



Annual Report



BC ASSOCIATION OF
FARMERS' MARKETS

Board of Directors



Wylie Bystedt	<i>President</i>
Shankar Raina	<i>Vice-President</i>
Bruce Fatkin	<i>Treasurer</i>
Erna Jensen	<i>Secretary</i>
Vickey Brown	<i>Director</i>
Helen Fathers	<i>Director</i>
Rubina Jamal	<i>Director</i>
James Macdonald	<i>Director</i>
Laura Smit	<i>Director</i>

Staff



Heather O'Hara	<i>Executive Director</i>
Peter Leblanc	<i>Program Manager, Farmers' Market Nutrition Coupon Program</i>
Georgia Stanley	<i>Manager of Membership & Communications</i>
Vimi Sian	<i>Communications & Administration Coordinator, Farmers' Market Nutrition Coupon Program</i>
Anice Wong	<i>Programs & Outreach Coordinator</i>



In 2016, we said thank you and farewell to Jon Bell and Elizabeth Quinn.

Thank you, Jon, for your work and expertise as BCAFM President for the past six years. Good luck in the field! Thank you Elizabeth for your leadership and guidance as Executive Director for the past eight years. Good luck with your new chapter in life. Come back to visit!



It was with great sadness that we said goodbye to Cat Majors, a treasured member of the farmers' market community. Her creativity and enthusiasm shone in all the work she did as a former BCAFM board member and President of the Armstrong Farmers' Market. It was always a great pleasure to be around her, and we thank her for all the meaningful and significant contributions she made in our work and personal lives. We miss you dearly, Cat.



Mission

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

Purposes

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



President Report

The past year has shown that the BCAFM is more relevant and resilient than ever. Becoming President after Jon Bell, who had a successful six year run, was overwhelming at times, but with an incredibly supportive staff and board, I believe we accomplished some amazing things, and have positioned ourselves to continue moving forward in 2017.

We will also remember 2016 with sadness, as we lost our beloved Cat Majors, who served six years on the BCAFM board. Cat was someone who found joy in every day. We miss her warmth at each BCAFM gathering.

We had a number of changes at the staff and board level in 2016. After eight years as Executive Director, Elizabeth Quinn moved to the Kootenays to pursue another passion. Thank you Elizabeth for your years of work and dedication to growing the BCAFM and farmers' market sector. As a result of this key staff change, the board assessed the direction of BCAFM and determined the skill set and experience needed in its next Executive Director. In August of 2016, the board hired Heather O'Hara, as the new BCAFM Executive Director. With a strong background in social enterprise and small business, the board is confident Heather will guide the BCAFM to achieve our new strategic goals. We encourage you to introduce yourself to Heather, and find an opportunity to connect. One of Heather's first accomplishments, was hosting a successful fundraising concert in Kelowna to support the Farmers' Markets Nutrition Coupon Program. The concert was a collaboration with Barney Bentall and the Cariboo Express, and raised thousands of dollars to support more families to access fresh food from the farmers' market in 2017.

2016 also brought changes to the regulatory environment, in which BCAFM operates. Like all registered BC societies, we need to transition to the new BC Societies Act by November 2018. For the BCAFM, this has meant reviewing our bylaws in order to both, comply with the new Society Act, and ensure that our current standard of practice is accurately reflected. The board assigned a task force, comprised of staff and board members to work with Heather in drafting updated bylaws. The task force has spent several hours so far, carefully considering and reviewing draft bylaw changes. The board also approved hiring lawyer, Michael Blatchford of Norton Rose Fulbright, to support the task force with legal advice on non-profit best practices, and in the development of our new bylaws. The updated draft bylaws will be presented to the membership for discussion and input at the 2017 AGM, where Heather, Michael and I will be available to answer questions. There will be additional opportunities for members to provide feedback before the draft bylaws are refined and presented to the membership for final approval before November 2018

(which marks the deadline to comply with the new Society Act.) Your input during this process is critical to ensure that the new BCAFM bylaws represent the current reality and future aspirations of BC farmers' markets.

It is also time for the BCAFM to update our strategic plan. Board and staff are in the process of updating and finalizing the plan, which we will share with membership in the months ahead.

Over the last year, BCAFM has continued to offer training, education and professional development opportunities to members, including webinars, the annual conference and in-person workshops. The Farmers' Market Nutrition Coupon Program is thriving and attracting new community funding partners. Each year we have been able to expand the program to new communities and partners, and we continue to hear amazing stories of the difference this program is making to farmers' markets and peoples' lives. Funding agencies, both within and outside government, see the relevance of supporting the BCAFM, with our proven track record as a partner, delivering programs and positive impacts in both rural and urban municipalities.

