



PHOTO: Johann Vincent

# Annual Report 2022

**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 2022-2025

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

Wylie Bystedt	Chair
James Gates	Vice Chair
Kate McLaughlin	Treasurer
Patricia Hollister	Secretary
John Byrnes	Director
Nicole Moorhead	Director
Greg Unger	Director
Martin Krell	Director
Gabrielle Vacheresse	Director
Trixie Ling	Director
Kimberley Paul	Director

## STAFF

Heather O'Hara	Executive Director
Melissa Maltais	Membership & Programs Manager
Evanna Kieran	Communications & Marketing Manager
Jocelyn Cheung	Membership & Marketing Coordinator
Meredith Schaab	Admin, Bookkeeping & Special Projects Coordinator
Peter Leblanc	FMNCP Manager
Charlie Murdoch	FMNCP Senior Coordinator
Courtney Mastine	FMNCP Kootenay Rockies
Jeni Côté	FMNCP Islands Coordinator
Jutta Schoenhardt	FMNCP North Coordinator
Lily Brogan	FMNCP Interior South Coordinator
Manal Sid Ahmed	FMNCP Vancouver Coasta Coordinator
Mandy Drescher	FMNCP Interior North Coordinator
Monica Grover	FMNCP Metro Vancouver Coordinator



# Thank You & Welcome!

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Welcome to our 2022 Annual Report! We've seen some shifts this year at BCAFM as we continue to grow in order to serve our membership to the best of our ability.

A big thank you to our departing board member James Gates. James has served our organization diligently over the years and has been a strong advocate for the benefits of local food systems. In 2022 we welcomed two new board members, Trixie Ling from the Metro Vancouver area and Kimberley Tuerlings Paul from the Cariboo Chilcotin Coast. We are excited to see how this board leads us into 2023.

Jasmine Noble, who lent her visual talents to our organization left BCAFM in February 2022. We are grateful for all her hard work and the legacy she leaves us in the photographs she took at several markets as well as her design talent. 2022 was also the year we added two new team members to our crew, Evanna Kieran and Jocelyn Cheung. Evanna as the Communications & Marketing Manager has been hard at work creating wonderful collaborations with our partners and stakeholders and Jocelyn, our Membership & Marketing Coordinator has revamped our e- newsletters and started our very own BCAFM podcast! The BCAFM team was further supported in 2022 by Stacey Santos who helped our organization deliver the BC Farmers' Market Expansion Program and Finn Power who supported both the FMNCP and Membership & Communications teams.

Our FMNCP staff also grew by two members in 2022 with Amanda Drescher for the Interior North Region and Courtney Mastine in the Kootenay/Columbia Basin region. We said goodbye to Livia Lara and thank her so much for all her hard work in the Kootenay and Columbia Basin 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

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This year as Board Chair I was really hoping for a calm year. That COVID and Flooding and Wildfires were a thing of the past and we could turn our attention to recovery and lambing and growing our customer base. Turned out that we needed to be good at all of it – again!

Again, in 2022 we had flooding and fire in different parts of the province, COVID remained a hot topic and in the midst of it all, we still lambbed and grew our crops and focused on customer service.

BCAFM also saw a number of changes – most of which are being reflected elsewhere within this annual report. What I will say is that we are able to move forward on many projects because we have dedicated staff that believe in farmers' markets. Every staff member plays a role in the success of BCAFM. Sometimes different programs or staff members seem to be more popular or get more coverage, but let me tell you, without everyone working together many of these programs don't happen and everyone's efforts are important to the overall work that BCAFM does.

Over the year we saw the return of our in-person conference and had a great time in New Westminster. Even though it was raining many of us trekked over to the New West market and had a great time shopping and visiting with the vendors. Some things I purchased made it home – like the butter – and some things didn't make it back to the hotel (chocolate croissants). As usual, the conference speakers provided great information and I heard many conversations that were continuing from earlier sessions. I also had the honour of presenting our annual awards and it is always empowering to be in a room where people are passionate about making their markets better.



**WYLIE BYSTEDT**

Speaking of our conference, it was an honour to have Minister Lana Popham attend the conference in her role of Minister of Agriculture. Since our conference, Minister Popham has moved over to the Ministry of Tourism, Arts, Culture, and Sports and we wish her all the best in her new portfolio. We also welcome the Ministry of Agriculture and Food, Minister Pam Alexis. Minister Alexis is the MLA for Abbotsford-Mission and I was thrilled when we met how familiar she was with her local farmers market in Mission and appreciative of the efforts made by the market through COVID.

Finally, a few thoughts on what I hope 2023 will bring – other than fewer disasters. Through COVID, we learned the benefits of being an essential service. I hope this year we can continue that conversation with the province and move from not only being an essential service to being part of the apparatus or the solution for disaster recovery. I see this as being an extension of the work we do in food security and sustainability because there is a role for farmers' markets in disaster response and recovery and I want to make sure we are part of that group. Also, I believe that Disaster Financial Assistance (DFA) programs can be adjusted to be more meaningful to family farms that form the backbone of market producers.



