



Annual Report | 2019

BC Association of Farmers' Markets

Photo: Nathaniel Martin

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About Us



Mission

The mission of the BC Association of Farmers' Markets is to support, develop and promote farmers' markets in British Columbia.

Areas of Focus

- ▶ Providing education and training to market boards, managers and vendors.
- ▶ 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.
- ▶ Helping promote farmers' markets to the public and key industry stakeholders.
- ▶ Initiating and managing research and development activities.
- ▶ Delivering a unified industry voice for all British Columbia farmers' markets.

Strategic Goals 2017-2021

1. Organizational & Financial Stability
2. Brand Enhancement
3. Broaden Membership & Research
4. Farmers' Market Resource Hub, Advocacy & Collaboration
5. Position Farmers' Markets as incubators
6. Innovation
7. Diversity & Inclusion



Board of Directors

| | |
|--------------------|----------------|
| Vickey Brown | President |
| Jim Fowler | Vice-President |
| Laura Smit | Treasurer |
| Patricia Hollister | Secretary |
| James Gates | Director |
| James Macdonald | Director |
| John Byrnes | Director |
| Nicole Moorhead | Director |
| Rubina Jamal | Director |



Staff

| | |
|---------------------------|--|
| Heather O'Hara | Executive Director |
| Gabrielle Spenard-Bernier | Membership & Communications Manager |
| Tess Van Den Bosch | Projects & Communications Coordinator |
| Peter Leblanc | FMNCP Manager |
| Tahlia Murdoch | FMNCP Coordinator |
| Monica Grover | FMNCP Regional Coordinator - Lower Mainland |
| Marcus Lobb | FMNCP Regional Coordinator - Vancouver Island & Gulf Islands |
| Meredith Schaab | Special Projects & Administration Coordinator |

Thank You

During the summer of 2019, BCAFM welcomed Gabrielle and Tess to the BCAFM staff team! We are thrilled these folks have joined our team and are excited about the ideas, energy and diverse experience they bring to our organization moving forward. At the same time we bid a very fond farewell to Anice Wong, who moved back home to Ottawa to join family and start a new career chapter. Anice joined BCAFM in 2015 and brought with her amazing organizational and social media talents to strengthen and deliver the best programs and activities to serve our membership. We will miss Anice and thank her for everything she has contributed to BCAFM.

In addition, we are SO proud that Georgia Stanley returned to UBC this past September on an academic sabbatical to complete her Masters in Land and Water Systems at the UBC Faculty of Land and Food Systems! As many of you may know, Georgia celebrated her 10 year anniversary with BCAFM in 2019 and is our BCAFM knowledge keeper; thoughtfully and skillfully supporting our organization and members in so many ways over the years. We wish all the best to Georgia as she completes her Masters and look forward to her return to BCAFM in September 2020 with fresh learnings, insights and energy.







Message from the President

My first year as President has flown by and I am looking forward to 2020! Congratulations to all for another successful year for farmers' markets, and I hope 2020 finds you re-invigorated with enthusiasm for your work.

If there was a theme for the past year it would be climate change, and within the farmers' market sector we are playing a big role in the adaptation and food security building very much needed at this time. I want to thank everyone for their work and encourage this framing as yet another positive impact Farmers' Markets are making in their communities.

It has been a great year for our Board of Directors. We welcomed three new directors who have all settled into their new roles and are going to make great board members. At our retreat this year we did some board development to ensure we are all aligned in our roles and responsibilities, supporting our staff as needed and being as effective as possible as a remotely operating board.

A couple of years now into our 2017-2021 strategic plan, we also spent time orienting the new board to the plan and progress on it. The strategic goals include:

1. Organizational & Financial Stability
2. Brand Enhancement
3. Broaden Membership & Research
4. Farmers' Market Resource Hub, Advocacy & Collaboration
5. Position Farmers' Markets as Incubators
6. Innovation
7. Diversity and Inclusion

Board and staff were introduced to Indigenous reconciliation to consider how we can encourage this exploration with our members. We also reviewed the variances of our rural and smaller markets to our larger urban markets to understand how we may serve them both according to their unique needs. This included considering the impact of our bylaw changes and how our members are dealing with the challenges that are presenting themselves in border communities and elsewhere.

Continuing our advocacy work, we reached out to the senior policy analyst, Food Safety, of the Health Protection Branch to see how we might effectively change the restrictions on hot food vendors and the 14 day selling limit. We are always looking for new ways to market and promote member markets so we spoke with the senior economic development analyst (Regional Programs and Engagement Branch) of the Ministry of Jobs, Trade and Technology. We spoke about farmers' markets as business incubators and tourist destinations, along with their positive impact on local economies.

As we look forward to 2020, I want to thank you for the opportunity to work with our small and mighty staff team, our membership, and our skilled and engaged board members. It is an honour and a pleasure to ensure that BC Farmers' Markets continues to promote, support and advocate for our membership.

Best wishes for the coming season - I look forward to seeing you all at the conference in March!

Sincerely,

Vickey Brown
Board President



Message from the Executive Director

Expansion. As I reflect on 2019, for me the word expansion captures the spirit of this past year. I am very proud of the amazing work the BCAFM board and staff team have achieved together over the past 12 months!

In 2019, we expanded the BC Farmers' Market Trail with four more featured regions including Northern BC, Cariboo Chilcotin Coast, Sunshine Coast and Vancouver Island & Gulf Islands. In doing so we strengthened our relationship with Destination BC and expanded our network of new funders across the province including Northern Development Initiative Trust, and Island Coastal Economic Trust among many others in support of this work.