In my newsletter articles I frequently refer to the great work BCAFM accomplishes, and I believe this is a direct reflection of the great work of our membership. We are proud to represent a growing membership, that supports the "make, bake, grow" mentality, and allows BCAFM member markets to stand out as truly authentic. It's a unique opportunity to represent a sector that is so diverse in its services, crossing boundaries between agriculture, social services, community building, farm business start-up and expansion, inclusion, diversity, food security, and so much more.

As a BCAFM board member, farmers' market board member, and market vendor, I am excited about the opportunities that lie ahead. The dedication of market boards, managers and vendors year after year, never ceases to impress me, and makes me feel fortunate to be a part of this organization. Here's to a successful 2017 season – may we always have full markets and sold out vendors!

Wylie Byrstedt

Executive Director Report

Thank you to the BCAFM Board of Directors for inviting me to join an amazing organization as your new Executive Director. I am sincerely grateful for the warm welcome and the openness I have received from each BCAFM staff team and board members, both past and present. Working together, our board, staff team and committed members will continue to achieve great things for BC farmers' markets.



I would also like to take this opportunity to extend a very special thank you to Elizabeth Quinn, our former BCAFM Executive Director who has moved on to an exciting new opportunity in the Kootenays. Elizabeth and the BCAFM staff team have built an incredible organization, a stable foundation and the roots for continued success and growth. It is a true gift to take the reins of a highly respected organization valued among its members, funders, government, industry and many other supporters. Thank you Elizabeth for all of your dedication and many contributions. Some of these highlights and achievements over the past year include:

- Strengthening Farmers' Markets through a combination of initiatives including continuation of the Market Management Certificate Program and the launch of a new Marketing Toolkit & Case Study project in collaboration with Kwantlen Polytechnic University.
- Securing a new \$1M contribution from the Ministry of Health to extend the incredible Farmers' Market Nutrition Coupon Program (FMNCP) for a sixth year, through 2018.
- Representing the voice of farmers' markets through participation at the Sustainable Food Systems Summit and on the Minister of Agriculture Agrifood Advisory Committee.

As you know, 2016 has been a transition year at BCAFM with both a new Executive Director and a new Board President, Wylie Bystedt. Working closely and connecting often, Wylie and I are energized, engaged and share a vision for the BC Association of Farmers' Markets. The entire staff and board team have been busy this past fall with exciting updates to share. These include:

- Securing additional new funding from Vancity Credit Union to continue our Strengthening Farmers' Market initiatives and supporting other core activities at BCAFM.

- Securing new funding from the Investment Agriculture Foundation and Ministry of Agriculture for a 2017 Buy Local Campaign to be featured on CBC media channels.
- Working through the requirements of the new Society Act transition on behalf of the BCAFM organization, including modernizing our bylaws and sharing these with the membership at the 2017 AGM and conference.
- Hosting the Lieutenant Governor of British Columbia, the Honourable Judith Guichon, and the Honourable Norm Letnick, Minister of Agriculture at the Barney Bentall and the Cariboo Express fundraising concert in Kelowna to benefit the Farmers' Market Nutrition Coupon Program.
- Participation at the first Agrifood and Seafood Conference in Kelowna.
- Developing a new BCAFM organization strategic plan to guide our valuable work in the years ahead.

2016 has also been a time of loss and sadness with the passing of Cat Majors, one of our brightest lights and a devoted member of the BCAFM family. Cat Majors touched many lives across BCAFM staff, board and its members. We are all eternally grateful for the colour, creativity and warmth of Cat Majors and her many contributions.

In early 2017, BCAFM will be attending several trade shows including the Pacific Agriculture Show, Islands Agriculture Show, COABC Conference, and the UBCM trade show. We will also be getting out on the road and visiting our incredible farmers' markets across the province. We very much look forward to seeing you here, there and everywhere in between.

Wishing you the very best for an incredible and successful year at the farmers' market and beyond.

With gratitude,
Heather O'Hara

A handwritten signature in black ink, appearing to read 'Heather O'Hara'.



Board Committee Report

The year 2016 saw a number of changes occur within the BCAFM organization, including a senior staff change, the development of a new strategic plan and new draft bylaws, in addition to determining how committees are structured. Our committees were re-evaluated and as part of the strategic planning process, the following committees were established (or re-established) as standing committees:

- Executive Committee
- Governance Committee
- Finance Committee
- Resource Development

Outside of these committees, the board determined that rather than form new committees in response to emerging issues and needs, a task force is the more appropriate tool to address specific activities and initiatives. Task forces are established and assigned by the board and each task force reports back to the board on the whole.

