



PHOTO: Johann Vincent



Annual Report 2021

BC Association of Farmers' Markets

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About Us





WE ARE PASSIONATE
ABOUT SUPPORTING
FARMERS' MARKETS, FARM,
FOOD AND ARTISANAL
BUSINESSES TO GROW SO
LOCAL BC FOOD SYSTEMS
CONTINUE TO THRIVE



Mission

TO SUPPORT, DEVELOP AND PROMOTE FARMERS' MARKETS IN BRITISH COLUMBIA.

Areas of Focus

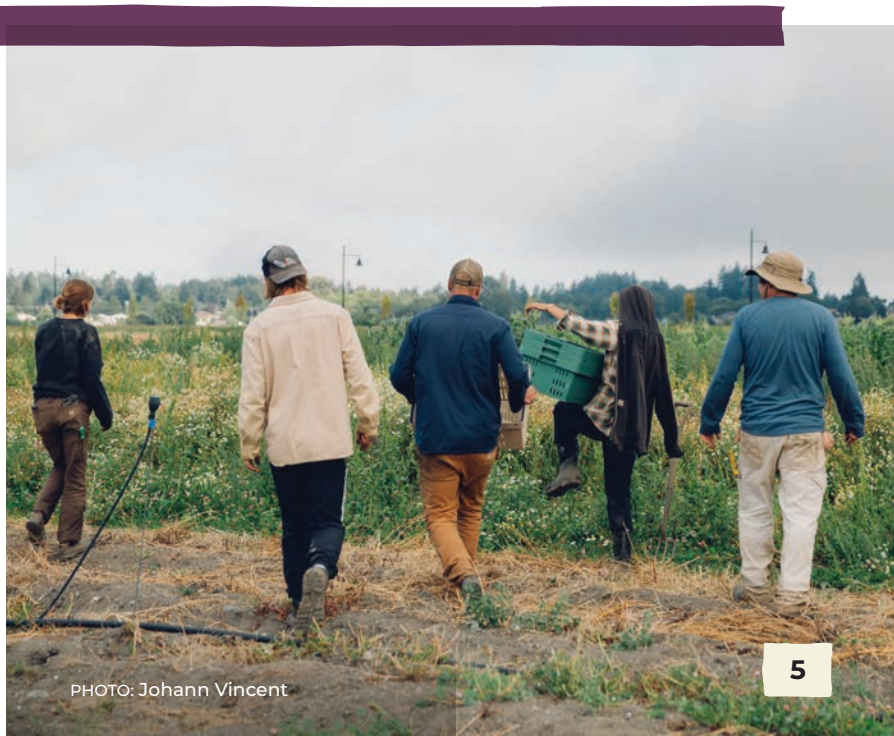
- ▶ Providing education and training to market boards, managers and vendors
- ▶ Helping promote farmers' markets to the public and key industry stakeholders
- ▶ Educating the public to choose healthy British Columbia grown agricultural products to ensure a secure food system, to reduce the carbon footprint and to ensure the viability of farming into the future
- ▶ Initiating and managing research and development activities
- ▶ Delivering a unified industry voice for all British Columbia farmers' markets

Strategic Outcomes 2021-2025

1. Nurture a just, inclusive and sustainable food system where everyone has access to and benefits from BCAFM member farmers' markets across BC.
2. Empower farmers' markets to be viable and resilient, solidly rooted in their community/region, and remain a relevant and innovative, local, direct sales channel.
3. Ensure farmers' markets are recognized as essential in the community and acknowledged as an integral part of food security, local economies and emergency response.
4. Cherish and celebrate the uniqueness of the farmers' markets experience and the essential role they play in nourishing us and bringing communities together.
5. Support farmers markets as environmental sustainability leaders in tackling climate change.

Our Guiding Principles

- ▶ Resiliency
- ▶ Connection
- ▶ Innovation
- ▶ Equity, Social Justice & Decolonization
- ▶ Empowerment
- ▶ Joy & Celebration





Meet the Team

BOARD

Vickey Brown
James Gates
Kate McLaughlin
Patricia Hollister
Greg Unger
John Byrnes
Martin Krell
Nicole Moorehead
Wylie Bystedt

Chair
Vice Chair
Treasurer
Secretary
Director
Director
Director
Director
Director

STAFF

Heather O'Hara

Executive Director

Melissa Maltais

Membership & Programs Lead

Jasmine Noble

Communications &
Creative Lead
Special Projects &
Administration
Coordinator
FMNCP Manager

Meredith Schaab

Peter Leblanc

Tahlia Murdoch

FMNCP Senior Coordinator

Monica Grover

FMNCP Regional
Coordinator - Metro
Vancouver & Fraser Valley
FMNCP Regional
Coordinator - Vancouver
Coastal

Manal Sid Ahmed

Livia Lara

FMNCP Regional
Coordinator - Kootenay
Rockies

Jutta Schoenhardt

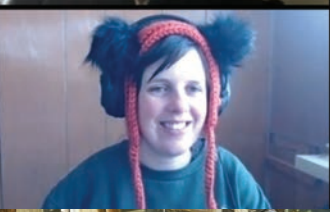
FMNCP Regional
Coordinator - Northern BC

Jeni Côté

FMNCP Regional
Coordinator - Vancouver
Island & Gulf Islands

Lily Brogan

FMNCP Regional
Coordinator - Interior South



Thank You & Welcome!



Much like the shifts we've seen elsewhere in the last year, 2021 also marked a year of change at BCAFM. A big thank you to our previous Board Directors: Laura Smit, Rubina Jamal, and James Macdonald, who completed their terms at the 2021 AGM and have moved on to new chapters. We would like to extend our heartfelt gratitude for Laura, Rubina, and James, for their dedication and contributions to BCAFM and BC farmers' markets over many years. With that, in 2021 we also welcomed new Board Directors including Greg Unger from the Thompson Okanagan, Kate McLaughlin from the Sunshine Coast, Martin Krell from Northern BC, and the return of Wylie Bystedt (once again!) from the Cariboo Chilcotin Coast. Along with our remaining board members, these new board members have already made notable contributions to our team and continue to do so within their local farmers' markets and communities.

Tess Van Den Bosch, who has enriched our organization in her role as Membership & Programs Lead since fall 2020, went on parental leave in 2021 and welcomed a new baby girl Lennyn into her family with husband Mitch. We were delighted to welcome Melissa Maltais back to our team, who is a long time and respected BCAFM farmers' market family member, to cover for Tess.

You may have also noticed that our FMNCP staff grew a tad bit larger as well after four new regional coordinators joined the team for the 2021 coupon program season. We warmly welcomed Manal Sid Ahmed for Vancouver Coastal, Jutta Schoenhardt for Northern BC, Jeni Côté for Vancouver Island & Gulf Islands, and Lily Brogan for the Interior South region. We appreciate the experience and passion for farmers' markets that they bring, as they support our partners with great enthusiasm.

We are so excited and grateful for our small but mighty BCAFM team!

Message from the Chair

Greetings members! This is my final report during my time as BCAFM Board Chair.

Well, it's been another year full of challenges! Not just COVID, but heat domes, devastating forest fires and massive floods and landslides followed by lots of snow! All this continues to challenge our food supply structures making our work in Farmers' Markets even more valuable. You are the heart of local food systems and your hard work again this year was vital to your communities. Kudos and many thanks to all of you out there in the fields, parking lots and streets making sure that local food is getting out into the hands of the people who love it, need it, and appreciate it.

