



BC FARMERS' MARKET NUTRITION COUPON PROGRAM

Vendors Eligible for the FMNCP

About the Program

The BC Farmers' Market Nutrition Coupon Program helps people with lower incomes access fresh, local food. At the same time, it supports BC farmers and strengthens local food systems.

In 2026, the program will run in over 90 communities, helping more than 12,000 families, seniors/elders, and pregnant people buy healthy food.

Questions or Need More Information?

Ask your farmers' market manager or contact us, BC Farmers' Markets:



nutrition@bcfarmersmarket.org



bcfarmersmarket.org/coupon-program



The BC Farmers' Market Nutrition Coupon Program is supported by the Province of BC.



How to Prepare Your Stall



Required

COUPON GUIDELINES

- ▶ Display sign clearly on front of tent
- ▶ Accept coupons for eligible items only
- ▶ Only accept **current year** coupons
- ▶ Change cannot be given back for coupons
- ▶ Please try to provide product for the full value of the coupon

Thank you for your role in building healthier communities.

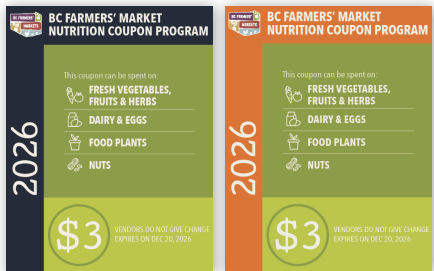
Supported by the Province of British Columbia

GREEN COUPONS	BLUE COUPONS

- ◆ Clearly display the “Accepted Here” sign at eye level
- ◆ Display your pricing clearly
- ◆ Consider creating product bundles priced in multiples of \$3.
- ◆ For 2026, we have 2 valid versions of the coupon



Coupon versions



Coupon card



Guidelines for Accepting Coupons







Follow these rules to accept coupons:

- ✓ **A welcoming experience:** Program participants come from all walks of life. Treat everyone with kindness and respect to make the market a safe, stigma-free place for all.
- ✓ **Enroll in the program:** If you sell eligible items, you must sign up to accept coupons at each market you sell at.
- ✓ **No change for coupons:** You cannot give cash back for coupons.
- ✓ **Accept only from customers:** Do not take coupons from other vendors who've already accepted them.
- ✓ **Check the dates:** Coupons can only be accepted between June 15 and December 20, 2026. They expire after that date or after the market season ends, whichever comes first.
- ✓ **Accept 2026 coupons only:** Coupons from previous years are not valid.
- ✓ **Market-redemption use:** Coupons can only be used at participating farmers' markets—not at farm stands or other locations.
- ✓ **Hand in coupons at the same market:** Submit the coupons you accept to the same market where you received them.
- ✓ **Understand reimbursement:** Your market manager will explain how to get paid for the coupons you accept.

What happens if guidelines aren't followed?

- ◆ Your market might not reimburse you for improperly accepted coupons.
- ◆ You could lose your ability to participate as a vendor at the market.

Coupons Can Be Used To Buy:

Green Coupons	Blue Coupons	Yellow Coupons	Coupons CANNOT be used to buy ☒ Prepared or processed foods. For example, you cannot use coupons to buy dried fruit, preserves, pickles, sandwiches, bread, baked goods or beverages.
 FRESH VEGETABLES, FRUITS & HERBS			
 DAIRY & EGGS	→		
 NUTS	→		
 VEGETABLE & FRUIT PLANTS	→		
	 FISH, SEAFOOD & MEAT		
		 HONEY	

How Do Participants Get Coupons?

- ◆ **Community partners distribute coupons:** Your market works with local organizations to identify families, seniors/ elders, and pregnant people who qualify for the program.
- ◆ **Weekly distribution:** Participants usually get \$27 in coupons each week for about 16 weeks.
- ◆ **Food literacy support:** Community partners may also help participants learn about healthy eating and cooking.