In 2016 the following task forces were utilized:

- Human Resources Task Force
- Board Nomination Task Force
- Strategic Planning Task Force
- Conference Task Force
- New Society Act Task Force

During the November 2016 strategic planning session, board members were assigned within these committees and task forces. Each committee is required to develop or update their terms of reference. This work has been started but not completed in time to report for the 2016 annual general meeting due to several other time sensitive organizational priorities this past year, specifically: the recruitment and onboarding of a new Executive Director, the review and development of new draft bylaws required by the new Society Act transition, and development work on a new strategic plan. It is the intent of the board to have the committee process clarified, terms of references updated and reports available for inclusion in the Annual Report beginning at our 2018 annual general meeting.

Membership Report

In 2016 the BCAFM had 107 members registered operating over 135 farmers' markets in all regions of the province. We welcomed 10 new members, demonstrating particularly strong growth in the Kootenays and Northern BC regions.

Welcome to our new members in 2016:

- Elkford Community Enhancement Society (River View Farmers' Market)
- Houston Link to Learning (Houston Farmer's Market)
- Kwantlen Student Association (Kwantlen St. Market)
- Lower Columbia Development Team Society (Sustainable Local Agriculture Committee) (Trail's IncrEDIBLE Farmers Market)
- Mackenzie Community Market
- McLeese Lake Farmers Market Association
- Pender Island Farmers' Institute (Pender Island Farmers' Market)
- Quadra Cedar Hill Community Association (Saanich Sunday Farmers Market)
- Wilson Square Community Market Association (WS Community Market)

We continue to see growth in the number of farmers' markets throughout the province, most of which can be attributed to current member organizations adding additional mid-week or winter market dates and locations.

This growth has led BCAFM member farmers' markets, collectively, to be one of BC's most abundant food outlets across all regions of the province. According to research by BCAFM President, Wylie Bystedt, the only major grocery retailer in BC that exceeds the number of BC farmers' markets is the Overwaitea Food Group. Between all five of their grocery chains, they have 140 outlets in the province – and BC farmers' markets rival them at 135. So, although each farmers' market may feel small at times, collectively, we are an important source of local food, economic activity, and community building across the province.

Although the continued growth of our sector is a success in and of itself – we recognize that not every farmers' market is growing or sustainable. Growth also leads to different challenges, including the need for: more farm vendors, increased sales and profitability, and innovations to the farmers' market model that are adaptable to different needs and circumstances.

Farmers' Success Stories

In 2016 we initiated a project in partnership with the Institute for Sustainable Food Systems at Kwantlen Polytechnic University, to develop a resource guide to highlight successful farmers who sell at BCAFM farmers' markets and learn about their best practices. One of the primary objectives of the project is to provide current and potential farm vendors with lessons learned and resources to support their success at farmers' markets.

Fifteen successful farmers selling at markets, producing a variety of products in different regions of BC were profiled and interviewed for the project.

Resource materials, including a webinar, workshop, print and online materials will be available in 2017 to share the project findings with vendors and BCAFM member markets.

We look forward to working together to address these challenges and support markets and vendors in 2017. It has been a pleasure working with all of you in 2016. See you in 2017!

Georgia Stanley
Manager, Membership and Communications

Member Market Snapshot

- Average number of vendors at market: 38 (up from 35 in 2015)
- Number of winter markets: 30 (up from 27 in 2015).
- 93% of members reported needing more farm vendors/products at their market (up from 86 in 2015). Most needed products:
 - Cheese (80%)
 - Nuts (70%)
 - Fruit (59%), fish/seafood (58%), vegetables (56%), and chicken (56%)
- 67 % of members reported having a stable, permanent location
- 37% of members use of their market site for free. The rest pay for space, with fees varying greatly.
- Over 66% of markets are located on public property

Farmers' Market Nutrition Coupon Program Report

In 2016, the Farmers' Market Nutrition Coupon Program (FMNCP) distributed \$673,000 worth of coupons, \$50,930 of which was funded through local co-funders.

The program reached:

- **53 communities** throughout the province
- **85 community** partners
- **3,215 households** including:
 - 4,281 individuals <18 years
 - 904 seniors
 - 497 expectant mothers

A survey was conducted with FMNCP participants. Of all respondents:

- 70% feel healthier
- 68% learned about buying healthy food while on a budget
- 87% shop at the farmers' market weekly or bi-weekly
- 85% go to the market with friends, family members, or other FMNCP program participants
- 35% spend \$6-\$10 more out of their own pocket at the market each week

Program Funding Extension

In August, at the Kelowna Farmers' & Crafters' Market, Agriculture Minister Norm Letnick announced \$1 million in funding to extend the program through 2018.

"British Columbia can be very proud of the world class produce we grow and farmers' markets are a great way for producers to share their high quality product with their communities," said Letnick. "The Farmers' Market Nutrition Coupon program is a great way to help people get home grown B.C. produce while developing a strong, sustainable agricultural sector."