This year, we have been improving our practices and ensuring best governance policy is in place. For equity and decolonization reasons, we've done away with the title of President. The role of president of the organization is to chair the board, provide leadership and support for fellow board members and support for the Executive Director as needed. So, along with dissolving the executive committee last year, we've renamed the role of President to Chair of the Board. We have also revised the terms of reference that gave the chair automatic appointments to committees, continue to work towards a more inclusive and collaborative relationship with staff, and created a small budget line for board education and development. These small steps help create capacity within the board by ensuring all board members are valued and valuable contributors and power is more distributed.

Thanks to the hard work and amazing revenue generating skills of the BCAFM Executive Director, over the past 2 years we have also continued to build our working capital fund to ensure we are able to continue to function in the event that external funding sources shrink or end. In 2021, given the impacts of climate change, we also created an Emergency Task Force. One of our new board members also encouraged us to look into engaging more closely with WorkSafeBC so that we can advocate and clarify expectations on both the membership end and ensure that they are aware of our unique Farmers' Market operations and issues.

Since 2020, our ED has been working with other provincial Farmers' Market Associations to create a [Canadian Farmers' Market Coalition](#), which is now up and running [HERE](#).



VICKEY BROWN

We also joined the recently formed [World Farmers' Market Coalition](#) in which a delegation from Canada attended an inaugural gathering in Italy. In 2021, BCAFM also initiated a federal petition to ask the federal government to create matching funds for provincial Farmers' Market Coupon Programs. The petition was picked up by Gord Johns (MP for Courtenay-Alberni) and you can hear him present it to the House [HERE](#). If successful, the initiative would double our current funding with contributions from the federal government matching the provincial contribution, while encouraging other provinces, who don't have a farmers' market coupon program, to start one in order to access the matching funding. We will need all of you to help us gather signatures to make this request a reality. If you have friends or family or professional relationships in other provinces please engage them with this and get them gathering signatures in their province. Imagine the impact it could have if everyone in Canada had access to a program like our amazing coupon program in BC! In closing, I want to thank all of you, and especially my fellow board members for the opportunity to serve this organization. I have enjoyed the last 6 years immensely! It has been a privilege and honour to be part of the team that has grown this association into the progressive, innovative and thriving organization it is. I can't wait to see where you take it next!

A handwritten signature in dark ink, consisting of a stylized 'V' followed by a horizontal line and a small flourish.

Vickey Brown
BCAFM Board Chair

Message from the Executive Director

In 2021, the strength and fortitude of farmers, farmers' markets and our food system in the face of an ongoing pandemic and the impacts of climate change from fires to flooding was on full display across BC.

As we reflect on the year past, let us take a moment to reflect on the tragic loss of the town of Lytton due to fire, along with its inspirational and longstanding BCAFM member market, Two Rivers Farmers' Market. We also grieved in solidarity with the Tk'emlúps te Secwépemc nation for their 215 lost children and the thousands of other ignored children forced to attend residential schools across this country. While, at the same time we celebrated the Indigenous led Kweseltken Farmers' and Artisan Market, from the same Tk'emlúps community, who joined the BCAFM membership in 2021. These remind us of the importance that BCAFM and members continue on our journeys of equity, justice and decolonization and strengthen our commitment to doing the hard work on the path towards Indigenous reconciliation. While the challenges were great, the BCAFM board and staff team along with member farmers' markets, vendors, shoppers and supporters continue to step up with our shared belief in the critical importance of local food, protection of local food systems and supply chains, farm and food lands stewardship and local economies.

It was a busy year in 2021, in which the BCAFM board and team achieved many things...

- We hosted our very first virtual, online AGM and conference and completed the BCAFM 2021 to 2025 Theory of Change: Strategic Plan.
- We completed the core foundational work, photos and narratives, for the BC Farmers' Market Trail in all 10 regions across the province. We have built an exceptional website and farmers' market photo bank to promote our sector for decades to come. Behind the scenes we produced a series of incredible farm videos to be rolled out and promoted in the 2022 season!
- We launched and piloted, Hatch + Hype, a BCAFM led farmers' market incubator initiative in the Kootenays and strategized and dreamed of its provincial expansion in future.
- We delivered the BC Farmers' Market Nutrition Coupon Program with even more communities and farmers' markets participating than ever before, while adapting and pivoting the program to best meet the needs of communities affected by fires and flooding.



HEATHER O'HARA

- We continued to support member markets and their vendors with online farmers' market stores for another season as a tool to navigate COVID. As well, we were invited to participate in the BC Economic Plan roundtable consultation.
- Behind the scenes, we worked a tonne with the Ministry of Agriculture, Food & Fisheries team to secure a \$500K Farmers' Market Expansion Program to rollout in early 2022.
- We joined Farmers for Climate Solutions and provided input on the BC Climate Strategy consultation.
- BCAFM also became an active, founding member of the new Canadian Farmers' Market Coalition and was part of a Canadian delegation sent to Italy for the inaugural gathering of the new World Farmers' Market Coalition.

BCAFM is so lucky to have such a committed, talented board and staff team and great supporters, and 2021 was no exception. In addition to the trust the membership offers the BCAFM team to do the things we do which is incredible. Together, these things make the work of BCAFM impactful and very rewarding. Onward to 2022 as farmers' markets continue to rise up as an incredible force for change.

Heather O'Hara
Executive Director



Board Committee & Task Force Reports

Finance Committee

Kate Mclaughlin, Chair
Martin Krell
John Byrnes
James Gates
Heather O'Hara, Executive Director

BCAFM continues to be in a solid financial position and, in turn, a solid position to advocate for our membership and strengthen our sector.

While the FMNCP program remains BCAFM's largest program and revenue source, a triumphant effort was put forth this year by the BCAFM team to secure additional funding and investment. In 2021, the \$500K Farmers' Market Expansion Program was launched with support from the BC Ministry of Agriculture, Food & Fisheries and the Federal Ministry of Agriculture for rollout at the beginning of 2022. This funding will strengthen farmers markets and support markets in navigating the ongoing pandemic and other emergencies moving forward. In addition, BCAFM launched an inaugural BIPOC Vendor Grant Program in its ongoing commitment to advancing its work in equity, justice and decolonization.

Finally at the end of 2021 and with a net surplus, BCAFM has been able to increase its working capital reserve from \$120K to \$170K with an additional \$50K contribution.

Governance Committee

James Gates, Chair
Vickey Brown
John Byrnes
Nikki Moorhead
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. In 2021, BCAFM members approved new bylaws related to definitions of BC farmers markets, and the governance committee established policies related to Canada's anti-spam legislation and established processes regarding internal communication.

Human Resources Committee

Wylie Bystedt, Chair
Patricia Hollister
Kate Mclaughlin
Greg Unger
Heather O'Hara, Executive Director

The HR Committee was formed to support the Executive Director with establishment and review of HR Management policy including compensation and benefits policy, other programs and policy along with employment standards.



Nominations Committee

Martin Krell, Chair
Vickey Brown
Greg Unger
Kate McLaughlin
Heather O'Hara, Executive Director

The nominations committee is focused on recruiting board members from various walks of life, as BCAFM commits to building a diverse board that will represent the diversity of our member farmers' markets.

Revenue Task Force

Heather O'Hara, Executive Director & Chair
Kate McLaughlin
Greg Unger
Martin Krell
Wylie Bystedt

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 to support the membership. In 2021 the BCAFM team continued to strengthen and grow the new BCAFM Vendor Membership Program and benefits providers, as well as secure new organizational sponsorships including Duuo Insurance and a Small Business BC Marketplace collaboration.



FMNCP Advisory Committee

Nicole Moorhead, Board Representative

As a Board Representative for the FMNCP, I have been able to experience first-hand the collaborative efforts of the advisory committee. From participating in discussions and surveys to determine potential additions to the program, to hearing the year end testimonials from program participants, we are committed to ensuring a successful program.