We expanded the social media capacity of markets and vendors with social media training, and added to our growing photo bank of over 3,000+ beautiful photographs documenting our amazing farmers' markets – wow! You will find some of these photos featured throughout this report. We also launched our new BC Farmers' Market brand, logo and member website to the world. It is so exciting to see these creative assets come to life. Fresh and contemporary, they reflect the quality of our work and the important value of our member farmers' markets. We're also excited how the new bcfarmersmarket.org website is better designed to host a growing roster of tools and resources for our members.

In spring 2019, we took the annual BCAFM AGM and conference on the road to Kimberley in the Kootenays! As you know, the BCAFM conference team, led by Peter, always does a fantastic job putting on this annual event and incorporating interesting activities into the mix, including our very first BCAFM curling bonspiel which was so much fun.

The BC Farmers' Market Nutrition Coupon Program also grew this year with hundreds of new participants to the program across the province. We achieved this through expanded funding from the Province of British Columbia and the Provincial Health Services Authority, along with a generous multiyear funding commitment from Columbia Basin Trust and fundraising by individual farmers' markets and community partners. Additionally, 2019 marked the beginning of a two year research study in partnership with the University of Calgary and a Canadian Institute of Health Research grant. The FMNCP staff team also expanded with the addition of two regional coordinators, Marcus and Monica, to support Peter and Tahlia during a very demanding 2019 program season.

At the year ending 2019, the BCAFM financial picture is strong and healthy, as shown in our financial statements enclosed in this annual report.

In 2019, the BCAFM board said farewell to several long time board members including former Board President, Wylie Bystedt, and Board Treasurer, Shankar Raina. Each of these folks have contributed so much to our organization and sector, and have been supportive colleagues to everyone. In the past year, other members of the BCAFM staff team also began expanding their knowledge and horizons. Georgia started an academic sabbatical at UBC to complete a Masters in Land and Water Systems while Anice returned home to family and friends in Ottawa and to embark on new career adventures. In return, we welcomed two new fabulous team members, Gabrielle and Tess, who bring fresh ideas, energy and insights to BCAFM.

It has been a very busy and rewarding year and we look forward to a great 2020 together with our members.

With gratitude,

Heather O'Hara
Executive Director

A close-up photograph of a woven wicker basket filled with fresh green onions. The onions have long, thin, curved green stalks and some have small, light green flower buds at the top. A small red rubber band is tied around one of the stalks. In the foreground, several heads of white garlic with their roots still attached are visible, resting on a wooden surface. The background is slightly blurred, showing a dark blue patterned fabric.

Board Committees Report



Executive Committee

Voting members:

Vickey Brown, President
Jim Fowler, Vice-President
Laura Smit, Treasurer
Patricia Hollister, Secretary

Non-voting members:

Heather O'Hara, Executive Director

The Executive Committee assists the board in exercising its oversight responsibilities including:

- ▶ Risk management
- ▶ Executive director performance and compensation
- ▶ Acts as a resource to the Executive Director and staff for human resources policy, membership renewals and any emerging issues which arise between board meetings.

Each executive member also sits on other committees or task forces to stay informed and engaged.

Finance Committee

Voting members:

Vickey Brown, President
Laura Smit, Treasurer
John Byrnes, Director
Rubina Jamal, Director

Non-voting members:

Heather O'Hara, Executive Director

This year, the Finance Committee is pleased to report improved banking now offered by Vancity, better internal financial processes as a result, and a surplus budget for BCAFM at FY2019 year end. It is a pleasure to work with a staff team that continues to identify ways to better support the membership and has commitment to sound financial management.

This year was a notable year for updated and improved banking. In July, we were able to move from juggling GICs with varying maturity dates to instead holding our operating funds in a higher interest Prime Account. This allows us to both earn significantly more interest on the funds we are holding and disperse them as necessary. Additionally, with better Vancity banking services, we have moved from a one-to-sign organization to a more conventional two-to-sign organization, adding the BCAFM executive director as a signer. This change allows us to minimize risks and strengthen our internal financial controls. We also moved more day-to-day bookkeeping in-house, resulting in more responsive fund transfers for the FMNCP and other accounting.

Following two years of projecting deficit budgets, in order to invest in important BCAFM organizational activities including our re-branding and website refresh, we are pleased to have achieved a healthy surplus which we projected for the 2019 budget year. This is in part due to effective financial management, higher interest earned due to continued Ministry of Health funding, and the tremendous efforts of our Executive Director, Heather, in securing funding from all over the province.



Photo: Stasia Garraway

Governance Committee

Voting members:

Rubina Jamal, Director
James Macdonald, Director
James Gates, Director

Non-voting Member:

Heather O'Hara, Executive Director

The Governance Committee continues its role in establishing best practices for the governance of the Society, developing and reviewing policies, and board succession.

Nomination Committee

Voting members:

Jim Fowler, Vice-President
Nikki Moorhead, Director
John Byrnes, Director
James Gates, Director

Non-voting member:

Heather O'Hara, Executive Director

The Nomination Committee was created to ensure continuity of leadership on the board, to review the competencies required of board members and determine the make-up and potential gaps in competencies required in current and potential board members. This year we have begun working on best practices for recruitment as we look forward to bringing on new board members in 2021. If you or someone you know might be interested you can reach out to the BCAFM office.

Revenue Task Force

Voting members:

Vickey Brown, President
Laura Smit, Treasurer
James Gates, Director

Non-voting member:

Heather O'Hara, Executive Director

The Revenue Task Force is focused on identifying revenue generating opportunities of all kinds to ensure the organizational and financial sustainability of BCAFM in delivering its mission in support of the membership. To this end, beginning in 2017 through 2019, the BCAFM Revenue Task Force and staff have been developing the BCAFM Vendor Membership Program which will be launched in 2020.