Photos: Top: A coupon recipient (right) purchases produce from a vendor at the Armstrong Farmers' Market. Top right: Agriculture Minister, Norm Letnick (centre) with Bev Wiens (second from left), Kelowna Farmers' & Crafters' Market President, Wylie Bystedt (third from right), BCAFM President, and the O'Grady family, coupon recipients, at the FMNCP funding announcement. Bottom right: Farmers' Market Nutrition Coupons.

Farmers' Market Nutrition Coupon Program Report

Gratitude Campaign

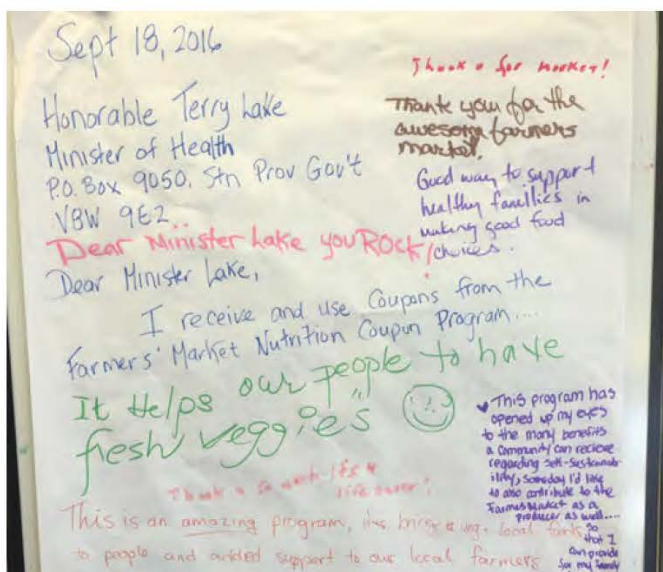
To show our gratitude to the Ministry of Health, the BCAFM, participating markets and partners wrote letters to the Minister of Health, Terry Lake, detailing the positive impact of the program.

As a result, many markets, community partners and program participants submitted personal letters, testimonials and handwritten notes to Minister Lake, expressing their appreciation for the program's existence and their gratitude for the benefits the program has provided.

Cariboo Express Fundraiser

In November, the BCAFM hitched a ride with Barney Bentall and the Cariboo Express and held a fundraiser for the coupon program in Kelowna. The concert featured some of Canada's great talents in roots, country, and rock'n roll. Special guests included the Minister of Agriculture, Norm Letnick, and the Lieutenant Governor of British Columbia, Judith Guichon.

The Cariboo Express has raised hundreds of thousands of dollars for various communities over the past decade across Western Canada. This inaugural fundraiser in Kelowna raised \$8,500, which will help expand the coupon program to add 34 more families in Kelowna. We are grateful for the support for low income seniors and families to purchase fresh, locally grown produce, meat and eggs from farmers at their local farmers' market.



Photos: Top left: Messages to the Minister of Health, Terry Lake, from coupon recipients from the Storytellers' Foundation in Hazelton. Bottom left: A drawing created by a coupon recipient's child. Top: Barney Bentall and the Cariboo Express cast with The Lieutenant Governor of British Columbia, members of the Kelowna Farmers' & Crafters' Market, and other special guests.



Public Engagement & Promotion



721 new Likes
13,775 total Likes



848 new Followers
4,222 total Followers



~1,100 total Followers



17 new Subscribers
45 total Subscribers



86 earned Media Mentions,
including print, radio, and TV



Chef Ned Bell and Toyota teamed up with eight BCAFM farmers' markets to promote shopping at farmers' markets with full page profiles in the Vancouver Sun and online videos.



In June, the BCAFM set up a mini farmers' market at CityTV's studio for a live segment on Breakfast Television promoting what you will find at your local farmers' markets.



Our **BC Farmers' Market Directory** is a great "one stop shop" for a listings of all BCAFM member markets. It includes each member market season, market day, hours, and location. Directories are popular with market shoppers, tourists, as well as those new to the local food scene.

In 2016, the BCAFM printed 16,500 copies of the directory. They were distributed to 104 member markets, 61 tourist centres across the province, and were also handed out to partner organizations and at various outreach events. Along with our online Market Finder, the BC Farmers' Market Directory is a popular tool to find 135 markets in all regions of the province.

Outreach Events

Pacific Agriculture Show

The BCAFM once again participated in the Pacific Agriculture Show in Abbotsford in January. It is the largest agricultural themed tradeshow in BC, and showcases the latest and most innovative equipment and technology for the agriculture industry.

The BCAFM attended the Agri-Food Industry Gala and also shared an exhibitor booth with the Fraser Valley Direct Farm Marketing Association. We engaged with farmers, vendors, and members of the public on all things farmers' markets, including MarketSafe, vendor insurance, and applying to sell at farmers' markets.