Emergency Response Task Force

Greg Unger, Chair
Wylie Bystedt
Patty Hollister
James Gates
Heather O'Hara, Executive Director

The BCAFM Board created this new task force to further advance farmers' markets as essential services within the province of BC following this formal endorsement by UBCM in the fall of 2021, with the goal of giving BCAFM and its member markets the tools to deal with challenges presented by climate change, natural disasters, and the ongoing COVID pandemic. Heat waves, fires, floods, droughts, and tsunamis are happening with increasing frequency. We plan on documenting what our member markets have done in the past when faced with these challenges, so that we can be prepared for similar emergencies in the future. Expect to hear more from us in 2022.



Equity, Justice & Decolonization

It's clear that a resilient local food system requires acknowledgement of the intersections between local food systems, colonialism, and systemic racism. Having endured many obstacles throughout the pandemic and unprecedented extreme climate conditions, it is with dedication and commitment that we continue to align our actions and policies to prioritize equity, justice and decolonization in our work.

As we lay down the foundation of our daily work so that we may endeavour to create a resilient and vibrant local food system through farmers' markets that elevate all voices, this is what it meant for us in 2021:

- ▶ Setting Equity, Justice and Decolonization (EJD) as a priority for the organization and its members
- ▶ EJD working sessions with staff
- ▶ Providing resources and tools to members through the BCAFM website and newsletters
- ▶ Focusing on EJD at the 2021 Conference
- ▶ Indigenous land acknowledgments via BCAFM communications
- ▶ Celebrating the Indigenous led Kweelken Farmers' and Artisan Market as a new BCAFM member market
- ▶ Supporting member markets with

engaging newcomers as vendors (ie. IRCC/Camosun Collaboration)

- ▶ EJD Member Meetups with facilitator Cheyenne Sundance from Sundance Harvest focusing on the [Anti-racism Toolkit for Farmers' Markets](#) (report available on our website [HERE](#))
- ▶ EJD orientation session for new board members
- ▶ Board and staff professional development on EJD
- ▶ Sharing board meeting minutes with BCAFM staff
- ▶ BCAFM advocacy for EJD via key partners – Destination BC, MarketSafe, FoodSafe, ProcessSafe, The Number

By actively reflecting, researching, and setting aside a dedicated space for elevating historically marginalized voices, we believe that change can happen.

Impactful and sustained action within our organization and guiding our members to grow with us is the core of our mission. We are fully committed to continue utilizing the space, privilege and power we hold in BC's local food system and as we continue to dig deeper, we invite you to continue this conversation with us.





Membership



PHOTO: Johann Vincent

For our 134 member farmers' markets and 339 vendor members, 2021 continued to be a struggle for all those involved in our sector. With the continuation of the pandemic, raging wildfires, heat dome and floods our farmers' market organizers and vendors were given insurmountable challenges to overcome. Through hard work and dedication, we, as a sector, rose to the challenge again and again.

For the first half of 2021 we continued to work with the COVID-19 restrictions set out in the Gathering and Events Orders. Our constant communication with our liaisons at the BCCDC and Ministry of Health allowed us to be able to advocate for the return of artisan vendors to markets in April. In July, it was announced that our sector was being removed from the Order and that we could move from a COVID plan to a Communicable Diseases Plan. Through careful planning we slowly but surely returned to a new form of "normal". BC farmers' markets continued to demonstrate how vital they are for the people who grow, raise, harvest, bake and make these goods, and the communities in which they are rooted.

In 2021, we introduced our Hatch + Hype pilot project which launched in the Kootenay & Columbia Basin Region. This initiative is an entrepreneurial marketing and business development strategy to better hatch, highlight, hype, and bring focus to new BC

farm and food products from both existing and new vendors selling at BCAFM member farmers' markets.

Despite the continued obstacles, with incredible heart and commitment, our members were able to come together in one way or another; growing stronger in tandem with the demand and support for local BC food and products resulting in one of the most inspiring demonstrations of resiliency. Thank you to all member markets and vendors for your hard work in continuing to strengthen our local food system and local economies safely. BCAFM will continue to actively listen and provide what is needed to strengthen markets in all regions of BC for the years to come.

WELCOME TO OUR NEW FARMERS' MARKET MEMBERS IN 2021!

Thompson Okanagan:

Kweseltken Farmers' and Artisan Market,
Tk'emlúps (Kamloops)

Naramata Slow Market, citxws paqelqyn
(Naramata)

District Wine Village Night Market, Syilx of the
Okanagan Nation (Oliver)

Lower Nicola Community Farmers Market,
Nl̓eʔkepmxc Nation (Lower Nicola)

Metro Vancouver:

Nikkei Farmers Market, hən̓q̓əmin̓əm' and
Skwxwú7mesh people (Burnaby)

Southlands Tsawwassen Farmers Market,
Scəwəθən (Tsawwassen)

Vancouver Island & Gulf Islands:

Sooke Night Market, T'sou-ke Nation (Sooke)

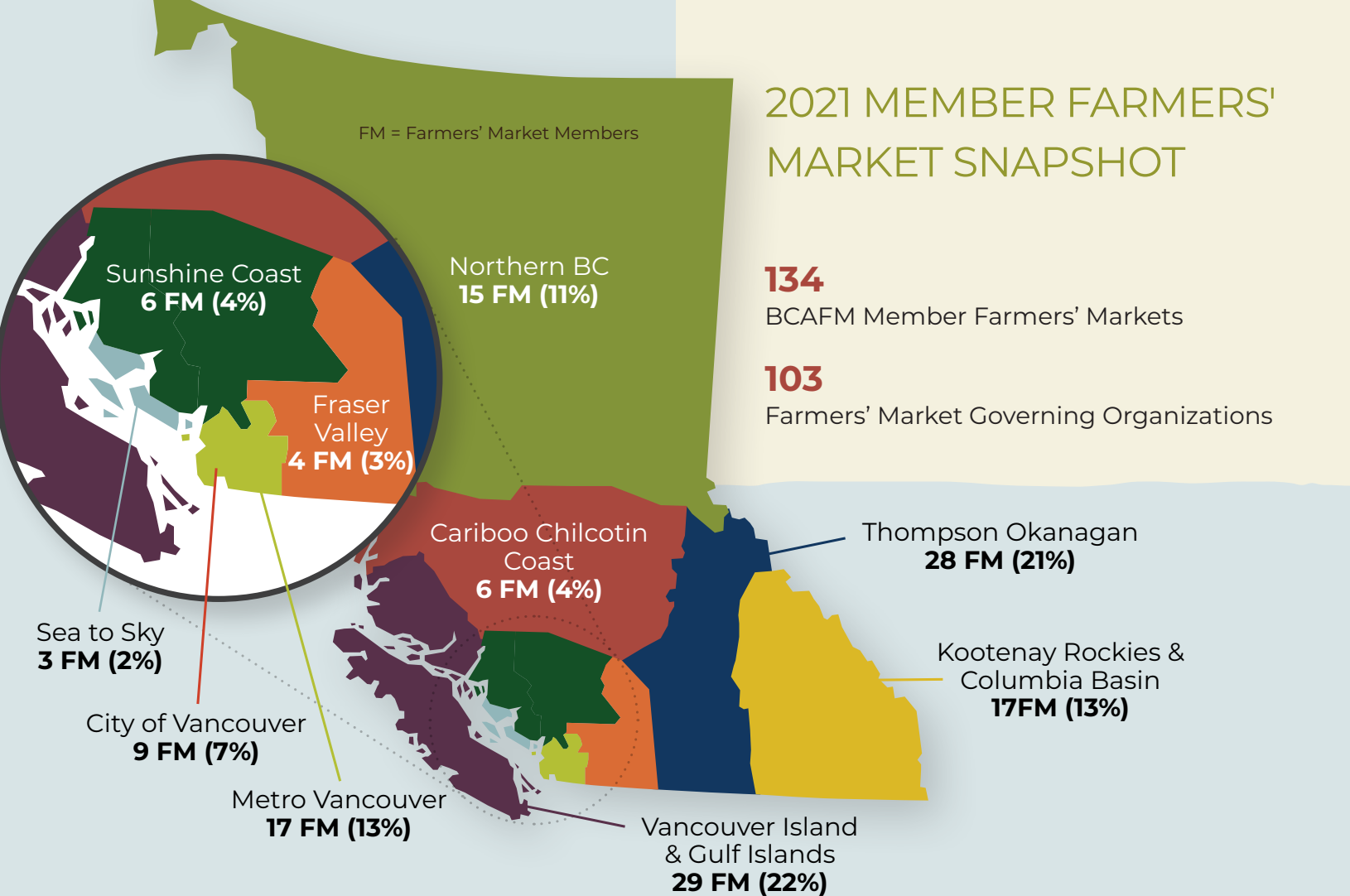
Gambier Island Farmers Market, Chá7elkwnech
(Gambier Island)

