



BC FARMERS' MARKET NUTRITION COUPON PROGRAM

Vendor Guidelines

About the Program

The BC Farmers' Market Nutrition Coupon Program is a healthy eating initiative that supports BC farmers, farmers' markets and strengthens local food systems across British Columbia. In 2023, it will operate in over 90 communities helping more than 11,000 lower income families, seniors and pregnant people purchase fresh, local food while building their food literacy.

Questions? Need more information?

**Ask your farmers' market organizer or contact us,
the BC Association of Farmers' Markets:**

 nutrition@bcfarmersmarket.org

 bcfarmersmarket.org/coupon-program

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



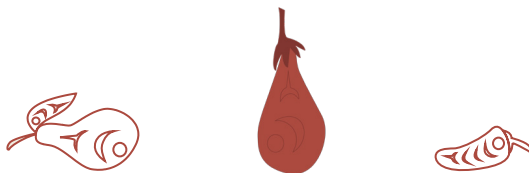
Everything You Need to Know About the Program



PREPARE YOUR STALL

- **REQUIRED:** Display the 'Accepted Here' vendor sign on the front of your tent.
- Label your products with clear pricing.
- The coupons are in \$3 denominations. Consider offering bundles of \$3 increments.





GUIDELINES FOR ACCEPTING COUPONS

- If you sell eligible items you must enroll to accept coupons with your market (refer to enrollment form for steps to enroll).
- Change cannot be given for coupons.
- You may not accept coupons from another vendor who has accepted those coupons at their stall. This helps restrict other vendors from accepting coupons for non-eligible items.
- Coupons can be accepted from Jun 5, 2023 to Dec 18, 2023 with eligible vendors at participating farmers' markets.
- Coupons from previous years have expired and cannot be accepted.
- Coupons cannot be accepted after the final market of the season or Dec, 18, 2023, whichever comes first.
- Your market manager or designated FMNCP coordinator will explain how coupons are collected and reimbursed.

IF THE GUIDELINES AREN'T FOLLOWED

- Your farmers' market may not reimburse you for improperly redeemed coupons.
- Your market may ask you to leave the market as a vendor.

COUPONS CAN BE USED TO BUY

| Green Coupons | Blue Coupons | Yellow Coupons |
|---|---------------------------------|-------------------|
| FRESH VEGETABLES, FRUITS & HERBS | | |
| DAIRY & EGGS | → | |
| NUTS | → | |
| VEGETABLE & FRUIT PLANTS | → | |
| | FISH, SEAFOOD & MEAT | |
| | | HONEY |

COUPONS CANNOT BE USED TO BUY

Coupons cannot be used to buy prepared or processed foods. For example, you cannot use coupons to buy dried fruit, preserves, pickles, sandwiches, bread or baked goods.

HOW DO PARTICIPANTS RECEIVE COUPONS?

- Your farmers’ market is partnered with one or more community partners.
- Partners identify lower-income families with children, pregnant people and/or seniors. The community partner may also supports the participants in their food literacy needs.
- Community partners will distribute coupons regularly to participants. Typically, they will receive \$27 in coupons per week for about 16 weeks.
- People who receive coupons come from all walks of life. It is important that we don’t make assumptions about someone’s eligibility as we want this program to be safe, welcoming and without stigma.