Islands Agriculture Show

In February, the BCAFM traveled to Duncan and attended the Islands Agriculture Show as an exhibitor. It is the only agricultural tradeshow and conference serving the farm and food community on Vancouver Island, Coast and Gulf Islands. It brings together farmers, rural landowners, farm organizations, equipment dealers, and service providers.

It was great to see old friends again and meet new ones, especially those who sell at farmers' markets!



Feast of Fields

In September, the BCAFM participated in Metro Vancouver Feast of Fields. This is FarmFolk CityFolk's annual celebration and fundraiser to support their work in cultivating local, sustainable food systems in BC. The event featured samples made by local chefs, and was held on two farms in Aldergrove, highlighting the direct connection from farmer to table.



Farmers Appreciation Week

The seventh annual Farmers Appreciation Week took place September 12-18, 2016, and celebrated farmers, the agriculture sector, and local food in the province. Over 20 BCAFM member markets participated in the celebration by holding individual market events, such as parades, photo booths, raffles, cake cutting ceremonies, and more.

We also held the Ode To a Farmer poetry contest where British Columbians were encouraged to take a moment to consider the immense skill, time and dedication that goes into growing the fresh food we all value, and write an original poem honouring BC's farmers. Ninety-six poems were submitted from all regions of BC. The grand prizewinner was Gerald Eggert from Chilliwack who wrote, The Farm Wife. He won \$100 to spend at his favourite BCAFM member market. Five regional winners were also chosen and awarded \$50 to spend at their favourite farmers' market.



Photos: Top to bottom: Steveston Farmers & Artisans Market; Qualicum Beach Farmers Market (Time and Tide Photography); McLeese Lake Farmers Market; Comox Valley Farmers' Market.



Farmers Appreciation Week

Staff Field Trip

To get a glimpse of the life of a farmer, BCAFM staff got their hands dirty and spent a day volunteering at the Kwantlen Polytechnic University Tsawwassen Farm School. Staff learned the proper way to harvest beans, swiss chard, parsley, and prepare them for the farmers' market. They experienced first hand the importance of teamwork in farming, and the immense energy it takes.

Thank you Corine and all farm staff and students for hosting BCAFM for a day! What a great way to gain an even larger appreciation of farming.



Photos: Top: BCAFM staff and KPU Tsawwassen Farm School farmers. Right: The B.C. government's proclamation for Farmers Appreciation Week 2016.

BC Government Proclamation

Each year, the B.C. government recognizes events or occasions held by groups on their own behalf or on behalf of the general public.

In 2016, the BCAFM was successful in their request to the B.C. government to recognize September 12-18, 2016 as "Farmers Appreciation Week." This is a new achievement for the BCAFM and publicly honours farmers who are important contributors to the health of British Columbians through the food they grow, harvest and process.



Canada Province of British Columbia A Proclamation

ELIZABETH THE SECOND, by the Grace of God, of the United Kingdom, Canada and Her other Realms and Territories, Queen, Head of the Commonwealth, Defender of the Faith

To all to whom these presents shall come – Greeting

WHEREAS BC farmers and the food they grow, harvest and process are important contributors to the daily lives of British Columbians, and

WHEREAS BC farmers produce over 300 farm products from both land and water for us to eat and enjoy, helping to strengthen the local and provincial economies, and

WHEREAS BC farmers contribute to our health and protect the environment by providing fresh, nutritious food while preserving BC farmland, water and green space, and

WHEREAS we show appreciation for and reflect on how the abundance of farming in BC has shaped our history and the important role it plays in our future, and

WHEREAS the BC Association of Farmers' Markets is dedicated to supporting farmers and farmers' markets by connecting people directly to the source of local food;

NOW KNOW YE THAT, We do by these presents proclaim and declare that September 12 to 18, 2016, shall be known as

"Farmers Appreciation Week"

in the Province of British Columbia.

IN TESTIMONY WHEREOF, We have caused these Our Letters to be made Patent and the Great Seal of Our Province of British Columbia to be hereunto affixed.

WITNESS, The Honourable Judith Guichon, Lieutenant Governor of Our Province of British Columbia, in Our City of Victoria, in Our Province, this tenth day of September, two thousand sixteen and in the sixty-fifth year of Our Reign.

BY COMMAND:


Attorney General and Minister of Justice
(counter signature for the Great Seal)


Lieutenant Governor

Member Training & Professional Development

Nourish & Flourish: BC Farmers' Markets Conference

In March 2016, farmers' market organizers, farmers and artisan vendors, and community and agriculture leaders gathered in Kelowna for the BC Farmers' Market's annual conference, Nourish & Flourish.

Over 120 attendees participated in a weekend of learning, sharing, and networking that included 15 workshops, Crisis Communications training, reception, banquet, Farmers' Market Awards ceremony, and more. Workshops covered a range of topics including how to create a wellness plan for market managers, market diversification, protecting BC farmland, and regulations for cosmetics, soap and body products.