Fraser Valley:

The Eco Market, Ts'elxwéyeqw (Chilliwack)

The Downtown Chilliwack Farmers Market,
Ts'elxwéyeqw (Chilliwack)

2021 MEMBER FARMERS' MARKET SNAPSHOT



134

BCAFM Member Farmers' Markets

103

Farmers' Market Governing Organizations

28

Online markets

58%

Members who said sales have increased in 2021

Top 3 Products Purchased

Vegetables

Bread/Baked Goods

Eggs

30

Winter markets

10

Year-round markets

Top 3 Products Wanted by Markets

Seafood

Meat

Eggs

76%



Pay fees for their market space

18%



Located on private property

69%



Located on public property

88%



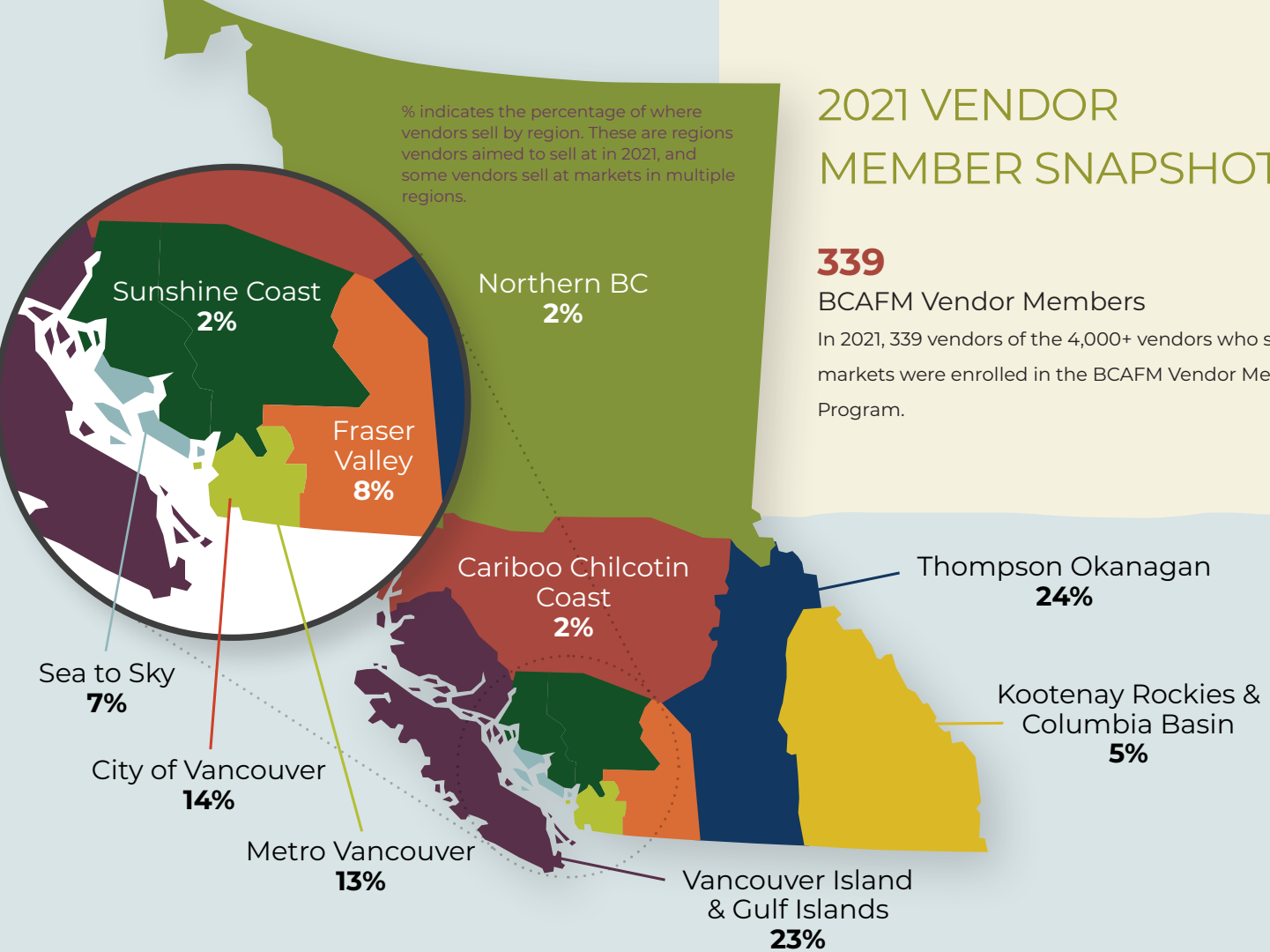
Markets with 1+ paid staff

2021 VENDOR MEMBER SNAPSHOT

339

BCAFM Vendor Members

In 2021, 339 vendors of the 4,000+ vendors who sell at BCAFME markets were enrolled in the BCAFME Vendor Membership Program.



28%

Farmer vendors

36%

Prepared food vendors

20%

Ready-to-eat vendors

16%

Artisan/craft vendors

Vendor Types

NOTE: Vendors can sell more than one type of product

"We had a very good year. As we have expanded operations in 2021, it is hard to compare with prior years, but in general our sales were very strong; we sold out of our early season products (plants) sooner than in prior years." - Vendor Member



Programs & Projects



Education, Strengthening & Networking

2021 BCAF Virtual Conference PIE: People, Innovation, Equity

We shook things up in 2021 and held our first ever virtual conference! Despite the distance, we had an exciting three weeks of getting together with our farmers' market communities, incredible speakers, and community leaders. We were able to connect with our wonderful attendees, exchange stories, share 100+ photos online, as well as learn from one another to build our collective capacity in strengthening the local food sector within the intersections of food justice and equity.

Thank you to our amazing sponsors for making our virtual conference possible, along with our awesome attendees, speakers, and staff for all the hard work. A special thank you to the BC Minister of Agriculture, Hon. Lana Popham, BC Green Party Leader, MLA Sonia Furstenau, MLA & Official Opposition Critic for Health, Renee Merrifield, Federal Minister of Agriculture, Minister Marie-Claude Bibeau, and Federal NDP Critic for Agriculture and Rural Economic Development, MP Alistair MacGregor for supporting and joining us.

BC FARMERS' MARKETS AWARDS BEST OF 2020

Congratulations to all our Farmers' Market Awards recipients awarded during our 2021 virtual annual conference! We are grateful for our outstanding farmers' markets, market managers, vendors, partners, volunteers and municipalities that are exemplary in adding value to their communities and the farmers' market sector. We've also introduced a new category of **Farmers' Market Champion** to recognize an outstanding advocate for farmers' markets.