Farmers' Market Membership





In 2019, our 152 member farmers' markets captivated hearts and taste buds by showcasing 4,000+ local farmers, food and artisan vendors to their shoppers, including local community members and tourists. More than ever, BC farmers' markets are well positioned to capitalize on the growing interest and demand for local food, beverages and artisanal products with their unique way of connecting consumers to the people who grow, raise, harvest, bake and make these goods. Thank you to all member markets for continuing to ensure the authenticity of products being sold through farmers' markets.

Again this year, the BCAFM team developed and implemented many projects and campaigns. These were aimed at strengthening the capacity of farmers' markets and bundling marketing activities to better tell the story of each farmers' market and their vendors at the local and regional level; the common goals of these activities being to attract more shoppers and increase sales at farmers' markets.

The core values of ensuring that farmers' markets serve as venues for communities to access BC grown and produced food and goods direct from producers remains at the heart of what we do, and we will continue to actively listen and provide what is needed to strengthen markets in all regions of BC for the year to come.

Welcome to our new farmers' markets in 2019:

CARIBOO CHILCOTIN COAST

- ▶ Bella Coola Farmers' Market (Bella Coola Farmers' Institute)

METRO VANCOUVER

- ▶ Loutet Farm Community Market
(North Shore Neighbourhood House - Edible Garde Project)

THOMPSON OKANAGAN

- ▶ Downtown Salmon Arm Market
(Shuswap Food Action Society)
- ▶ Sicamous Farmers Market
(Royal Canadian Legion Sicamous Branch 99)

SUNSHINE COAST

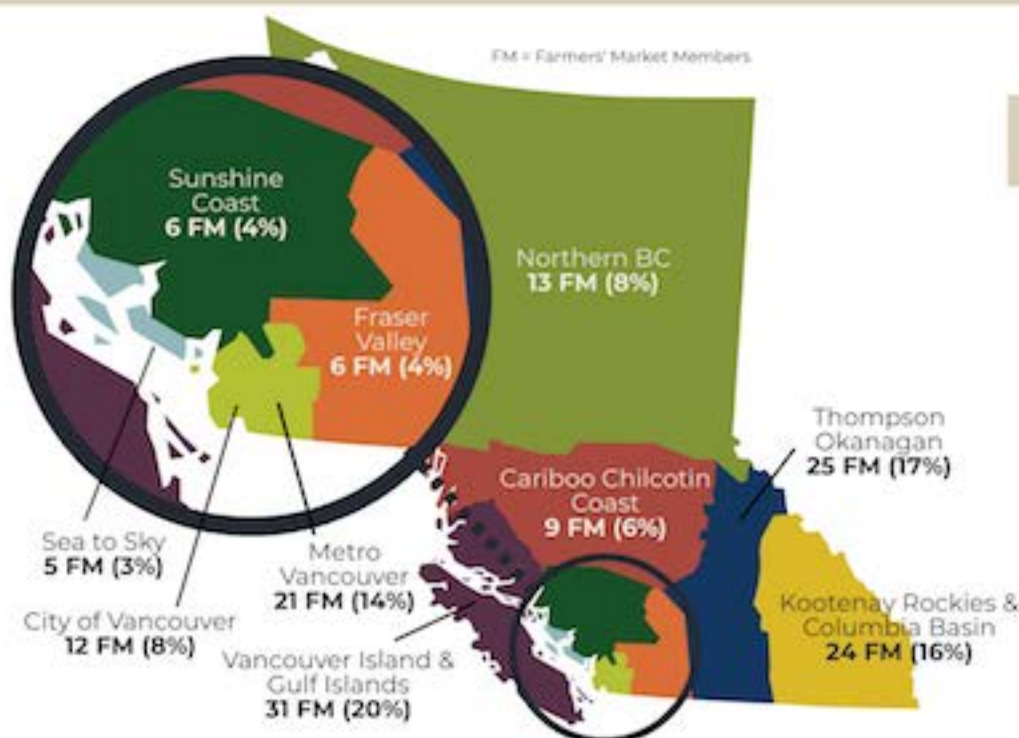
- ▶ Roberts Creek Community and Farm Market
(Roberts Creek Community Association)
- ▶ Gibsons Farmers' Market (Persephone Brewing Company)

"The staff and the organization as a whole does an amazing job at supporting markets and fulfilling it's mandate. I feel very supported and appreciate all the support and resources so much because it's easy to feel like an island (as a manager in a remote community) but the BCAFM does a great job of making me feel like I'm right in the middle of everything I need." - Member

2019 Membership
Snapshot
on next page



2019 MEMBER FARMERS' MARKET SNAPSHOT



MEMBERS

152 (145*)
Member Farmers' Markets

106 (108*)
Voting Farmers' Market
Member Organizations

*2018 comparative data



38 (36*)
Average vendors
per Market



70% (95%*)
Members wanting
more farm/food
vendors



18 (20*)
Winter markets



9 (8*)
Year-round markets



74% (70%*)
Pay fees for their
market space



60% (69%*)
Located on stable
property



50% (74%*)
Located on public
property



57% (70%*)
Markets with 1+
paid staff

Top 3 Products Purchased



Vegetables



Fruits



Bread & other
baked goods

Top 3 Products Wanted




Cheese



Fish/seafood



Nuts



Programs & Projects



Photo: Darrin Rigo

Programs & Projects: Marketing, Promotions & Public Engagement

BC Farmers' Market Trail

In 2019, we expanded our consumer-facing website (bcfarmersmarkettrail.com) to include four more regions - Cariboo Chilcotin Coast, Northern BC, Sunshine Coast, and Vancouver Island & Gulf Islands. The over-arching goals of the BC Farmers' Market Trail have remained to:

- ▶ increase direct sales revenue generated at farmers' markets, and, specifically sales of farm and food products,
- ▶ increase tourism revenue in the communities where 145+ BC Farmers' Markets member farmers' markets operate, especially in remote and rural areas.