The BCAFM's annual general meeting also took place during the weekend which, included voting in a new president and two new directors.



Farmers' Market Awards: Best of 2015

In celebration of all those who made outstanding contributions to the province's farmers' market sector, the BCAFM held its third annual Farmers' Markets Awards.

Congratulations to the following winners:

- Farmers' Market of the Year (Large): White Rock Farmers' Market
- Farmers' Market of the Year (Medium): Penticton Farmers' Market
- Honourable Mention Farmers' Market of the Year (Medium): Celistia Hall Farmers' Market
- Farmers' Market of the Year (Small): Lytton Two Rivers Farmers' Market
- Farmers' Market Manager of the Year: Helen Fathers, White Rock Farmers' Market
- Farmers' Market Vendor of the Year (tie): Jong's Vegetable Gardens; Silver Springs Organic Farm



Photos: Left: Nourish & Flourish conference attendees in Kelowna. Top: Several winners of the Farmers' Market Awards at the ceremony in Kelowna.

Member Training & Professional Development

Market Management Certificate Program

After a successful first year delivering the Market Management Certificate Program (as part of its Strengthening Farmers' Markets activities), the BCAFM offered a second program series starting in October 2016. The Market Management Certificate Program is focused on strategic business planning and is designed to provide training and assistance in market development. To be more accommodating and flexible to those who have busy schedules and are unable to travel to attend in-person workshops, this year's program is being delivered 100% online.

Facilitated by Michelle Wolf of Whole Green Heart, the program includes ten webinars plus five group call-in discussions. With Michelle's extensive work in the farmers' market sector as manager and vendor, and specializing in business and personal coaching for entrepreneurs, she has supported and encouraged participants to adopt best practices in the sector, while providing opportunity for peer to peer learning.

The second year's cohort includes 27 registrants in the full program, representing 23 member markets, plus one from Alberta. There are also several members registered in individual webinar sessions.

"Wow! Speaking to all of my needs and giving me so much information to go forward with. I will use this course as a resource for many years to come. Thank you!"

"For somebody who was thrust into a market - and hoping it and yourself will stay afloat - this gives so many answers to a lot of questions I have."



Photos: Left: Participants in the 2015-2016 Market Management Certificate Program after completing their in-person workshop training in Vancouver and Kelowna. Top: The 2016-2017 Market Management Certificate Program has been redesigned to be 100% online in order to better accommodate those who have busy schedules. It includes ten webinars plus five group call-in discussions.

Advocacy & Networking

The BCAFM is proud to be the voice of BC Farmers' Markets as an advocate in multiple networks. Some highlights of our advocacy and networking activities in 2016 include:

Committee Participation

- Minister of Agriculture's Agrifood Advisory Committee
- MarketSafe Steering Committee
- Farmers' Market Nutrition Coupon Program Steering Committee
- Provincial Healthy Eating Strategy Leadership Council Member – initiative of Healthy Living & Health Promotion branch Ministry of Health
- EcoCity Focus Lab in support of International EcoCities Framework and Standards

Tradeshows & Industry Events

- BC Agrifood and Seafood conference participant (Kelowna)
- Pacific Agriculture Show exhibitor (Abbotsford)
- Islands Agriculture Show exhibitor (Port Alberni)

Government & Regulatory

- Meeting with Ministry of Agriculture
- Meeting with Ministry of Health
- Meeting with BC Centre for Disease Control – Guidelines for the Sale of Food at Temporary Markets



Presentation & Outreach

- Select Standing Committee on Finance and Government Services
- Sustainable Food Systems Summit and BC Food Security Network Gathering participant
- BC Food Systems Annual Gathering workshop, Engaging Community through Farmers' Markets and the FMNCP
- Metro Vancouver Feast of Fields exhibitor
- Burnaby Food First, Burnaby Food Matters exhibitor
- Vancouver Food Conversations panelist
- Meeting with Small Scale Food Processor Association
- Meeting with Small Business BC
- BC Green Jobs' conference panelist in the Climate, Jobs and Food Security session
- session panelist

FMNCP Presentations to:

- Raj Chouhan, MLA, Burnaby-Edmonds
- Kathy Corrigan, MLA, Burnaby-Deer Lake
- Heather Deal, Vancouver Deputy Mayor
- Simon Gibson, MLA, Abbotsford-Mission
- Carole James, MLA, Victoria-Beacon Hill
- Langley City Council and Mayor
- Jane Shin, MLA, Burnaby-Lougheed
- Terrace City Council
- Nancy Wilhelm-Morden, Mayor of Whistler



Photo: Top: BCAFM's Peter Leblanc with Simon Gibson, MLA, Abbotsford-Mission, Liz Kahle, Abbotsford Community Services' Best for Babies program, and Bruce Fatkin, Abbotsford Farm and Country Market's market manager. Right: Carole James, MLA, Victoria-Beacon Hill, makes a statement supporting the FMNCP in the Legislative Assembly.