Farmers' Market of the Year

Large: Esquimalt Farmers' Market

Medium: Main St. Station Farmers' Market

Small: Nicola Valley Farmers' Market

Farmers' Market Manager of the Year

Frances Callaghan – Kelowna Farmers' and Crafters' Market

Market Vendor of the Year (Farmer & Non-Farmer)

Farmer: Farmer's Larder

Non-Farmer: Road 9 – Audrey's Breads

Farmers' Market Volunteer of the Year

Lisa Severn – Pemberton Farmers' Market

Paul Dort – Creston Valley Farmers' Market

Partner of the Year

LUSH Valley Food Action Society – Comox Valley Farmers' Market

Municipality of the Year

District of West Vancouver

Farmers' Market Champion

Columbia Valley Community Economic Development





Mary Forstbauer Grant

Congratulations to our Mary Forstbauer Grant 2021 recipient: Kristina Metzloff of Bird Tree Urban Farm.

Kristina and her partner, “chicken whisperer” Greg Golovach, sell at the Revelstoke Local Food Initiative Farm & Craft Market. They updated their refrigeration system using this special BCAFM grant. We are inspired by how they have innovated to make things work at home until now to meet the growing demands of their customers—from the cooler on the porch to overflow crops stored in the living room! We are excited that the grant is helping them optimize their operations, so they can make room for other projects on their farm.

Market Mentorship Program

This program continued in 2021 with thanks from funding through Vancity’s enviroFund. Through the Market Manager Mentorship Program, BC farmers’ market managers receive one-on-one guidance, resources and networks to overcome challenges, achieve business goals and succeed at their farmers’ markets. We had **4** mentors + **9** mentees and **10/10** was the average rating of mentee’s and mentor’s experience through this BCAFM opportunity!

“We worked together to help create similar documents to our market manager manual that worked for their individual market. This also helped them gain an understanding in areas that were of concern to them. We talked through current issues related to COVID-19 protocols, vendor/customer complaints and market layouts to see what solutions were out there.” – Mentor

“Because I was relatively new to this Market I was able to ask my mentor for suggestions on making things more efficient. Her advice was invaluable because we were able to make some major changes at our market.” – Mentee

BC Farmers' Market Learning Months

In November and December of 2021, BCAFM launched a new initiative with Farmers’ Market Learning Months. November focused on farmers’ market organizers while December focused on farmers’ market vendors.

Each month included a dedicated webpage on the BC Farmers Market website that listed important topics like Board Governance, Fundraising, Marketing, Risk Management and Contingency Planning. Resources were pulled from previous years conference workshops to podcasts to materials already established on our BCAFM Tools & Resources page to populate each bundle of topics.

New this year to BCAFM, Melissa and Jasmine provided 30 minute one-on-one consulting sessions each Fridays in November and December to discuss farmers market related topics with organizers or vendors. This was a great opportunity for BCAFM team members to share their extensive expertise.

Hatch + Hype

This year BCAFM launched an exciting new pilot project, BC Farmers' Market Hatch + Hype in the Kootenays and Columbia Basin Region. Hatch + Hype is an entrepreneurial marketing and business development strategy to better hatch, highlight, hype, and bring focus to new BC farm and food products from both existing and new vendors selling at BCAFM member farmers' markets. In addition, this strategy will elevate the important role of farmers' markets as small business incubators and accelerators while growing and strengthening collaborative relationships between farmers' markets with existing small business and economic development support networks across BC.

Key 2021 Hatch + Hype Highlights

- ▶ Provided funding support for **12 Market Champions** at the participating farmers' markets
- ▶ **80 new businesses** were featured in Hatch + Hype tents at multiple markets
- ▶ **90 existing vendors** were featured through the project
- ▶ **103 new products** were "hyped" at BCAFM member farmers' markets

The project was met with much enthusiasm from participating farmers' markets and vendors. With the flexible scope of the project, farmers' markets were able to utilize the resources provided for their own needs including:

- ▶ Featuring new first-time vendors
- ▶ Having established vendors in the tent
- ▶ Using the Hatch + Hype tent as a hub of information highlighting where new products were at the market
- ▶ Creating a recipe collaboration and innovating a new product at the market
- ▶ Providing mentorship to new vendors



BCAFM Member Meetups: Regional Markets and Vendors

Farmers' Market organizers and vendors were provided with 3 opportunities each to meet up over a 6 month period. For Farmers' Market organizers the meetups were divided into 5 regions so that organizers could meet and chat about topics that directly related to their needs in their communities. A facilitator was hired to coordinate the informal sessions and groups met every other month to discuss various topics.

Vendors also received their own meetup opportunity and facilitator. They met 3 times over 6 months and discussed topics that were important to them. They brainstormed solutions to issues faced at the farmers' market level and were able to come up with new ways solve existing problems!

BCAFM Member Meetups: Equity, Justice & Decolonization

Everyone gains when our farmers' markets reflect the diversity of our communities. It's good for business, good for food security, and good for social cohesion. Markets become more vibrant, attract new customers, and develop relationships with new sectors of the community. Sometimes, new grant and sponsorship opportunities open up. There are so many benefits to offering, and being part of, a space where everyone feels welcome. Ultimately, there will be more farmers, more food producers, and a stronger local economy, as people who once faced barriers now encounter opportunities.

That's why BCAFm held a series of three workshops on equity, justice and decolonization in 2021. Facilitated remotely by urban farmer and educator Cheyenne Sundance, co-author of the Anti-Racism Toolkit for Farmers Markets, these Zoom sessions were attended by market organizers from across BC. Because the workshops were spread over a six-month period, the attendees were able to begin implementing what they learned, creating on-the-ground changes at numerous BC markets.

"I truly feel that the BCAFm is doing everything and anything they can to support our market. The grant that was recently offered was absolutely mind blowing and will help a lot of markets get back on their feet, so to speak, as it will help them to improve the quality of their market space and by doing so attract more visitors to their markets. Also, although the FMNCP does not help me directly in any way, it does bring more customers to our market."

- Market Member

BCAFM Advocacy 2021

The BCAFM is proud to be the sector voice of advocacy for BC farmers' markets. Below are highlights of the advocacy work we accomplished in 2021:

- ▶ BCAFM COVID-19 Advisory Group and liaison to BC Centre for Disease Control, Ministry of Health and Ministry of Agriculture
- ▶ UBCM Resolution passed in 2021 in which Farmers' Markets designated as Essential Services during emergencies in BC
- ▶ Led the Federal Petition to the Government of Canada: Matching Program for Farmers' Markets Nutrition Coupon Program (M-78)
- ▶ Destination BC: Vancouver, Coast & Mountains Industry Forum
- ▶ Open Letter Signatory to: Call for Transparency and Government Oversight of All Genetically Engineered Foods and Seeds: No Regulatory Exemptions
- ▶ Farmers for Climate Solutions Member
- ▶ Canadian Farmers' Market Coalition Member
- ▶ World Farmers' Market Coalition Inaugural Meeting attendee at Rome, Italy
- ▶ Consultation Letter Submitted to Government of BC's Climate Preparedness and Adaptation Strategy
- ▶ Meetings: Ministry of Agriculture, Food & Fisheries
- ▶ Meetings: Liquor and Cannabis Regulation Branch, Ministry of Public Safety and Solicitor General
- ▶ Presenter to: Standing Finance Committee & 2022 Budget Consultation
- ▶ Participant: BC Economic Plan Engagement Session FOODSAFE/BC Centre for Disease Control annual meeting
- ▶ MarketSafe Steering Committee Member
- ▶ ProcessSafe Steering Committee Member
- ▶ Metro Vancouver Agricultural Advisory Committee Member
- ▶ Ministry of Agriculture's New Entrant Advisory Committee
- ▶ Host: FMNCP Advisory Meeting
- ▶ Ministry of Health/Public Health Services Authority FMNCP annual meeting
- ▶ Kootenays Economic Development Practitioner Network participant
- ▶ Host: Sustainable Food Systems Roundtable June 2021
- ▶ Presenter: Langara College