There is work to do updating FoodSafe policy in relation to Indigenous Cultural Food Safety practices to support more Indigenous entrepreneurs and the availability of Indigenous foods which can be sold commercially at farmers' markets.

There is more to be done in marketing farmers' markets and I want our markets to be inclusive and welcoming. I hope that we can provide more programs to ensure the long-term financial sustainability of farmers' markets and our over 6,000+ farms, food, and artisan entrepreneurs that sell at BCAFM member markets. I want BCAFM member markets to be examples of good governance, to be community leaders, and viewed as experts in local agriculture.

So just a few things are on my wishlist for 2023 but I have faith in our staff and our members – see you on the other side!

Wylie Bystedt  
BCAFM Board Chair



## Message from the Executive Director

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As I reflect on the past year, in many ways it feels like both a time of securing our foundation for the future, along with the expansion of our farmers' market sector locally in BC, across Canada and around the world. Being an optimist, I believe that the future is bright for local food and local and alternative economies here in BC and elsewhere. However, we cannot forget the urgency of climate change which demands all of us working together in agriculture and food systems to serve both people and planet even better, and to promote practices which improve the health of our lands, water and sky, along with all of its inhabitants.

Some of the BCAFM achievements in support of our sector in 2022 to highlight include:

- ▶ We secured and delivered the \$650K BC Farmers' Market Expansion Program, delivered through the Canadian Agricultural Partnership, which invested in new equipment and infrastructure for 77 farmers' markets across BC.
- ▶ We nearly doubled our annual funding and secured a multiyear funding agreement for the BC Farmers' Market Nutrition Coupon Program in 2022, 2023, 2024.
- ▶ We awarded 10 regional Inclusion grants along with the Mary Forstbauer Grant.
- ▶ We further diversified voices on the BCAFM Board of Directors.
- ▶ We hosted the return of our first 'in person' BCAFM conference again since before COVID.



**HEATHER O'HARA**

- ▶ We developed a comprehensive plan and budget to implement the 2023 BC Farmers' Markets Economic Impact Study.
- ▶ We supported the formal creation of the Canadian Farmers' Markets coalition as a founding member

With a solid and stable foundation, the BCAFM team, both staff and board, remain committed to strengthening and supporting farmers' market organizers and vendors through expanded programs and new opportunities. As always, our sector relies on the hard work, dedication and unwavering optimism of market organizers in all corners of BC. For this, we thank the thousands of people who make farmers' markets happen across BC, along with the hundreds of thousands of loyal customers who choose to shop at BC farmers' markets. We look forward to doing even more in 2023!

With gratitude,

Heather O'Hara  
Executive Director

A handwritten signature in black ink, consisting of stylized, overlapping loops and lines.





## Board Committee & Task Force Reports



## Finance Committee

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

BCAFM remains in our strongest financial position ever, allowing us to expand investment in our sector through such initiatives as the upcoming 2023 BC Farmers' Market Economic Impact Study. The FMNCP program remains the largest program delivered by BCAFM. In 2022, BCAFM secured a 3 year multi-year funding agreement with the Ministry of Health and is taking advantage of higher interest rates and short term investments. Also in 2022, the BC Farmers' Market Expansion Program Round 1 and Round 2 totaling \$650K was a huge success! A reimbursement based program delivered through the federal and provincial government through the Canadian Agricultural Partnership, in collaboration with BCAFM, the program provided 70 farmers' markets across BC with funding to invest in essential market equipment and infrastructure. This program was the first of its kind for BCAFM. In closing, BCAFM also benefited from a larger net surplus in 2022, allowing us to increase our working capital rainy day reserve from \$170K to \$200K while increasing our capacity to deliver more support and programs to the BCAFM membership in 2023 onward.

## Governance Committee

Wylie Bystedt, Chair  
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 2022, the governance committee continued to monitor bylaws and policies for best practices, developed a statement and policy for when staff members are exposed to rudeness by the general public or BCAFM members and oversaw the process from a governance perspective on the appointment of members to the BCAFM board.

## 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. In 2022 we were pleased to assist the Executive Director in collaboration with the BCAFM staff team, to modernize and update the BCAFM HR Handbook.



## Nominations Committee

Nicole Moorhead, Chair  
Gabrielle Vacheresse  
Greg Unger  
John Byrnes  
Heather O'Hara, Executive Director

In 2022 the BCAFM welcomed Gabrielle Vacheresse as a great new addition to our board at our AGM in March. We then voted to appoint Trixie Ling and Kimberley Tuerling Paul to the board, filling 2 appointments as outlined in our bylaws. These appointments were made as part of BCAFM's commitment to equity, social justice, and decolonization. As a board, we made the decision to seek out diversity through expanded representation on our board. We reached out to a number of Agricultural and Food organizations, as well as several outstanding individuals that hold values and experience with local food systems that would complement the BCAFM, and the organization that we strive to become. These two appointments are for six month terms, and will end at our 2023 AGM. At that point, the board will be able to vote to appoint these individuals to another year long term, or they can run to elected to the board by the membership at the 2023 AGM. Looking forward to 2023, the nominations committee is seeking to fill one vacant seat on the board.