2016 BCAFM Voting Members

Below is a list of all 2016 BCAFM voting members who run 135 farmers' markets in B.C.

Abbotsford Farm and Country Market Society
Agassiz Farm Fresh Market
All Organic Farmers Market
Armstrong Farmers' Market
Artisan Farmers Market Society
Barriere Farmers Market
Blind Bay Farmers Market
Bowen Road Farmers Market Society
Bulkley Valley Farmers' Market Association
Canada Mortgage and Housing Corporation
Cannery Farmers' Market
Cedar Farmers' Market Agricultural Society
Celistia Hall Farmers' Market Society
Chase Farm & Craft Market
Chemainus Wednesday Market
Chetwynd Farmers' Market
Clearwater Farmers Market
Comox Valley Farmers' Market Association
Coquitlam Farmers Market Society
Cranbrook Farmer's Market Society
Creston Valley Food Action Coalition
Dawson Creek Farmers Market Association
Deroche Farmers' Market
Duncan Farmers' Market Society
Errington Farmers' Market Society
Fairfield Community Market Society
Farm Gate Market
Ferne Mountain Market
Fort Langley Village Farmers Market
Fort St James Farmers Market Association
Fort St. John Farmers Market
Gibsons Community Building Society
Gibsons Landing Sunday Market Society
Golden Farmers' Market
Goldstream Farmers Market
Graham Island East Coast Farmers' Institute
Grand Forks Farmers' Market Society
Haney Farmers Market Society
Harvest - Cariboo Agricultural Producers Association
Hazelton Farmers' Market Society
Hedley Farmers' Market Society
Houston Link to Learning
Invermere Farmers & Artist Market
Italian Cultural Centre Society
James Bay Market Society
Kamloops Regional Farmers' Market Society
Kelowna Farmers' and Crafters' Market Society
Kwantlen Student Association
Ladner Village Market Ltd.
Ladysmith Chamber of Commerce
Lake Country Farmers Market Association
Langley Community Farmers Market Society
Lower Columbia Development Team Society (Sustainable Local Agriculture Committee)

Lytton Two Rivers Farmers' Market
Mackenzie Community Market
McLeese Lake Farmers Market Association
Metchosin Farmers Market
Mission City Farmers Market Society
Nakusp Farmers' Market Association
Nanaimo Downtown Farmers Market
Naramata Community Market Society
Nelson Farmers Market
New Denver Community Market Society
Nicola Valley Farmers Market
North Island Farmers and Artisans Market Association
North Kootenay Lake Arts & Heritage Council
North Saanich Food For The Future Society
Oaklands Community Association
Old Fire Hall Collective Society
Osoyoos Market on Main
Parksville Museum Farmers Market
Pemberton Farmers' Market Association
Pender Island Farmers' Institute
Peninsula Country Market Society
Penticton Farmers' Market Society
Pier Street Farmers Market
Powell River Open Air Farmers' Market
Prince George Farmers' Market Association
Quadra Cedar Hill Community Association
Qualicum Beach Farmers Market
Revelstoke Farm and Craft Market
Richmond Agricultural and Industrial Society
Rossland Mountain Market Society
Royal City Farmers Market Association
Salt Spring Community Market Society
Sechelt Farmers' and Artisans' Market
Shuswap Farm & Craft Market
Skeena Valley Farmer's Market
Sooke Country Market Association
Sorrento Village Farmers Market Association
South Cariboo Farmers' Market Society
Sparwood Farmers Market Society
Spirit Square Farmers' Market Association
Squamish Farmers' Market Association
Sun Peaks & Region Farmers' Market
Surrey Urban Farmers Market
The Downtown Chilliwack Farmers' Market Society Inc.
The Elkford Community Enhancement Society
UBC Farm
Uke Public Market Society
Valemount Farmers' Market
Vanderhoof Farmers Market
Vernon Farmers Market Association
Whistler Farmers' Market Society
White Rock Farmers' Market
Wildsight Kimberley/Cranbrook
Wilson Square Community Market Association
Your Local Farmers Market Society

Financial Statements

BC Association of Farmers' Markets

Statement of Financial Position

As at December 31, 2016

	2016	2015
ASSETS		
Current Assets		
Cash	\$ 344,961	\$ 187,829
Prepaid Expenses	9,377	-
Accounts Receivable	3,361	35,866
Total Current Assets	357,699	223,695
Investments	2,000,000	2,088,900
Total Assets	<u>\$ 2,357,699</u>	<u>\$ 2,312,595</u>
LIABILITIES		
Current Liabilities		
Accounts Payable	\$ 6,386	\$ 10,091
Accrued Liabilities	17,829	8,026
Total Current Liabilities	24,215	18,117
Deferred Contributions	2,106,419	1,828,551
NET ASSETS		
Net Assets Internally Restricted for Operations	\$ 76,400	\$ 76,400
Unrestricted Net Assets	150,665	389,527
Total Liabilities and Net Assets	<u>\$ 2,357,669</u>	<u>\$ 2,312,595</u>