Marketing, Promotions & Public Engagement

BC Farmers' Market Trail

We are so excited to see our BC Farmers' Market Trail vision unfold year by year. In collaboration with creative partner The Number, and the funding support of Destination BC Co-operative Marketing Program, Vancity, and multiple local and regional supporters, we were able to complete feature professional photography and videography of all 10 BC featured regions where our member farmers' markets operate, and optimize the Trail website. In 2021, this work included:

- ▶ **2800+ photos** at 50 BCAFM member farmers' markets
- ▶ **700+ photos** at 25 farms who sell at member farmers' markets
- ▶ **11 videos** featuring farmers' market vendors to be launched and promoted in the 2022 market season
- ▶ **10 new microsites** for the remaining regions on the Trail
- ▶ Enhanced, featured regional microsites and farmers' market write-ups on the Trail
- ▶ Media relations including earned media coverage across the province
- ▶ Social media promotions
- ▶ Provincial farmers' market brochure distributed across the province

We can't wait to see each farmers' market region on the Trail website come to life even more with our new digital assets showcasing the community feeling of farmers' markets, telling the unique stories

of our incredible vendors, and keeping our shoppers engaged. We are grateful for all our funders and supporters in making these projects possible!

BC Farmers' Market Trail Directory

Through our partnerships, we were also able to produce a BC Farmers' Market Trail Directory, which listed BCAFM member farmers' markets and their dates, opening hours, locations, and more. It was an exciting tool that highlighted the regional flavours and the unique landscapes that surround our member markets across BC.



Take a peek at the 2021 directory [HERE!](#)



Collaborations and outreach

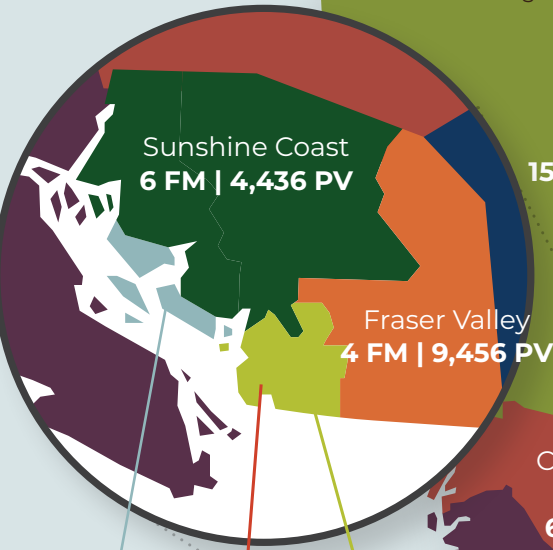
In addition to digital ads in 2021, we collaborated on blog posts with Camping & RV BC and BC Ale Trail. We also have continuous cross promotions with Small Business BC and Gold Country BC, enabling us to reach new audiences.

During the holidays, we worked with BC Business to feature various BIPOC-owned businesses at the farmers' markets in an awesome article [HERE](#).

Lastly, we were so happy to run an Instagram gift card giveaway to show some farmers' market customer appreciation!

2021 BC FARMERS' MARKET TRAIL & SOCIAL MEDIA

FM = Farmers' Market Members
PV = Pageviews



10

Featured
Regions

142,764

Total Trail Website
Pageviews

117,839

Unique pageviews

65.8%

Organic website search

43,004

New visitors to website

14.50%

Returning visitors

61.22%

Mobile users

21,482

Facebook followers

6,103

Instagram followers

5,143

Twitter followers



PHOTO: Johann Vincent



PHOTO: Johann Vincent



PHOTO: Jasmine Noble

see you at BC farmers' markets!



PHOTO: Johann Vincent



PHOTO: Johann Vincent



PHOTO: Jasmine Noble



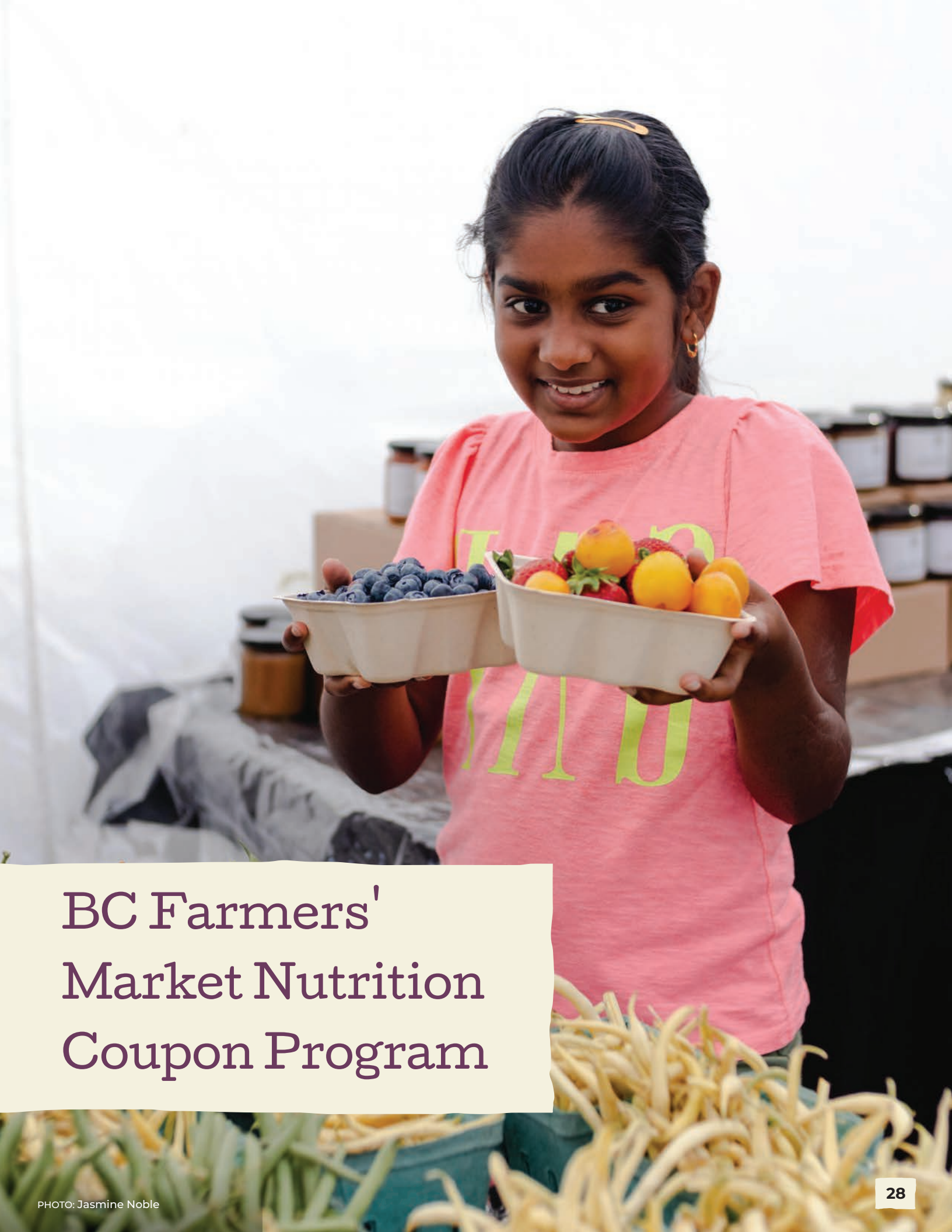
PHOTO: Johann Vincent



PHOTO: Jasmine Noble



PHOTO: Jasmine Noble



BC Farmers' Market Nutrition Coupon Program

2021 marks the 10th year of the BC Farmers' Market Nutrition Coupon Program (FMNCP), supported by the Province of British Columbia. The Columbia Basin Trust continued its financial support to add communities and clear our waiting lists in the Kootenays & Columbia Basin region.