## Emergency Response Task Force

Wyllie Bystedt, Chair  
Greg Unger, Vice Chair  
Patty Hollister  
Martin Krell  
Trixie Ling  
Heather O'Hara, Executive Director

The Emergency Response Committee continues to advance farmers' markets as essential services within the province of BC. Heat waves, fires, floods, and droughts 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. In 2022 we also reviewed the BCAFM Navigating Communications Crisis Toolkit to make sure the information stays current and planned emergency activities to utilize whenever member gatherings were planned.





## Revenue Task Force

Heather O'Hara, Executive Director & Chair  
Kate McLaughlin  
Martin Krell  
Wylie Bystedt  
Gabrielle Vacheresse

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 2022 the BCAFM team continued to strengthen and grow the new BCAFM Vendor Membership Program and benefits providers, as well as ongoing organizational sponsorships such as Duuo Insurance.

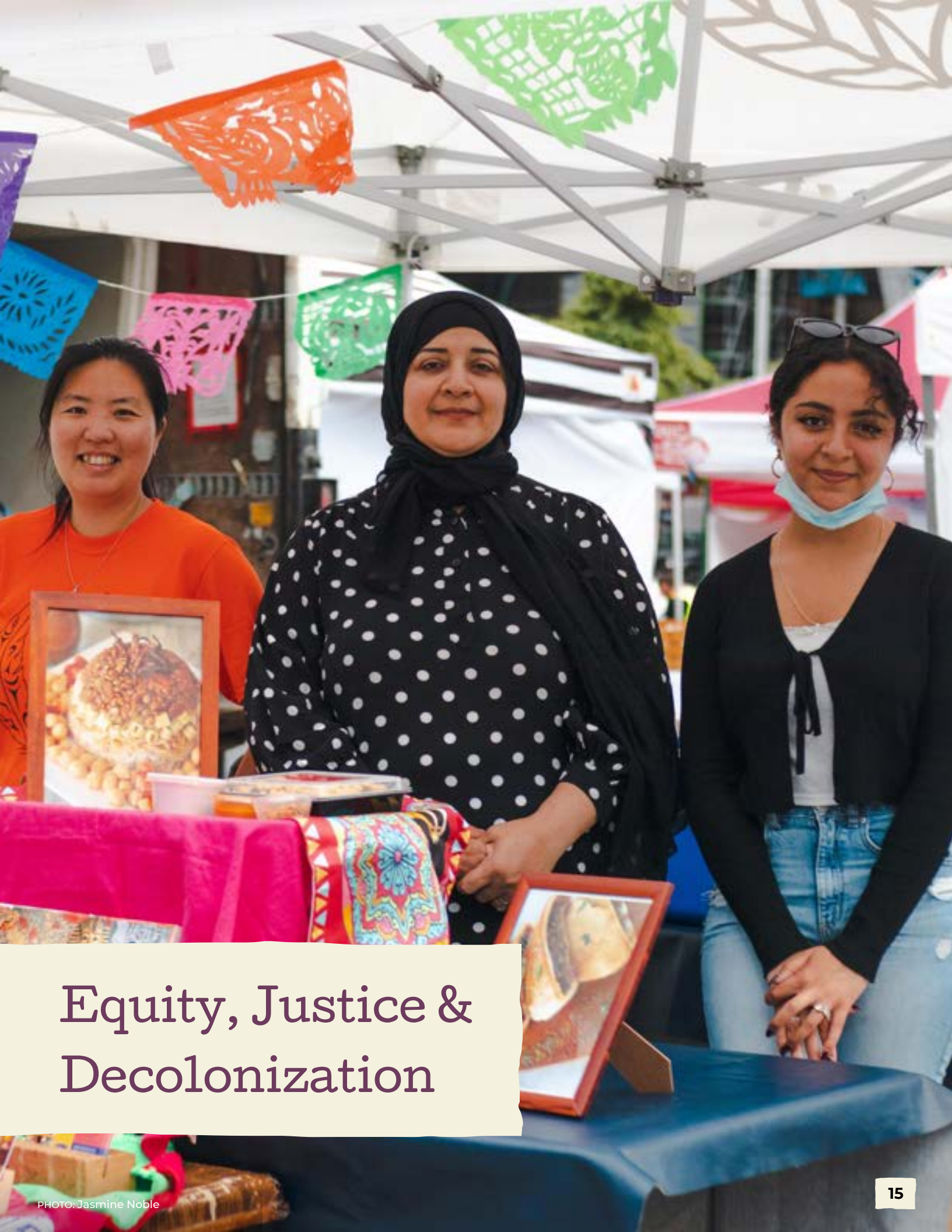
## FMNCP Advisory Committee

Nicole Moorhead, Board Representative  
Gabrielle Vacheresse, Board Representative

As Board Representatives for the FMNCP, we 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.