In 2020, we will expand the regional features of the BC Farmers' Market Trail to include all remaining regions of the province, in collaboration with Destination BC and an array of regional and local funders.

To date, the BC Farmers' Market Trail has been achieved with funding support from Destination BC Co-Op Marketing Program, Columbia Basin Trust, Kootenay Rockies Tourism, Northern Development Initiative Trust, Island Coastal Economic Trust, MRDT Marketing Committee - Cariboo Chilcotin Coast, Vancouver Island Tourism, and Sunshine Coast Tourism. It would not have been possible without The Number Creative, who worked tirelessly with BC Farmers' Markets staff to continue developing the brand, website and strategy, including the Social Media Animator Program. The initiative also highlights synchronicities between farmers' markets, agri-tourism and culinary destination tourism in BC.

Buy BC Campaign

For the second year, the Buy BC Partnership Program has been providing a cost-shared funding to support the promotion of local food and beverage products across the province. The 2019 campaign allowed BC Farmers' Markets to design and distribute Fairtrade tote bags, fridge magnets and loyalty cards, along with developing materials for BC Farmers' Markets staff and members to promote markets online and conduct two social media contests. By reaching more shoppers through social channels, these impactful marketing efforts contributed to building greater awareness and demand for the fresh, local and in season food products sold at BC farmers' markets.

- ▶ **1,870,000** total impressions on social media
- ▶ **4** contest winners
- ▶ **\$360** in prize value

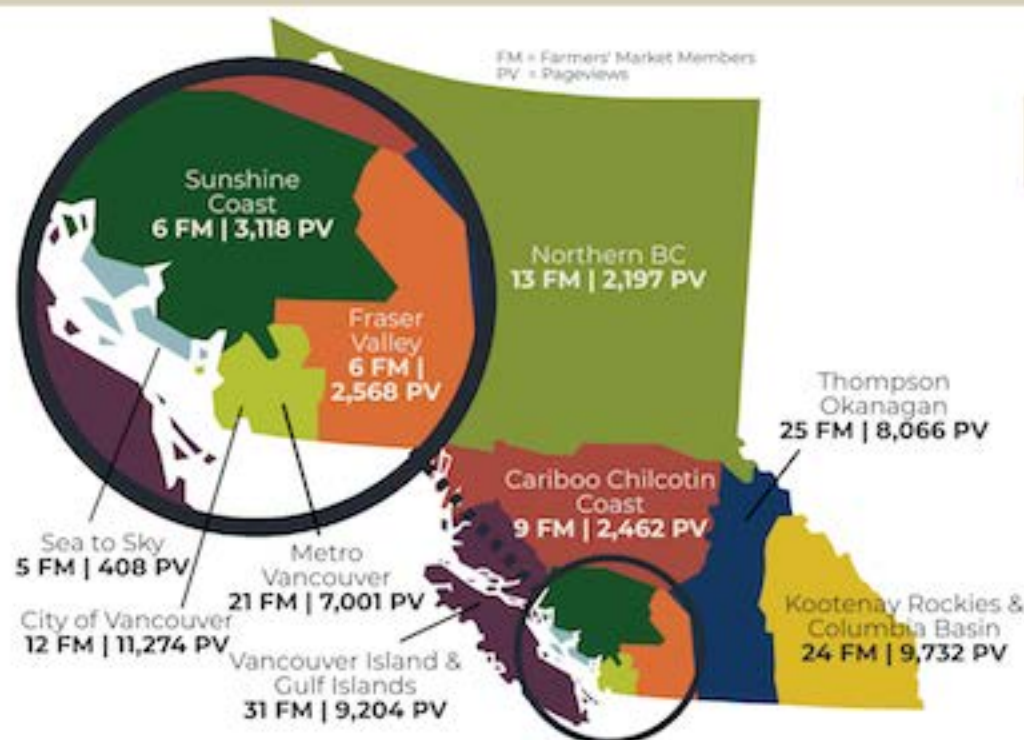
Beer Collaboration with Persephone Brewing

In June 2019, we launched a collaboration craft beer with Persephone Brewing. Creation of the BC Farmers' Market Honey Blonde Ale, a Belgian-style blonde ale with with local honey from seven different farms across BC, resulted in a \$3,000 contribution to BCAFM programs and projects.

2019 BC Farmers'
Market Trail
Snapshot on
next page



2019 BC FARMERS' MARKET TRAIL SNAPSHOT



WEBSITE PAGEVIEWS

5
Featured Regions

Added 2018:
Kootenay Rockies & Columbia Basin

Added 2019:
Cariboo Chilcotin Coast
Northern BC
Sunshine Coast
Vancouver Island & Gulf Islands

146,318
Total Trail Website Pageviews



3,316
Photography assets added



19,275
Regional brochures distributed



1+ Million
Total reach of print advertising



9 million
Online video plays of news interview



306,208
Total organic Facebook reach



3%
Average organic engagement rate



46,107
Unique visitors to website



55%
Visitors to website using mobile phone

Trail Social Media Animator Program



58 Market Social media animators

97% Would have their market enrol again



64 Farmers' markets

72% Believe the program promoted their market



42 Attended online training

70% Satisfied with online training



Programs & Projects: Education, Strengthening & Networking

BC Farmers' Market Conference - Cultivating Community

Our 2019 BC Farmers' Markets Conference, Cultivating Community, welcomed over 150 participants, speakers, vendors, board members, market staff, sponsors, and community groups to join in a jam-packed event, including our AGM, in Kimberley, BC.