The program reached **6,684 households** and **19,029 individuals** within these participating households. With expanded support from the Province of British Columbia, we were able to welcome **13 new communities** to the program: Burns Lake, Campbell River, Celista, Chase, Chetwynd, Chilliwack, Fort Langley, Langley, Lower Nicola, McLeese Lake, Osoyoos, Saanichton and Sicamous.

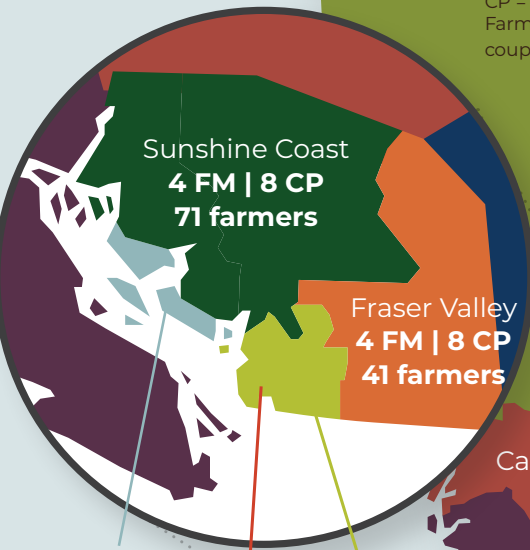
COVID-19, forest fires and floods continued to impact our community partners, farmers' markets and participants in the program this year. Commitment to community and food security saw the program prevail as our markets and partners came up with ways to serve those in need, in different kinds of challenging situations. Whether that was connecting with participants who had evacuated to other communities, or organizing large group buys for folks who couldn't leave their homes, feeding people and supporting farmers remained the priority of this program.

In total, **\$1.6M** in coupons for fresh food were redeemed by participants and went directly into **1,125 BC farmers' pockets**.



2021 BC FARMERS' MARKET NUTRITION COUPON PROGRAM SNAPSHOT

FM = Farmers' Markets participating in coupon program
CP = Community Partners
Farmers = # of farmers who accepted coupons



Sunshine Coast
4 FM | 8 CP
71 farmers

Northern BC
14 FM | 20 CP
89 farmers

Fraser Valley
4 FM | 8 CP
41 farmers

Cariboo Chilcotin Coast
4 FM | 10 CP
46 farmers

Thompson Okanagan
18 FM | 28 CP
178 farmers

Kootenay Rockies & Columbia Basin
15 FM | 21 CP
187 farmers

Sea to Sky
3 FM | 4 CP
40 farmers

City of Vancouver
9 FM | 11 CP
81 farmers

Metro Vancouver
13 FM | 29 CP
108 farmers

Vancouver Island & Gulf Islands
19 FM | 32 CP
330 farmers

85%

Redemption Rate

99%

Eat more fruits & vegetables

Vendor Impact

1,125

Farmers accepted coupons

\$1.6M

Direct coupon revenue to farmers

\$1.0M

Vendor revenue on top of coupon value

60%

Eat less processed foods

67%

Feel Healthier

Household Impact

59%

Feel connected to their community

72%

Learned how farmers' markets impact communities

6,684

Households received coupons

19,029

Total People living in those households

6,591

Children

787

Pregnant People

1,982

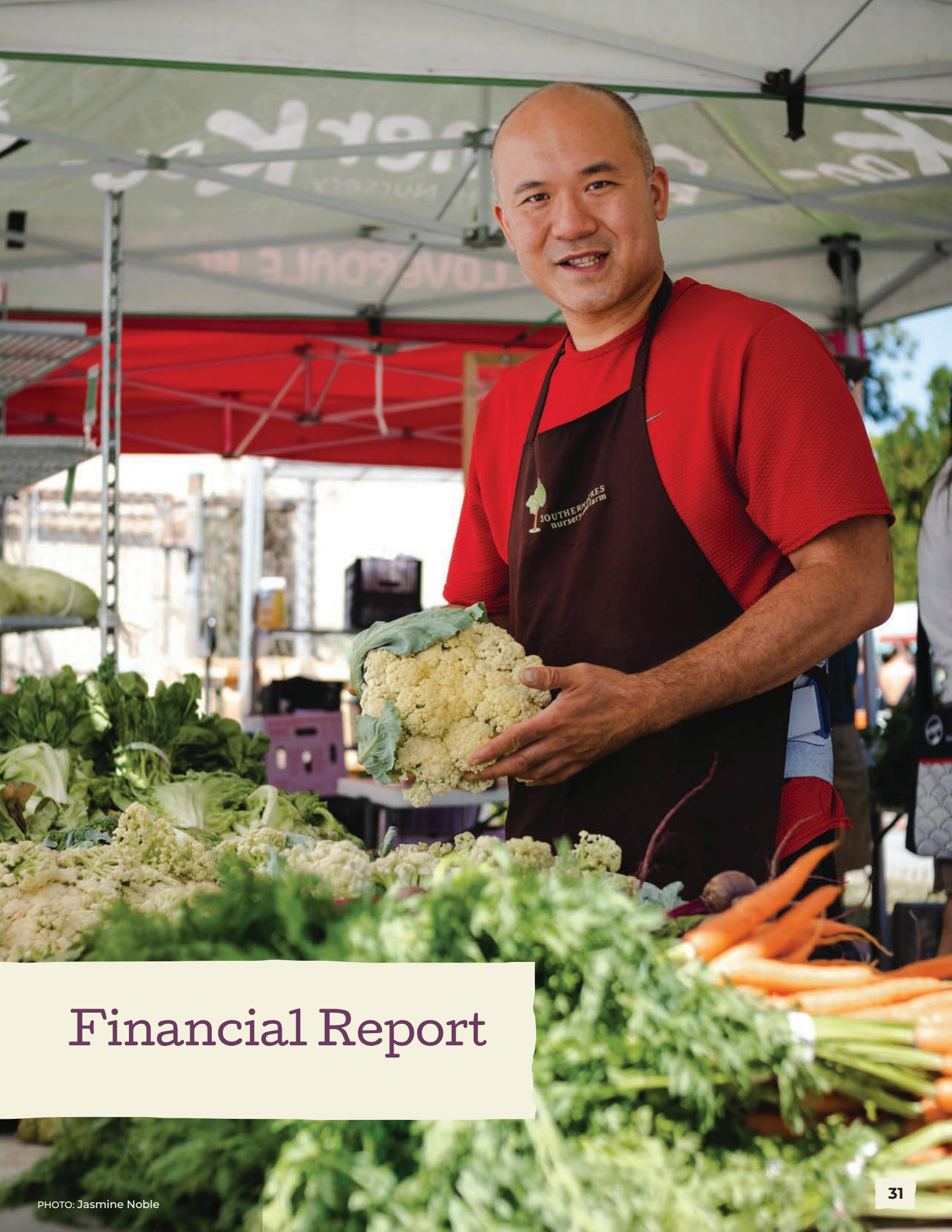
Seniors/Elders

23%

Are Indigenous

\$12

Average additional spent per market visit



Financial Report

BC Association of Farmers' Markets
Financial Statements
December 31, 2021



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, 2021, and the statements of operations 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, 2021, 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.
February 2, 2022