## Equity, Justice & Decolonization

A resilient local food system requires acknowledgement of the intersections between local food systems, colonialism, and systemic racism. BCAFM remains committed to continuing to advance and integrate Equity, Justice and Decolonization (EJD) as a priority in our actions and policy, while supporting the work of our members in this work as well. Below are highlights of some of our actions in these areas throughout 2022:

- ▶ In 2022, the BCAFM board and staff team co-created the following EJD Statement of Purpose:

*'BCAFM is committed to knowledge sharing for the gathering, raising and growing of food, mitigating the impacts of climate change, and works towards eradicating poverty and inequitable gatekeeping. BCAFM is committed to also approaching these through a decolonization lens. BCAFM will focus its EJD actions to actively engaging in movements to ensure all BC residents have sufficient income and resources so they can afford to buy healthful and culturally appropriate foods; prioritize dismantling systemic barriers that restrict access to spaces and knowledge for growing, raising and gathering food.'*

- ▶ Reviewed BCAFM Board recruitment practices. Diversified and expanded representation on BCAFM board and welcomed 2 new appointed board members.
- ▶ Updating BCAFM Governance manual through an EJD lens in collaboration with an EJD expertise.
- ▶ Board and staff EJD Training during our spring retreat with facilitator Sangeeta Subramanian.

- ▶ BCAFM staff team conducted multiple EJD working sessions throughout the year.
- ▶ Supported staff with EJD professional development via webinars and workshops.
- ▶ Hosted EJD training sessions at the 2022 BCAFM Conference.
- ▶ Launched 10 regional BCAFM Inclusion grants to farmers' market vendor businesses
- ▶ Ongoing BCAFM advocacy for EJD and inclusion via key partners – Destination BC, MarketSafe, FoodSafe, The Number, Ministry of Agriculture, Ministry of Health.
- ▶ Shared tools and resources with BCAFM members through our website and newsletters.
- ▶ Including Indigenous territory acknowledgments via BCAFM communications and on the BC Farmers' Market Trail website in all communities and regions.
- ▶ Created a new annual conference award for Best Contribution to Diversity, Equity & Inclusion at the Farmers' Market

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

2022 was the year that “community” came back to farmers’ markets around the province. Thankfully in this past year COVID restrictions eased on our 137 BCAFM member farmers’ markets could once again put the fun into all things farmers’ markets. Musicians came back full force, kids programming, chef demos and all types of events returned. We are grateful for a sense of normalcy. Some of our member farmers’ markets kept a few guidelines from the pandemic including an entrance and exits and encouraging the use of hand sanitizer stations. Having farmers’ markets be recognized as essential services was a monumental feather in our caps. Many of our members used this designation as a way to garner more support for local food security in their respective communities.

2022 was the year that we saw an increase in our BCAFM vendor membership program. From 339 members to 413. This is in large part due to the recognition that vendors should protect themselves (and your farmers’ markets) with insurance. Many of our farmers’ markets members recognized the importance of protecting their organizations and requiring their vendors to carry their own insurance. It is not an easy task, but BCAFM lead workshops and had many individual conversations with our members to ease them through it.

In 2022, we continued our Hatch + Hype pilot project which launched in the Kootenay & Columbia Basin Region in 2021. 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. All of our farmers’ market members in this region were excited to have this program return in their communities!

We also had some very exciting news for our members this year including, the introduction of the Farmers’ Market Expansion Program to fund equipment and infrastructure needs, generously funded by the Canadian Agricultural Partnership. Farmers’ Markets across the Province took advantage of the nearly \$650,000 available to grow their markets! Another exciting development was the return of our in-person farmers market conference in the Metro Vancouver region. It was wonderful to be back together face to face this year!

## **WELCOME TO OUR NEW FARMERS' MARKET MEMBERS IN 2022!**

### **Fraser Valley:**

Agassiz Farm Fresh Market, Skawahlook (Agassiz)

