



Farmers' Market Nutrition Coupon Program

About the Program

Your Farmers' Market participates in the Farmers' Market Nutrition Coupon Program (FMNCP), a healthy eating initiative that supports farmers' markets and strengthens food security across British Columbia. Community partner organizations provide coupons to lower-income families, pregnant people and seniors participating in their food literacy programs.

The Farmers' Market Nutrition Coupon Program is supported by the Province of British Columbia and the Provincial Health Services Authority.

Coupons can only be used for the purchase of fresh vegetables, fruits, herbs, dairy products, eggs, nuts, meat, fish, vegetable & fruit plants.

What if a participant asks to buy my non-eligible items?

Please let them know you are not able to. Encourage them to look for vendors with eligible items. If a participant is insistent please let your market manager know. They are able to support you.

Can I accept coupons and use them to purchase eligible items from fellow vendors?

No, that is strictly not allowed. The coupons cannot be sold or traded.

Why are the coupons only eligible for certain items?

The objective of the program is to support participants in accessing local, nutritious foods from BC farmers who sell at BC Farmers' Markets.

This program operates in over 85 BC communities with thousands of participants. We have the confidence of our funders to operate the program. If we are unable to maintain the integrity of the program, it could jeopardize the program in your community and province wide.

Many coupon participants will make additional cash purchases at the market which can directly benefit you, the market and your community.