Special thanks to our presenting sponsor, Columbia Basin Trust, and our host markets, Kimberley Farmers' Market and Cranbrook Farmers' Market.

BC Farmers' Markets Awards - Best of 2018

Congratulations to everyone who took home an award at the annual BC Farmers' Market Awards. This event celebrates outstanding markets, managers, vendors, volunteers and partners who are exemplary in adding value to their communities and farmers' market sector.

- ▶ **Farmers' Market of the Year (Large)**
Esquimalt Farmers Market
- ▶ **Farmers' Market of the Year (Medium)**
Pemberton Farmers' Market
- ▶ **Farmers' Market of the Year (Small)**
Trail's IncrEDIBLE Farmers' Market
- ▶ **Farmers' Market Manager of the Year**
Miche Warwick (Rossland Mountain Market)
- ▶ **Farmers' Market Vendor of the Year (Farmer)**
Forbes Family Farm
- ▶ **Farmers' Market Vendor of the Year (Non-Farmer)**
Blackbird Blakehouse
- ▶ **Volunteer of the Year**
Clarence Selden & Dion Langevin
(Cranbrook Farmer's Market)
- ▶ **Partner of the Year**
Kyle Goulet and Moss Street Market



Mary Forstbauer Grant

In 2019, the second Mary Forstbauer Grant was awarded to Sue Hughes of Sunrise Cottage Farm at the Metchosin Farmers Market. Sue will be building a proper post-harvest cleaning, washing and packing station to the farm in 2021. They will also include a wheelchair accessible section in the packing out area so more people can engage in farming activities in a comfortable, safe and warm manner.

Education...
continued on
next page





Photo: Dolf Vermeulen

Programs & Projects: Education, Strengthening & Networking cont'd

Winter Webinar Series

The 2018/2019 Winter Webinar Series, funded by Vancity' enviroFund, was comprised of three webinars designed for farmers' markets and vendors, covering marketing and promotion, merchandising and displays, and social media practices and online presence.

- ▶ **3** webinars
- ▶ **199** participants

Mentorship Program

The BC Association of Farmers' Market developed the Mentorship Program to offer BC farmers' market managers and staff one-on-one guidance, resources and networks to overcome challenges, achieve business goals and success at their farmers' markets. Funded by Vancity' enviroFund, the 2018-19 Mentorship Program was comprised of 9 mentors and 14 mentees.

- ▶ **9** mentors + **14** mentees
- ▶ **9/10** is the average rating of mentee and mentor experience
- ▶ **100%** of mentees agreed they made headway on challenges they had before starting the program

"I really love this program. I can't stress enough how beneficial I think this program is for managers, and wish I had access to this 6 years ago when I was thrown into the role of manager. Peer to peer training like this is amazing. Thanks to BCAFM for bringing this program to our markets... what an epic opportunity for our markets to thrive and become stronger, not to mention more united!" – Mentor

"I loved the program. It put me at ease for my first year as market manager. It was very helpful. Thank you so much for offering this and making it available to me." - Mentee

Advocacy

The BCAFM is proud to be the voice of BC farmers' markets and advocate for them to various audiences in 2019. Below is a sampling of the work we did:

- ▶ Ag in the City at the PNE via West Coast Seeds
- ▶ Destination BC Sector Gathering
- ▶ Destination BC: Vancouver, Coast & Mountains Industry Forum
- ▶ FMNCP Advisory Meeting
- ▶ Foodlands Cooperative - Founding Director
- ▶ FoodSafe/BC Centre for Disease Control annual meeting
- ▶ Island Agriculture Show
- ▶ Kootenays Economic Development Practitioner Network participant
- ▶ MarketSafe Steering Committee Member
- ▶ Metro Vancouver Agricultural Advisory Committee Member
- ▶ Ministry of Agriculture's New Entrant Advisory Committee
- ▶ Ministry of Health Annual Meeting
- ▶ Ministry of Health/Public Health Services Authority 2018 FMNCP presentation
- ▶ Pacific Agriculture Show Agri-Food Gala
- ▶ ProcessSafe Steering Committee Member
- ▶ Standing Finance Committee & Budget Consultation presenter



Photo: Jess Clark

Programs & Projects: Research & Development

BCAFM Vendor Membership Program

Beginning in 2017 through 2019, and with generous support from Vancity, BCAFM has been developing the BCAFM Vendor Membership Program, which will be launched in January 2020.

Key development activities have included: market research, business planning, policy development, as well as identifying and securing preferred member pricing and benefits from key suppliers. We are excited about the benefits and potential impact of this program on vendors who sell at BCAFM member farmers' markets, along with its ability to support the organizational and financial sustainability of BCAFM in the delivery of its mission to the membership.



Photo: Stasia
Garraway



Photo: Darrin Rigo




Photo: Stasia Garraway



Photo: Darrin Rigo

BC Farmers' Market Nutrition Coupon Program





In 2019, the BCAFM delivered an expanded BC Farmers' Market Nutrition Coupon Program (FMNCP) in partnership with the Province of British Columbia, Ministry of Health, and the Provincial Health Services Authority.