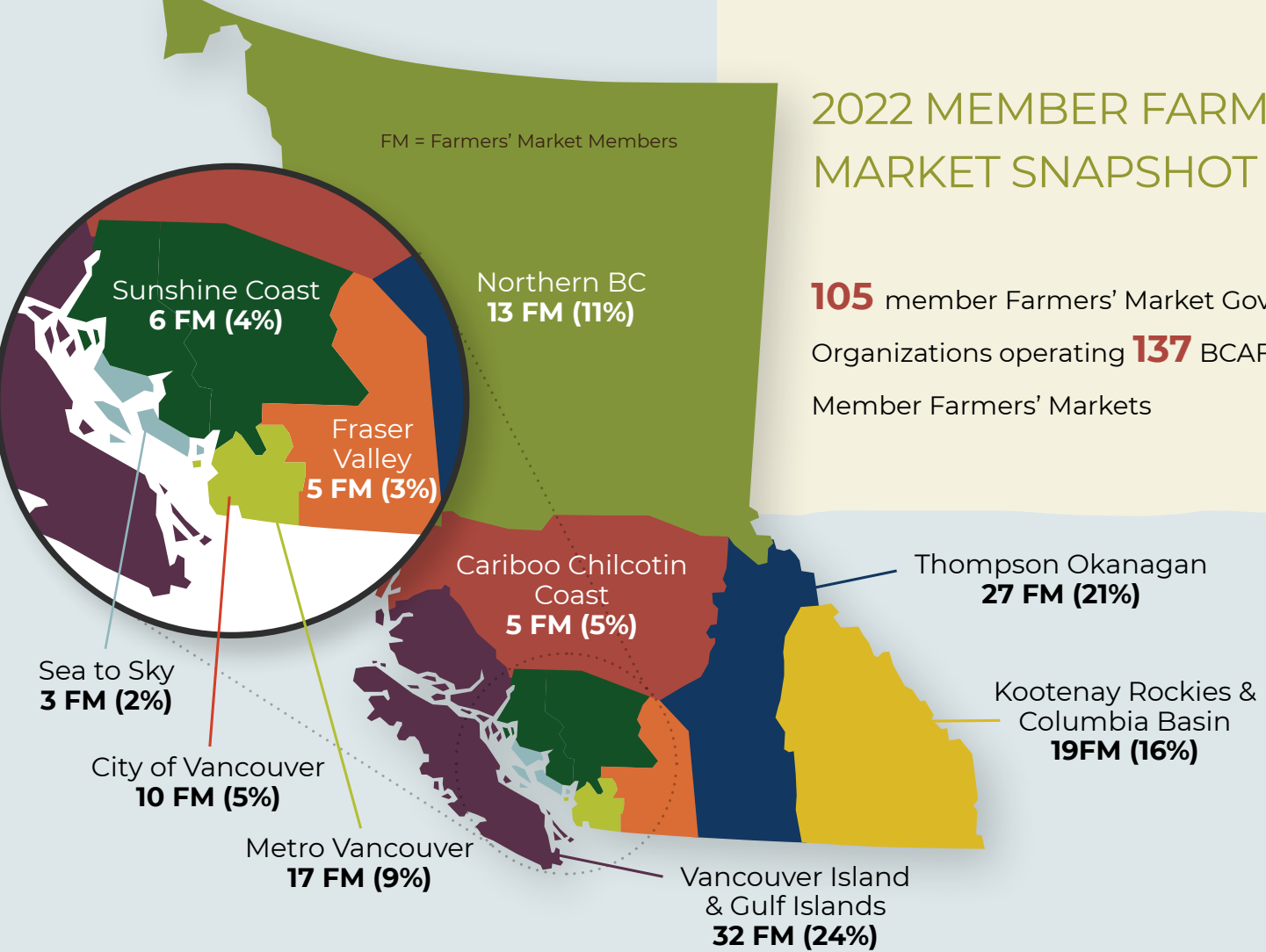
### **Kootenay & Columbia Basin:**

Rosland Community Farmers’ Market, kEluwi'sst (Rosland)

Old Firehall Collective Market, nkwsp (Nakusp)

