before handling food
- Wash hands after handling money
- Use gloves to handle food
- Wash hands in between tasks
- Change gloves if they touch money



Don't:

- Handle money and food with the same hand
- Let a gloved hand touch an un-gloved hand

- Use antibacterial soap
-

Update Your Market's 2014 Web Listing

As the 2014 market season approaches, make sure your [market listing](#) is up to date! This is where we direct members of the public and media.

To make changes to your website listing, you will need to login to your BCAFM website account.

1. To login, go to: <http://met.bcfarmersmarket.org/login>
2. Enter your username and password
3. If you have forgotten your password, you can reset it here: <http://met.bcfarmersmarket.org/user/password>
4. Once you login, click the 'Manage Markets' tab
5. To edit your market information, click the 'EDIT' button, located on the right side of the market name
6. When you are done with your changes, click SAVE at the top right of the pop up window

If you need assistance, email us at: info@bcfarmersmarket.org

Webinar #5 Develop Your Marketing Plan

Apr 17, 2014

7:00 PM - 8:30 PM

[Register online](#)

Mike Rowlands, Junxion Strategies

Join us for webinar #5 [Develop Your Marketing Plan!](#)

To create an effective marketing initiative you need to know who your target audience is, what they care about, and what's the most effective way to reach them? In this webinar we cover how you can deliver the services and products your audience wants while achieving the mission and values of your organization.

Registration details

Webinar & Mentorship Package Holders

If you have already purchased a Webinar & Mentorship Package please register by clicking the "Register Now" link.

Webinars a la carte

Registration for individual webinars is available for

- \$21 (incl. tax) for BCAFM Members

- \$26.25(incl. tax) for non-members

Please register using the "Register Now" link on the individual webinars. Once you have registered we will email you an invoice for payment. Please send payment by cheque to the BCAFM.

Welcoming the 2014 Market Season

Spring is here and that means farmers' market season is just around the corner. We're excited to see what fresh produce, creative ideas, and beautiful crafts pop up at farmers' markets around BC.

This year also brings an exciting change as [locally produced craft beer, wine, cider, and spirits](#) will be allowed for sale at BC farmers' markets. With the finer details still under review, we will continue to provide updates as they become available.

This summer also marks the launch of our Buy Local campaign. In partnership with the BC Ministry of Agriculture and Investment Agriculture Foundation, the campaign will run from late June to the end of July and will focus on increasing consumer awareness through the use of new and traditional media. A video, which you may want to place on your market websites, will also be produced.

If you have questions, comments, or would like to share interesting news going on in your community or market, contact us by phone at 604.734.9797 or by email at info@bcfarmersmarket.org

Wishing your market a great 2014 season!