



BC ASSOCIATION OF FARMERS' MARKETS

Issue: June 2017

Join In the Summer Promotions for BC Farmers' Markets

BC Buy Local - CBC TV Ads, Media Outreach Support + More!

As you may know, the BCAFM received funding from the BC Government's Buy Local Program and Vancity to run a 2017 summer campaign to get more people shopping and buying at BC farmers' markets. The campaign will run from mid-July to mid-September, and will use a variety of strategies to position BC farmers' markets as the best source for fresh, local, in season produce. Whether British Columbians are discovering over 145 BC farmers' markets on their summer travels, or stocking up their pantries and freezers for winter - we want BC farmers' markets to be top of mind, as the best source for fresh, local, produce direct from BC farmers and artisans.

Campaign activities will include:

- Ads on CBC TV and CBC online** - running July 10th - September 11th
- Social Media Campaign** - including content and images that your farmers' market can share, as well as a farmers' market inspired social media contest
- Public Relations Campaign** - as many member farmers' markets as possible will be profiled in our provincial media outreach. You will also be offered free support in story-pitching to your local media
- Campaign assets to share** - we will develop and share farmers' market inspired graphics and images + fun "BC Farmers' Markets" swag.

Join in the Summer Promotions of BC Farmers' Markets!

Complete [this 3 minute survey](#) to:

- Identify your farmers' market's media spokesperson
 - As part of the summer promotions we are working with a PR Firm (The Social Agency) who will work with you to pitch stories about your farmers' market to local media.
- Order free "BC Farmers' Markets" swag for your customers, incl. buttons + fridge magnets!
 - We will mail these to you

Stay tuned for more details about the campaign in the coming weeks!

Tough Winter and Spring Delays BC Farmers' Market Season

Well, the 2017 farmers' market season is here! - It's certainly been off to a slow start for BC farmers and markets in many parts of the province. Throughout the winter and spring, we learned of greenhouses collapsing under the weight of snow, seedlings being washed away by heavy rainfall, flooded fields and crops simply not popping up at all. As Paige Dampier from Close to Home Organics explained in a recent [blog post](#), "as each new growing season reveals itself, farmers adapt as best we can. Sometimes the conditions coincide with our plans in a way that results in bumper crops. Sometimes our planning is foiled." Here at the BCAFM, we've been busy communicating with media across the province, to educate British Columbians about the impact of the cool weather on the availability of local produce at BC farmers' markets, and the need for continued support of BC farmers during these challenging times.



In June, we slowly saw strawberries make their first appearances at farmers' markets, and farm vendors were able to begin their farmers' market season (with more than rhubarb and radishes - not that we don't love them!). While this is positive news, we need to remind shoppers that BC farmers face constant challenges with unpredictable weather. As the Vancouver Farmers' Markets said so well in a recent newsletter, "we hope to see market shoppers out en masse in the next few weeks to give our farmers the boost they need to get through a tough start to the season."

For more information, check out some of the [recent articles](#) outlining the impact of the cool, wet winter and spring on BC farmers and farmers' markets.

BCAFM Welcomes New Member Farmers' Markets

We're happy to have the following farmers' markets join the BCAFM family: [Agri Park Farmers Market](#) (Windermere), [Esquimalt Farmers' Market](#), [Lillooet Farmers Market](#), [North Delta Farmers Market](#), [North Island Farmers and Artisan Market](#) (Port McNeill), [Riley Park Farmers Markets](#)(Vancouver), [Salmon Arm Community Market](#) and [Salmo Valley Farmers' Market](#).

In 2017, the BCAFM has 110 Farmers' Market Members (Voting Members), operating upwards of 145 individual farmers' markets. If you are lucky enough to be heading out of town this summer to explore BC, why not stop and say "Hi" and give a warm welcome to our new farmers' market members? Find details for all BCAFM member farmers' markets in our online [Farmers' Market Finder](#).

BCAFM Staff Changes

In April, we bid a fond farewell to Vimi Sian. The BCAFM staff and board wish her all the best in her travel adventures, and as she pursues her own business venture. Taking over for Vimi is [Melissa Maltais](#). If her name sounds familiar, it's because she has previously worked for the BCAFM on a short contract with the coupon program. Melissa was also the market manager of the New West Farmers' Market, and has also been a vendor at various markets in the Lower Mainland. Contact Melissa at melissa@bcfarmersmarket.org for inquiries about the Farmers' Market Nutrition Coupon Program, or the Vendor Insurance Program.

2017/18 BC Farmers' Market Directory

Hot off the press! The [2017/18 BC Farmers' Market Directory](#) has been printed and delivered to each member farmers' market. This year's directory includes a colour coded map so readers can visually see where each farmers' market is regionally.

The BCAFM has also distributed the directories to most Visitor Centres and public libraries in each member market's communities. The directory is a great marketing tool for your farmers' market, so if you have extra copies on hand, we encourage you to go out into your community and drop some off at your local cafe, community centre, sponsor's office, or other venues willing to distribute them.

The 2017/18 BC Farmers' Market Directory can also be found online. Download a digital copy [here](#).



For Your Resource Library

Resources for Market Managers and Board Members

[Guidelines for the Sale of Foods at Temporary Food Markets](#)

[Best Practices in Farmers' Market Governance: Sharing Practical Strategies and Tools](#) (\$25)

Conference Videos

[Reimagining Your Market:](#)

Slow Food USA's Richard McCarthy's keynote about how to harness your farmers' market's promise to grow healthy economies, communities and eaters.

[Connecting Your Market to the Growing Ethnic Community:](#)

Vancouver Farmers Markets share their goals of attracting more Asian shoppers and increasing sales of locally grown Asian vegetables at their farmers' markets.

Social Media Tip: Facebook Check-ins

Increase your exposure on Facebook by having your market and vendors "check in" on market day. Watch the video demo [here](#).

Tip for Emergency Contacts

Does your farmers' market have a public contact in case of after hours emergencies? A recent incident at a farmers' market was a reminder of how important it is to ensure your customers can track down a farmers' market representative after hours in emergency situations. Consider how often your voice mail, public email, or Facebook messages are checked.

In the Media

- June, 2017, Kootenay Business, [Celebrating the Creston Valley: The little farmers market that could](#)
 - May 28, 2017, CBC News, [B.C. small farmers are booming, despite fickle buyers and extreme weather](#)
 - April 20, 2017, Parksville Qualicum Beach News, [Qualicum Beach Farmers Market market manager speaks on economic benefits of farmers' markets](#)
 - February 22, 2017, Ming Pao, [吃少少吃好食 細嚼慢嚥慢食日](#)
 - [Read more](#) BCAFM related media articles.
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Upcoming BCAFM Outreach Events

September 9, 2017
[A Day at the Farm](#)

September 10, 2017
[Feast of Fields, Metro Vancouver](#)

September 27-28, 2017
[Union of BC Municipalities \(UMBC\) Tradeshow](#)

Funding Deadlines

July 7 - Investment Agriculture Foundation: [Agriculture and Agri-food Adaptation Programs](#)

July 21, Sept 22, Nov 10 - [Buy Local Program](#)

Check out the [Investment Agriculture Foundation's calendar](#) for more upcoming dates