## 2022 MEMBER FARMERS' MARKET SNAPSHOT

**105** member Farmers' Market Governing Organizations operating **137** BCAFM Member Farmers' Markets



**9%**

Online markets

**53%**

Members who said sales have increased in 2022

### Top 3 Products Purchased

Vegetables

Bread/Baked Goods

Fruits

**11**

Winter markets

**10**

Year-round markets

**53%**



Pay fees for their market space

**25%**



Located on private property

### Top 3 Products Wanted by Markets

Ready-to-eat foods

Eggs

Meat

**68%**



Located on public property

**22%**



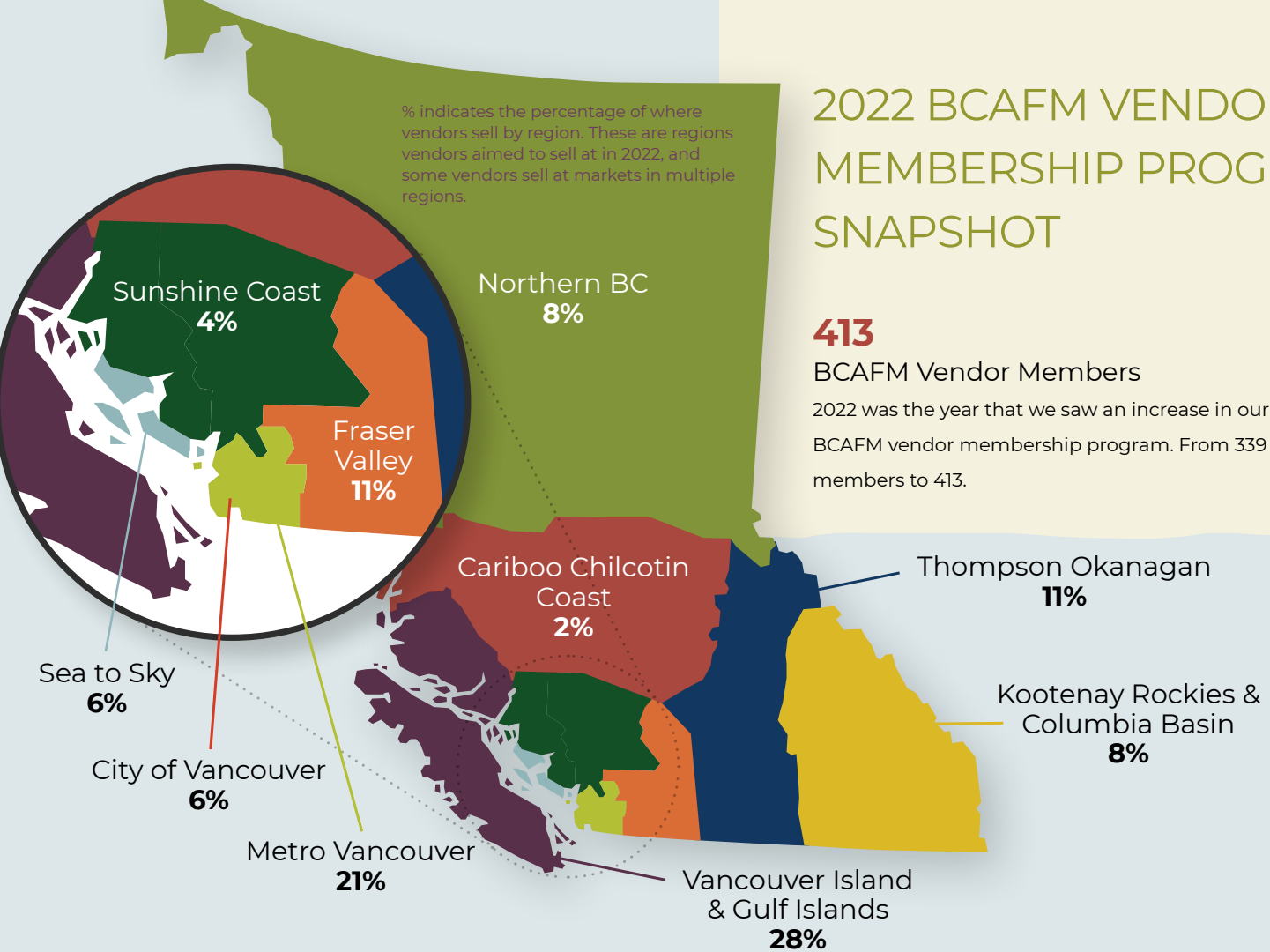
Markets with 1+ paid staff

# 2022 BCAFM VENDOR MEMBERSHIP PROGRAM SNAPSHOT

**413**

BCAFM Vendor Members

2022 was the year that we saw an increase in our BCAFM vendor membership program. From 339 members to 413.



**23%**

Farmer vendors

**30%**

Prepared food vendors

**15%**

Ready-to-eat vendors

**32%**

Artisan/craft vendors

## Vendor Types

NOTE: Vendors can sell more than one type of product

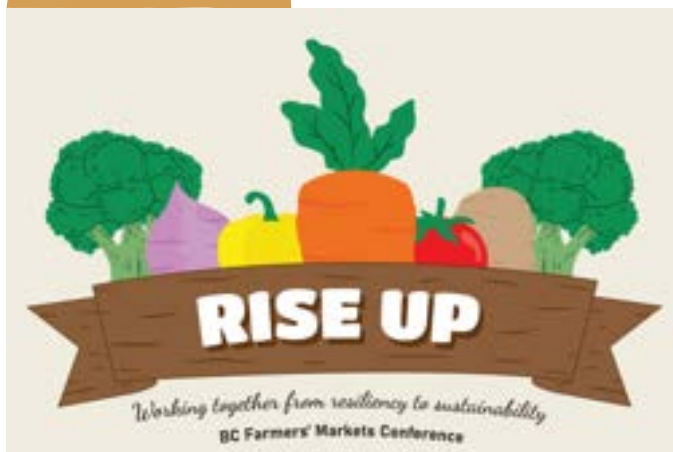
"My overall experience has been amazing; I loved being in person and talking to all my customers. It creates so much connection between the vendor and the community, and I really enjoyed that. "

- Vendor Member





## Programs & Projects



## Education, Strengthening & Networking

### Rise UP: Working Together From Resiliency to Sustainability

Our 2022 BCAFM Conference theme for the year was Rise Up! and was chosen to reflect the resiliency that our members have shown not only during the pandemic but also through the natural disasters which we faced in 2021. The conference was held in New Westminster which is located along the Lower Fraser River, on the homelands of the Halkomelem speaking people.

Thank you to our amazing sponsors for making our 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, MLA & Official Opposition Critic for Agriculture, Ian Paton, New Westminster Mayor Patrick Johnstone and Chief Rhonda Larrabee of the Qayqayt First Nation for supporting and joining us.

### BC FARMERS' MARKETS AWARDS BEST OF 2022

Congratulations to all our Farmers' Market Awards recipients awarded during our 2022 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. For 2022 we decided to shake things up a bit with the categories to fit into the theme of our conference Rise Up!