Chartered Professional Accountants

BC Association of Farmers' Markets

Statement of Financial Position

December 31, 2021

	2021	2020
	\$	\$
<hr/>		
Assets		
Current assets		
Cash	672,144	2,778,500
Term deposits (Note 3)	120,000	100,000
Accounts receivable (Note 10)	365,185	293,165
Prepaid expenses	<u>12,290</u>	<u>27,467</u>
	1,169,619	3,199,132
<hr/>		
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities (Note 5)	122,326	40,183
Deferred revenue	4,275	6,000
Deferred contributions (Note 6)	<u>621,091</u>	<u>2,815,694</u>
	<u>747,692</u>	<u>2,861,877</u>
<hr/>		
Net assets		
Internally restricted (Note 8)	170,000	120,000
Unrestricted	<u>251,927</u>	<u>217,255</u>
	<u>421,927</u>	<u>337,255</u>
	1,169,619	3,199,132
<hr/>		

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, 2021

	2021	2020
	\$	\$
Revenue		
Coupon program - government	1,823,709	1,569,656
Coupon program - other	276,297	337,901
Member and associate	49,275	43,125
Education, strengthen and network	112,713	48,494
Marketing, promotion and public engagement	283,369	99,224
Research and development	4,154	21,386
FM online	20,861	44,690
Other administrative income	254,661	216,745
Interest on term deposits	16,368	31,276
	<u>2,841,407</u>	<u>2,412,497</u>
Expenses		
Coupon program - government	1,823,709	1,569,656
Coupon program - other	276,297	334,267
Education, strengthen and network	85,862	49,770
Marketing, promotion and public engagement	295,265	103,091
Research and development	7,802	31,367
FM online	18,060	44,690
Program staff	119,584	114,859
Administration and operating	130,156	114,964
	<u>2,756,735</u>	<u>2,362,664</u>
Excess of revenue over expenses before other item	84,672	49,833
Wage subsidy (Note 10)	<u>-</u>	<u>(7,125)</u>
Excess of revenue over expenses for the year	<u>84,672</u>	<u>56,958</u>

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

BC Association of Farmers' Markets

Statement of Cash Flows

Year ended December 31, 2021

	2021	2020
	\$	\$
Cash flows from (used in) operating activities		
Excess of revenue over expenses for the year	84,672	56,958
Changes in non-cash working capital		
Accounts receivable	(72,020)	(1,393)
Prepaid expenses	15,177	(20,757)
Accounts payable and accrued liabilities	82,143	(23,464)
Deferred revenue	(1,725)	(24,373)
Deferred contributions	<u>(2,194,603)</u>	<u>749,012</u>
	(2,086,356)	735,983
Cash flows from (used in) investing activity		
Term deposits	<u>(20,000)</u>	<u>(20,600)</u>
Increase (decrease) in cash during the year	(2,106,356)	715,383
Cash, beginning of year	<u>2,778,500</u>	<u>2,063,117</u>
Cash, end of year	<u>672,144</u>	<u>2,778,500</u>

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, 2021

			2021 \$
	<u>Internally restricted (Note 8)</u>	<u>Unrestricted</u>	<u>Total</u>
Balance, beginning of year	120,000	217,255	337,255
Interfund transfer	50,000	(50,000)	-
Excess of revenue over expenses for the year	<u>-</u>	<u>84,672</u>	<u>84,672</u>
Balance, end of year	170,000	251,927	421,927

			2020 \$
	<u>Internally restricted (Note 8)</u>	<u>Unrestricted</u>	<u>Total</u>
Balance, beginning of year	100,000	180,297	280,297
Interfund transfer	20,000	(20,000)	-
Excess of revenue over expenses for the year	<u>-</u>	<u>56,958</u>	<u>56,958</u>
Balance, end of year	120,000	217,255	337,255

The accompanying notes are an integral part of these financial statements

BC Association of Farmers' Markets

Notes to the Financial Statements

December 31, 2021

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.

On March 11, 2020, the World Health Organization declared CoVID-19 a pandemic. Federal, regional, and local authorities in Canada, the United States, and other nations continue to restrict the ability of people to leave their homes and carry out normal day-to-day activities. These measures will have a significant, negative effect on the economy of all nations for an uncertain period of time. The effect on the Association's operations and financial position are also uncertain.

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 February 16, 2022 (2020 - February 13, 2021).

BC Association of Farmers' Markets

Notes to the Financial Statements

December 31, 2021

2. Significant accounting policies - continued

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.

3. Term deposits

The term deposits are recorded at amortized cost and consist of GICs bearing interest at rates of 0.25% (2020 - 1.65%) per annum, with maturity dates of February 16, 2022 (2020 - February 13, 2021).

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 (2020 - \$ 2,003).

6. Deferred contributions	2021 \$	2020 \$
Coupon program - Government		
2021 coupon program	333,192	2,025,000
Prior unspent coupon program	129,172	258,345
2021 operations contributions	-	225,000
Coupon program - Non-government		
2020 coupon program	-	2,560
2021 coupon program	15,383	-
Other coupon contributions	16,520	18,064
Other	<u>126,824</u>	<u>286,725</u>
	<u>621,091</u>	<u>2,815,694</u>

7. Financial instruments

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

BC Association of Farmers' Markets

Notes to the Financial Statements

December 31, 2021

7. Financial instruments - continued

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.

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, 2021 and 2020, total remuneration paid to employees was as follows:

	\$	\$	\$	\$	2021 #
	<u>Total wages</u>	<u>CPP expense</u>	<u>EI expense</u>	<u>Total cost</u>	<u>Number of employees</u>
Executive Director	100,729	3,167	1,245	105,141	1 FTE
Program staff	117,039	5,707	2,589	125,335	2.5 FTE
Coupon program manager	76,564	3,167	1,245	80,976	1 FTE
Coupon program staff	<u>102,500</u>	<u>5,494</u>	<u>2,267</u>	<u>110,261</u>	2 FTE
	396,832	17,535	7,346	421,713	

	\$	\$	\$	\$	2020 #
	<u>Total wages</u>	<u>CPP expense</u>	<u>EI expense</u>	<u>Total cost</u>	<u>Number of employees</u>
Executive Director	90,212	2,898	1,199	94,309	1 FTE
Program staff	103,252	4,932	2,284	110,468	3 FTE
Coupon program staff	<u>144,617</u>	<u>6,344</u>	<u>2,961</u>	<u>153,922</u>	2 FTE
	338,081	14,174	6,444	358,699	

10. Wage subsidy

During 2020, the Association made claims to receive subsidies under the 10% Temporary Wage Subsidy ("TWS") for the subsidization of employee wages. During the year ended December 31, 2021, the Company received TWS of \$ Nil (2020 - \$ 7,125). At December 31, 2021, \$ Nil (2020 - \$ 7,125) of government grants are included in accounts receivable.

Thank you to our 2021 funders & supporters:

Project Funders & Supporters

City of Merritt
City of Vernon
Columbia Basin Trust
Community Futures Boundary
Community Futures East Kootenays
Destination BC
Duo Insurance
Lower North Thompson Tourism Society
Metro Vancouver
Ministry of Agriculture, Food & Fisheries
Ministry of Forests, Land, Natural
Resource Operations and Rural
Development
Regional District of Bulkley Nechako
Shuswap Regional Economic
Development
Sunshine Coast Tourism
Thompson Okanagan Tourism
Association
Tourism Kamloops
Vancity
Visit Terrace Kermodei Tourism

2021 Conference Sponsors

Community Futures
Edible Vancouver & Wine Country
Magazine

FOODSAFE/MarketSafe
Impact Canopies Canada
IoT Farming
MarketWerks
Ministry of Agriculture, Food & Fisheries
Real Estate Foundation British Columbia
The Co-operators
The Farmers Market Pros
The Number
Vancity
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Impact Canopies
Local Line
West Coast Seeds
Western Financial



PHOTO: Johann Vincent



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