The program reached 5,404 households and 15,862 individuals within these participating households. BCAFM welcomed 11 new communities into the FMNCP, including three in the Kootenay Rockies & Columbia Basin due to expanded program funding provided by the Columbia Basin Trust.

In 2019, the University of Calgary partnered with BCAFM to conduct research on the FMNCP with funds from the Canadian Institute of Health Research. This study asked the question "Does the BC Farmers' Market Nutrition Coupon Program improve the physical and psychosocial wellbeing of lower-income adults." The study allowed us to welcome 200 brand new participants into the program, who received coupons and completed three separate surveys for the research. Alongside this was a control group of 200 people who would not receive coupons, but were given an incentive to complete the same surveys. We expect the results of the study to be available in 2021.

Welcome to our new participating communities in 2019:

FUNDED BY MINISTRY OF HEALTH

- ▶ Denman Island (Denman Island Farmers Market)
- ▶ Gabriola Island (Gabriola Farmers Market)
- ▶ Williams Lake (Cariboo Direct Farm Market in William Lake)
- ▶ Steveston/Richmond (Steveston Farmers and Artisans Market/Kwantlen St. Market – Richmond)
- ▶ Haida Gwaii
 - ▷ Masset (Masset Farmer's Market)
 - ▷ Moresby (Moresby Farmers' Market)
 - ▷ Queen Charlotte (Queen Charlotte Farmer's Market)
 - ▷ Tlell (Tlell Farmer's Market)
- ▶ Vanderhoof (Vanderhoof Farmers' Market)
- ▶ Sorrento (Sorrento Village Farmers' Market)
- ▶ University of British Columbia (UBC Farm Saturday Farmers' Market)

FUNDED BY COLUMBIA BASIN TRUST

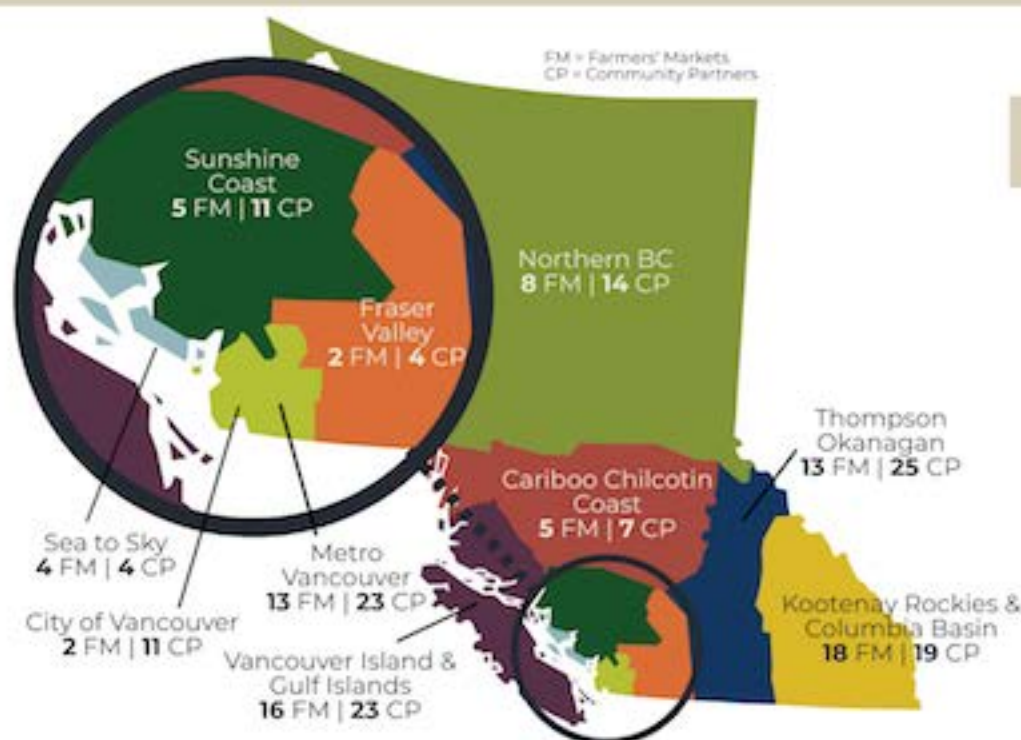
- ▶ Golden (Golden Farmers' Market)
- ▶ New Denver (New Denver Friday Market)
- ▶ Valemount (Valemount Farmers' Market)

"Just love the program - love. I can afford fresh, local food I wouldn't be otherwise able to afford. I love connecting with community and supporting local growers. - Participant

2019 Coupon Program
Snapshot
on next page



2019 BC FARMERS' MARKET NUTRITION COUPON PROGRAM SNAPSHOT



PROGRAM REACH

78 (65*)
Communities

86 (78*)
BCAFM Member
Farmers' Markets

141 (110*)
Community Partners

*2018 Comparative Data



92% (92%)
Redemption rate



99% (88*)
Eat more fruits &
vegetables



62%
Eat less
processed food



72% (78*)
Feel healthier



62% (65*)
Feel connected to
their community



70% (60*)
Learned how
farmers' markets
impact
communities



23% (20*)
Identify as
Indigenous



\$10 (\$10*)
Average additional
spend per
market visit



VENDOR IMPACT

1,165 Farmers accepted
coupons

\$1.4M Direct coupon
revenue to farmers

\$571K Vendor revenue on
top of coupon value



HOUSEHOLD IMPACT

5,404 Households
redeemed coupons

15,862 Total people
6,424 Children
1,124 Pregnant people
1,572 Seniors

Financial Report



BC Association of Farmers' Markets
Financial Statements
December 31, 2019



Independent Practitioner's Review Engagement Report

To the Board of Directors of BC Association of Farmers' Markets

We have reviewed the accompanying financial statements of BC Association of Farmers' Markets that comprise the statement of financial position as at December 31, 2019, and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the financial position of BC Association of Farmers' Markets as at December 31, 2019, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Vancouver, B.C.
January 22, 2020