#### Most Outstanding Community Impact (Farmers' Market)

*Large:* Cedar Farmers Market

*Medium:* Revelstoke Local Food Initiative Farmers Market

*Small:* Two Rivers Farmers Market Lytton

#### Most Outstanding Community Impact (Farmers' Market Manager)

Frances Callaghan – Kelowna Farmers' and Crafters' Market

#### Best Contribution to Youth Engagement

*Coquitlam and Port Moody Farmers' Markets*

#### Best Contribution to Diversity, Equity & Inclusion at the Farmers' Market

Comox Valley Farmers' Market

#### Most Outstanding Community Impact (Farm Vendor)

Little Schack

#### Most Outstanding Community Impact (Non Farm Vendor)

Two Crows Craft Foods LTD

#### Helen Fathers Partner of the Year (Municipality or Community Partner)

Film and Special Events Office – City of Vancouver

#### Volunteer of the Year

Vanessa Vallese – Qualicum Beach Farmer's Market







PHOTO: Johann Vincent

## BC Farmers' Market Expansion Program

The BC Farmers' Market Expansion Program was a one-time, cost-shared, reimbursement-based funding program that was delivered in partnership between the Ministry of Agriculture and Food and the BC Association of Farmers' Markets. With funding from the governments of Canada and British Columbia, the Program helped strengthen the ability of farmers' markets to expand local food/beverage sales and operate during emergencies.

The first round of the Program opened in January 2022 and provided \$475,000 in funding. Due to overwhelming demand, a second round opened in May 2022 with an additional \$142,500 in funding. In both rounds, up to \$15,000 was available for each eligible applicant to cover the costs of eligible signage, equipment and infrastructure on a first-come, first-serve basis.

Over the course of both rounds, the Program funded 77 applications from all regions of the province and provided markets with equipment and infrastructure that they otherwise couldn't afford, including tents, signs, power generators, storage trailers, dollies and

storage sheds.

The Program has, and will continue to:

- ▶ Make it easier for new vendors to get up and running at markets.
- ▶ Streamline market operations, relieving many physical and organizational burdens from volunteers and staff.
- ▶ Help markets grow by creating a welcoming environment and attracting new customers.
- ▶ Keep customers and staff safe through enhanced health and safety protocols.
- ▶ Help markets maintain operations during emergencies and other unexpected events
- ▶ Set up markets with a strong foundation for future growth

A big thank you to the governments of Canada and British Columbia for providing this much-needed funding, and to the Ministry of Agriculture and Food for their incredible support along the way. And, to the many farmers' markets who made this Program such a success!

Funding was provided by the Canadian Agricultural Partnership, a five-year, \$3-billion investment by Canada's federal, provincial and territorial governments to strengthen and grow the agriculture and agri-food sectors.



PHOTO: Jasmine Noble

## Mary Forstbauer Grant

Congratulations to our Mary Forstbauer Grant 2022 recipient: Jake Thorburn of Earth Craft Farm.

Earth Craft Farm was happy to receive support for their perennial hedgerow project from BC Association of Farmer's Markets . In 2022 they were able to complete two more hedgerow sections between their annual cropping blocks on the farm. These hedgerows are planted with fruit and nut trees including plums, compact cherries, hazelnut, red currant, several berry varieties, flowers and herbs. One hedgerow had sunflowers added to it which were a real hit with the birds feeding them right into winter. Investing in these hedgerows adds beauty to the farm, a home for beneficial insects, birds, frogs, snakes, fungi and more. The benefits of having all these creatures interspersed within their growing environment is crucial for their permaculture approach to pest management.

They hope to encourage more farms to consider the long term benefits of including more mixed species perennial plantings within a production farming setting, this can be useful to both produce and livestock farming operations

## 2022 BCAFM Inclusion Vendor Grants

As part of the BCAFM ongoing commitment to building an equitable, just, inclusive and resilient food system and local economy, the BC Association of Farmers' Markets proudly offered a 2022 BCAFM Inclusion Vendor Grant. The grant was available to farmers' market vendor businesses who sell at BCAFM member

farmers' markets and who are owned by members of groups experiencing historical and/or current barriers to inclusion and equity. One grant was to be awarded per geographical region, but BCAFM did not receive any eligible applications for the Sea to Sky and Sunshine Coast regions.

Congratulations to our 10 recipients:

### Cariboo Chilcotin Coast

Uliz Family Farm

### City Of Vancouver

Being Baked Cookies

### Fraser Valley

Golden Bannock

### Kootenay Rockies & Columbia Basin

Thistle Farm

### Metro Vancouver

Farm With Friends

### Northern BC

Just Sugar Cookies

### Thompson Okanagan

A Taste Of Home

A Taste Of Egypt

### Vancouver Island

Don't Bannock Eh

Food On The Run Mexican Cuisine





## Funding Portal

In the spring of 2022 we launched a new BCAFM Funding Portal on our website. This was a way to feature important funding opportunities and programs that would benefit farmers market organizers, boards, vendors and community partners. We featured the following funding opportunities in 2022:

