



Issue: June 2018

BCAFM Welcomes New Staff

In April, we welcomed two new staff to the BCAFM team. **Tahlia** is the new Farmers' Market Nutrition Coupon Program Coordinator, and **Meredith** is the new Administration and Special Projects Coordinator. Learn more about Tahlia and Meredith [here](#).

Reminder: Share your farmers' market's details for our NEW Market Finder

To help us showcase your farmers' market as accurately as possible, we need some additional information from you.

We're designing a new and improved consumer-facing market finder - called the BC Farmers' Market Trail - to better showcase your farmers' market. Launching this season, it will include farmers' market listings, with easy-to-use functionality, photos, search options, market details, and more.

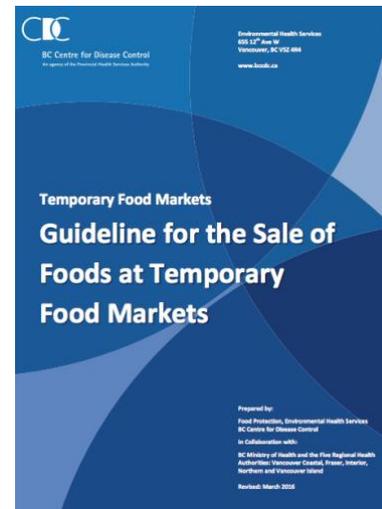
- Please [complete this short survey](#) before **Thursday, July 5**.

Must Have Resources

CURRENT Guidelines for the Sale of Foods at Temporary Food Markets (2016)

Be 'in the know' about food safety at farmers' markets, and keep this guide by your side! The Guidelines contain important information regarding low risk and high risk foods, and the preparation and display of foods for sale at farmers' markets. Market managers and vendors should be familiar with these Guidelines.

- [Download the Guidelines](#)





Gift Certificates and Market Bucks 101

Did you know that most gift cards are not allowed to expire or have fees? Consumer Protection BC has all the information you need to know about expiry dates, fees, and what information you must disclose to shoppers.

- [Learn more from Consumer Protection BC](#)

Organic Labelling Policy Changes Take Effect Sept 1, 2018

Starting September 1, 2018, the BC Ministry of Agriculture will require all domestically produced and processed food and beverage products marketed in BC as “organic” to be certified through an accredited federal or provincial program.

- [Learn more about organic certification changes](#)

New BC Societies Act - Transition By Nov 28, 2018

Has your society transitioned to the new BC Societies Act? The deadline to transition is **November 28, 2018**. The new act includes significant updates to allow for more flexibility in how societies operate, while still protecting the public interest.

To support members in transitioning to the new Societies Act, and adopting best practices for non-profit governance BCAFM worked with a legal firm to design a customizable bylaw template for use by farmers’ market member societies. The template was designed in conjunction with the BCAFM bylaws.

- For a copy of the template, please email: info@bcfarmersmarket.org
- [Learn more about the new Societies Act and how to transition](#)

Study Finds Growing Interest in Local B.C. Foods

The study also found that while residents are buying B.C. products primarily from mainstream outlets, diversification is taking place. More than 60% of people are buying local products at specialty stores and farmers' markets, and from emerging options, such as subscription and delivery services.

- [Read more about the study](#)

FOODSAFE Level 1 - Don't Delay, Recertify Today!

Certificates issued before July 29, 2013 will expire July 29, 2018

Research shows that 95% of people who took the FOODSAFE Level 1 course five years ago or earlier would fail the exam if they wrote it today. That's why the BC Centre for Disease Control announced that all FOODSAFE Level 1 certificates issued in BC as of July 29, 2013 would have a five-year expiry date. All certificates issued before that date will expire on July 29, 2018.

- Get information about recertification and read the FAQ [here](#).



DON'T DELAY, RECERTIFY TODAY!

All FOODSAFE Level 1 certificates issued in British Columbia before July 29, 2013 will expire on July 29, 2018.

For more information visit www.foodsafe.ca/recertify.html

Hot Off the Press! BC Farmers' Market Directories

Thanks to the BC Government [Buy BC program](#), we were able to print 50,000 copies of the directory this year - a record number for the BCAFM! In addition to sending copies to member farmers' markets, we have distributed the directories to visitor centres across the province, public libraries, and other public venues. If you know of any local venues willing to distribute the [directories](#), please let us know: info@bcfarmersmarket.org

Coupon Program Gets a Boost



Photo: Health Minister Adrian Dix and Agriculture Minister Lana Popham making the funding announcement at Trout Lake Farmers Market in Vancouver. (May 5, 2018)

The BCAFM Farmers' Market Nutrition Coupon Program has expanded! In May, [Health Minister Adrian Dix](#) announced a [\\$750,000 funding boost](#) over two years. This has increased the weekly value of coupons to \$21 per participant, and an additional 450 pregnant women will be added to the program by 2019.



Photo: Jesse Woodward, Nelson's Cottonwood Community Market manager; Jocelyn Carver, Columbia Basin Trust board member; Eric Struxness, Ravine Creek Farm; Peter Leblanc, FMNCP Manager, BCAFM. (June 9, 2018)

In June, the [Columbia Basin Trust](#) announced a \$100,000 contribution to the program in their region. This has reduced wait lists in the Columbia Basin and Kootenay Rockies region, and added five local farmers' markets and 225 families to the program.

Welcome New Member Farmers' Markets

We're excited to have the following farmers' markets join the BCAFM family in 2018: [Agassiz Farm Fresh Market](#), [Cariboo Direct Farm Market in Williams Lake](#), [Cobble Hill Farmers' Market](#), [Cultus Lake Summer Farmers' Market](#), [Denman Island Farmers Market](#), [Port Hardy Farmers Market](#), and [Tsawwassen Farmers Market](#).

This year, there are a total of 104 farmers' market members (voting members), operating 145+ farmers' markets in all regions of BC. If you happen to be traveling this summer and end up in one of the above communities, don't forget to stop by the market to say "Hi!"

Member Farmers' Market Highlight



Kelowna Farmers' & Crafters Market - Take a Bag, Leave a Bag

In an effort to reduce plastics and keep their farmers' market as waste-free as possible, the [Kelowna Farmers' & Crafters' Market](#) started a tote bag sharing initiative. Shoppers who forget to bring a reusable bag can grab one from the bin, and those who have extra tote bags at home can drop them off for others to use.

Marketing Tip

Are your farmers' market details - dates, times, location + parking info - front and centre on your website + social media channels? It may sound obvious, but a surprising number of farmers' market bury this information deep in their website, making it challenging for shoppers to find it.

Here are a few examples of markets that make this information easy to access on their home page:

- [Langley Community Farmers' Market](#)
- [Vancouver Farmers' Markets](#)
- [Coquitlam Farmers Market Society](#)

Thank you to our partners and sponsors