Chartered Professional Accountants

BC Association of Farmers' Markets

Statement of Financial Position

December 31, 2019

| | 2019 \$ | 2018 \$ |
|---|------------------|------------------|
| Assets | | |
| Current assets | | |
| Cash | 2,063,117 | 447,382 |
| Accounts receivable | 291,772 | 41,572 |
| Prepaid expenses | 6,710 | 4,783 |
| Term deposits (Note 3) | <u>79,400</u> | <u>1,392,200</u> |
| | 2,440,999 | 1,885,937 |
| Liabilities | | |
| Current liabilities | | |
| Accounts payable and accrued liabilities (Note 5) | 63,647 | 39,512 |
| Deferred revenue | 30,373 | 35,125 |
| Deferred contributions (Note 6) | <u>2,066,682</u> | <u>1,622,841</u> |
| | <u>2,160,702</u> | <u>1,697,478</u> |
| Commitment under operating lease (Note 10) | | |
| Net assets | | |
| Internally restricted (Note 8) | 79,400 | 79,400 |
| Unrestricted | <u>200,897</u> | <u>109,059</u> |
| | <u>280,297</u> | <u>188,459</u> |
| | 2,440,999 | 1,885,937 |

The accompanying notes are an integral part of these financial statements.

Approved by the Board

 Director

 Director

BC Association of Farmers' Markets

Statement of Operations

Year ended December 31, 2019

| | 2019 | 2018 |
|--|------------------|------------------|
| | \$ | \$ |
| Revenue | | |
| Coupon program - government | 1,395,397 | 1,154,208 |
| Coupon program - other | 353,389 | 143,301 |
| Member and associate | 47,050 | 43,200 |
| Education, strengthen and network | 71,432 | 45,543 |
| Marketing, promotion and public engagement | 169,138 | 85,238 |
| Research and development | 16,079 | - |
| Other administrative income | 205,945 | 151,354 |
| Interest on term deposits | 65,772 | 31,352 |
| | <u>2,324,202</u> | <u>1,654,196</u> |
| Expenses | | |
| Coupon program - government | 1,395,397 | 1,154,208 |
| Coupon program - other | 353,389 | 143,159 |
| Education, strengthen and network | 54,716 | 47,227 |
| Marketing, promotion and public engagement | 189,038 | 120,535 |
| Research and development | 16,079 | - |
| Program staff | 107,964 | 92,518 |
| Administration and operating | 115,781 | 107,259 |
| | <u>2,232,364</u> | <u>1,664,906</u> |
| Excess (deficiency) of revenue over expenses for the year | 91,838 | (10,710) |

The accompanying notes are an integral part of these financial statements.

BC Association of Farmers' Markets

Statement of Changes in Net Assets

Year ended December 31, 2019

| | | | 2019 \$ |
|---|---|---------------------|---------------|
| | <u>Internally restricted (Note 8)</u> | <u>Unrestricted</u> | <u>Total</u> |
| Balance, beginning of year | 79,400 | 109,059 | 188,459 |
| Excess of revenue over expenses for the year | <u>-</u> | <u>91,838</u> | <u>91,838</u> |
| Balance, end of year | 79,400 | 200,897 | 280,297 |

| | | | 2018 \$ |
|--|---|---------------------|-----------------|
| | <u>Internally restricted (Note 8)</u> | <u>Unrestricted</u> | <u>Total</u> |
| Balance, beginning of year | 79,400 | 119,769 | 199,169 |
| Excess (deficiency) of revenue over expenses for the year | <u>-</u> | <u>(10,710)</u> | <u>(10,710)</u> |
| Balance, end of year | 79,400 | 109,059 | 188,459 |

The accompanying notes are an integral part of these financial statements

BC Association of Farmers' Markets

Statement of Cash Flows

Year ended December 31, 2019

| | 2019 \$ | 2018 \$ |
|---|------------------|------------------|
| Cash flows from (used in) operating activities | | |
| Excess (deficiency) of revenue over expenses for the year | 91,838 | (10,710) |
| Changes in non-cash working capital | | |
| Accounts receivable | (250,200) | 6,348 |
| Prepaid expenses | (1,927) | 3,303 |
| Accounts payable and accrued liabilities | 24,135 | 12,012 |
| Deferred revenue | (4,752) | 35,125 |
| Deferred contributions | <u>443,841</u> | <u>(510,683)</u> |
| | 302,935 | (464,605) |
| Cash flows from investing activity | | |
| Term deposits | <u>1,312,800</u> | <u>507,800</u> |
| Increase in cash during the year | 1,615,735 | 43,195 |
| Cash, beginning of year | <u>447,382</u> | <u>404,187</u> |
| Cash, end of year | <u>2,063,117</u> | <u>447,382</u> |

The accompanying notes are an integral part of these financial statements.

BC Association of Farmers' Markets

Notes to the Financial Statements

December 31, 2019

1. Organization and nature of operations

The BC Association of Farmers' Markets (the "Association") was incorporated on November 21, 2000 under the *Societies Act* (British Columbia). The Association's purpose is:

- a) To support British Columbia producers of agricultural products, food products and crafts.
- b) To promote, educate, encourage, develop and support farmers' markets in the communities of British Columbia.
- c) To educate 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.
- d) To represent the farmers' markets of British Columbia in all matters in which they are generally interested.
- e) To advocate to industry, government, agencies, commissions and boards on matters which impact and interest the members.