Financial Statements

BC Association of Farmers' Markets

Statement of Operations

For The Year Ended December 31, 2016

	2016	2015
Revenues		
Coupon Program	\$ 877,929	\$ 785,022
Vancity	33,483	30,424
Ministry of Agriculture	4,001	43,715
Promotional	32,456	78,798
Fee-for-Service	123,975	133,011
Membership	26,600	34,630
Investment Income	33,640	53,168
Other	29,302	13,456
Total Revenues	<u>\$ 1,161,386</u>	<u>\$ 1,172,224</u>
Expenditures		
Coupon Program	\$ 877,929	\$ 785,022
Vancity	33,483	30,424
Ministry of Agriculture	4,001	43,715
Promotional	102,441	139,704
Salaries and Benefits	92,192	89,041
Board Business and Travel	18,166	20,730
Office	25,012	25,461
Other	1,540	-
Total Expenditures	<u>\$ 1,154,764</u>	<u>\$ 1,134,097</u>
Excess of Revenue over Expenditures	<u>\$ 6,622</u>	<u>\$ 38,127</u>

Financial Statements

BC Association of Farmers' Markets

Schedule of Wages

For the Year Ended December 31, 2016

BCAFM Staff	Total Wages	CPP Expense	EI Expense	Total Cost
Executive Director	\$ 63,352	\$ 2,969	\$ 1,668	\$ 67,989
Program Staff	82,860	3,755	2,181	88,796
Coupon Program Staff	95,527	4,173	2,295	101,995
Total	\$ 241,739	\$ 10,897	\$ 6,144	\$ 258,780

Extended Health Benefits Expense: \$4,003

NOTE:

Executive Director succession took place in fiscal year 2016.

New Executive Director worked part time hours August to November 2016. Therefore, annual salaries and benefits expense was lower than forecast. Full time Executive Director base salary in fiscal year 2016 was budgeted at \$70,000 + CPP & EI expense.

Financial Statements

BC Association of Farmers' Markets

Notes to the Financial Statements

For the Year Ended December 31, 2016

1. Nature of Business

The BC Association of Farmers' Markets was incorporated on November 21, 2000, under the Societies Act of 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 BC.
- (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 BC 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.

2. Significant Accounting Policies

(a) Basis of Presentation

The financial statements are prepared in accordance with Accounting Standards for Not-for-Profit Organizations as issued by the Canadian Accounting Standards Board.

(b) Revenue Recognition

The Association follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount can be reasonably estimated and collection is reasonably assured.

3. Income Tax Exemption

The Association is registered under the Society Act of British Columbia and is exempt from taxation under Sec 149.1(1) of the Income Tax Act.

Thank you to our supporters



BRITISH
COLUMBIA

Ministry of Health
Ministry of Agriculture



DELIVERED BY

FUNDING PROVIDED BY



Growing Forward 2 

A federal-provincial-territorial initiative



Vancity

Thank you to our Farmers' Market Nutrition Coupon Program Community Funders

Clearwater

- **Epicure Foundation**

Cranbrook

- **Community Connections of Southeast BC**

Gibsons

- **Community fundraiser**

Lytton

- **Lytton First Nation**

Maple Ridge

- **Haney Farmers Market fundraising**

Merritt

- **Conayt Friendship Society**

Pemberton

- **Pemberton Music Festival**

Powell River

- **Farm to Fork Fundraiser**

Salt Spring Island

- **Philip and Muriel Berman Foundation**

Vancouver

- **Whole Foods Vancouver**
- **MOSAIC**
- **Vancouver Farmers Markets**

Victoria

- **Victoria Native Friendship Centre**
- **The Cridge Centre for the Family**



Photos: Top left: Representatives of the Langley Seniors Resource Society are ready to hand out coupons at the Langley Community Farmers Market. Bottom left: A coupon recipient at the Langley Community Farmers Market. Top: The sign given to all vendors who are eligible to accept coupons at member markets that participate in the coupon program.

Questions? Contact us!



#203 - 2642 Main Street
Vancouver, BC. V5T 3E6.
(P) 604-734-9797
(F) 604-568-4748
info@bcfarmersmarket.org
www.bcfarmersmarket.org

Facebook: /BCAFM
Twitter: @BCfarmersmarket
Instagram: @BCfarmersmarket
Youtube: BC Farmers' Markets