The Association is exempt from income taxation under Section 149 of the *Income Tax Act* (Canada) as long as certain criteria continue to be met.

2. Significant accounting policies

Basis of presentation

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO") which necessarily involves the use of estimates. The financial statements have, in management's opinion, been properly prepared within reasonable limits of materiality and within the framework of significant accounting policies summarized below.

Use of estimates

The preparation of financial statements in accordance with ASNPO requires management to make estimates and assumptions that affect the amounts reported in the financial statements and notes. Management believes that the estimates utilized in preparing the financial statements are reasonable; however, actual results may differ from these estimates. Significant estimates made by management include allowance for doubtful accounts.

Cash

Cash is comprised of deposits on account including high interest rate saving accounts.

Term deposits

Term deposits are recorded at amortized cost and consist of guaranteed investment certificates ("GICs") with maturity dates of March 19, 2020 (2018 - March 19, 2019 to December 3, 2019).

Revenue recognition

The Association follows the deferral method of accounting for contributions. Under the deferral method, restricted contributions are deferred and recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or when receivable if the amount can be reasonably estimated and collection is reasonably assured. Sponsorship revenue received in advance of the sponsorship event is recorded as deferred revenue.

Interest income is recognized as revenue when earned.

BC Association of Farmers' Markets

Notes to the Financial Statements

December 31, 2019

3. Term deposits

The term deposits are recorded at amortized cost and consist of GICs bearing interest at rates of 1.70% (2018 - 1.20% - 2.25%) per annum, with maturity dates of March 19, 2020 (2018 - March 19, 2019 to December 3, 2019).

4. Credit facility

The Association has a Vancity operating credit facility available for use authorized to a maximum of \$ 30,000, bearing interest at Vancity's prime rate plus 2% per annum. The security consists of a general security agreement creating a security interest against all present and after acquired personal property.

5. Accounts payable and accrued liabilities

Accounts payable and accrued liabilities includes GST/HST payable of \$ Nil (2018 - \$ 1,071).

| 6. Deferred contributions | 2019 \$ | 2018 \$ |
|--|---------------|---------------|
| Coupon program - Government | | |
| 2019 coupon program | - | 880,000 |
| 2020 coupon program | 1,693,513 | - |
| Prior unspent coupon program | 8,078 | 53,333 |
| 2019 expansion of coupon program | 126,543 | 527,581 |
| 2018 and 2019 operations contributions | - | 120,000 |
| 2020 operations contributions | 184,737 | - |
| Coupon program - Non-government | | |
| 2019 coupon program | 9,463 | 6,078 |
| Other coupon contributions | 21,527 | - |
| Other | <u>22,821</u> | <u>35,849</u> |
| | 2,066,682 | 1,622,841 |

7. Financial instruments

Financial instruments consist of cash, accounts receivable, term deposits and accounts payable and accrued liabilities.

Credit risk

The Association is exposed to credit risk in respect of its cash, accounts receivable and term deposits due to the potential for counterparties to default on their contractual obligations to the Association. Credit risk exposure is minimized by dealing with counterparties who are believed to be creditworthy.

Interest rate risk

The Association's term deposits bear interest at fixed rates and therefore do not subject the Association to interest rate cash flow risk. The Association's savings account bears interest at a floating rate and therefore subjects the Association to interest rate cash flow risk.

BC Association of Farmers' Markets

Notes to the Financial Statements

December 31, 2019

8. Internally designated

The Association currently holds designated funds as a contingency reserve.

9. Remuneration paid to employees

During the fiscal years ending December 31, 2019 and 2018, total remuneration paid to employees was as follows:

| | \$ | \$ | \$ | \$ | 2019 # |
|----------------------|----------------|----------------|---------------|----------------|------------------------|
| | Total wages | CPP expense | EI expense | Total cost | Number of employees |
| Executive Director | 76,945 | 2,749 | 1,134 | 80,828 | 1 FTE |
| Program staff | 103,691 | 4,769 | 2,359 | 110,819 | 2.5 FTE |
| Coupon program staff | <u>128,555</u> | <u>5,636</u> | <u>2,714</u> | <u>136,905</u> | 3 FTE |
| | 309,191 | 13,154 | 6,207 | 328,552 | |

| | \$ | \$ | \$ | \$ | 2018 # |
|----------------------|----------------|----------------|---------------|----------------|------------------------|
| | Total wages | CPP expense | EI expense | Total cost | Number of employees |
| Executive Director | 74,360 | 2,594 | 1,202 | 78,156 | 1 FTE |
| Program staff | 88,260 | 4,011 | 2,051 | 94,322 | 2 FTE |
| Coupon program staff | <u>103,836</u> | <u>4,449</u> | <u>2,213</u> | <u>110,498</u> | 2.5 FTE |
| | 266,456 | 11,054 | 5,466 | 282,976 | |

10. Commitment under operating lease

The Association has an operating lease for its office premise which expires during the fiscal year ending December 31, 2022. The Association is obligated to make the following minimum lease payments under its operating lease in each of the fiscal years ending:

| | \$ |
|-------------------|---------------|
| December 31, 2020 | 13,488 |
| December 31, 2021 | 13,488 |
| December 31, 2022 | <u>10,116</u> |
| | 37,092 |



Thank you to our key funders & supporters:

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