- ▶ 2021 Flood Recovery Program for Food Security
- ▶ Alacrity – Digital Marketing
- ▶ B.C. Employer Training Grant
- ▶ B.C. Indigenous Agriculture Development Program
- ▶ BCAFM Inclusion Vendor Grant
- ▶ BMO Celebrating Women Grant Program
- ▶ Canada Summer Jobs Wage Subsidy
- ▶ Canva For Non-Profits
- ▶ Desjardins GoodSpark
- ▶ Digital Lift Software
- ▶ FPSC Student Work Placement
- ▶ Indigenous Food Systems & Agriculture
- ▶ Mary Forstbauer Grant
- ▶ Recovery and Resiliency Fund
- ▶ Riipen: Level Up
- ▶ Vancity Community Branch Partnership



## Hatch + Hype

BCAFM continued its Hatch + Hype pilot project for its 2nd year 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 2022 Hatch + Hype Highlights

- ▶ 13 Farmers' Markets participated in the Kootenay & Columbia Basin Region
- ▶ Added a Hatch + Hype feature page on the BC Farmers' Market Trail website
- ▶ Launched a Hatch + Hype Newsletter for vendors
- ▶ Developed informational postcards in five different languages
- ▶ Started the process to develop a Hatch + Hype DIY Toolkit for farmers' markets

BCAFM also secured funding to expand Hatch + Hype in 2023. Stay tuned for more information.





## BCAFM Member Meetups

The Team at BCAFME hosted several meetups throughout last year. Each of them were informational and fun. Farmers' market organizers came together from all over the Province to learn and chat over our virtual platform. Topics for these 2022 monthly meetings included:

- ▶ Insurance
- ▶ Farmers' Market Nutrition Coupon Program
- ▶ Grow Your Farmers' Market With Data
- ▶ Instagram Reels
- ▶ Budgets
- ▶ Canada Summer Jobs Applications

*"BCAFM is amazing. They have been a valuable resource to our market and particularly to me, the market manager. The info on funding opportunities has been amazing. The help during the pandemic was incredible, we could not have done it without you"*

- Market Member







PHOTO: Jasmine Noble

## BCAFM Advocacy 2022

The BCAFM is proud to be the sector voice of advocacy for BC farmers' markets. Below are highlights of some of the advocacy work we accomplished in 2022:

- ▶ Member - Canadian Farmers' Market Coalition
- ▶ Collaborator - World Farmers' Market Coalition
- ▶ Member - MarketSafe Steering Committee
- ▶ Member - ProcessSafe Steering Committee
- ▶ Member - Ministry of Agriculture's New Entrant Advisory Committee
- ▶ Advisory Member – Provincial Food Security External Partner Advisory
- ▶ Advisory Member – Regenerative Agriculture and Agritech Network (RAAN)
- ▶ Member - Metro Vancouver Agricultural Advisory Committee
- ▶ Member - Farmers for Climate Solutions
- ▶ Meetings: Ministry of Agriculture, Food & Fisheries
- ▶ Meetings: Federal Agriculture and Agri-Food Canada
- ▶ Meetings: Federal Ministry of Tourism
- ▶ Ministry of Health BCAFM/FMNCP Annual Meeting
- ▶ Host: FMNCP Advisory Meeting
- ▶ Consultation Submission – National Canadian School Food Policy
- ▶ Letter of Support: International Public Market Gathering (Toronto)
- ▶ Attendee: Vancouver Island Economic Alliance Summit
- ▶ Letter to BC Ministry of Agriculture: Prioritizing climate in the next Federal Agricultural Policy Framework

# 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 BCAFM's creative partner The Number, and with the funding support of Destination BC Co-operative Marketing Program, Vancity, and multiple local and regional supporters, we launched our BC Farmers' Market Trail Stories campaign on social media and YouTube, engaging our partners and stakeholders to share this content with their networks. It was rewarding to see this campaign roll out with beautiful, high quality video content showcasing the rich and diverse regions of BC and the stories of the people who provide for their local communities:

In 2022, our work included:

- ▶ Collaboration with The Number and our PR partners, The Social Agency to roll-out the Stories from the BC Farmers' Market Trail marketing campaign, including:
  - Release of a teaser trailer video for this project and a sequential release of the 11 videos filmed exploring BC farmers and their involvement in helping make BC Farmers' Markets a reality.
  - Contacting relevant project partners ahead of each video release with easy-to-share copy and visual content to help spread the word of each video release.
  - Promotion of the campaign on BCAFM's social channels and newsletters
- ▶ Regular website content updates including adding videos and updating ads
- ▶ Website SEO updates to increase search engine visibility
- ▶ Creating bespoke webpages including a dedicated Blog page and a Hatch + Hype page
- ▶ Adding land territory acknowledgements to each market
- ▶ Media relations including earned media coverage across the province in print, online and radio.
- ▶ Ongoing social media promotion
- ▶ Partnerships with influencers and bloggers in the food, family, and lifestyle sector who documented their Farmers' Market visits, highlighted vendors, and shared the BC Farmers' Market Trail with their 20k+ social followers
- ▶ Partnership with BC Wines including a social media giveaway, videos and bespoke recipe and wine pairing blogs by acclaimed food writer Jennifer Schell
- ▶ Rack cards promoting the Trail were created and distributed across the province at the start of Summer.
- ▶ Support from new partners Evo Car Share including a social media contest and bespoke discount for market members and market attendees
- ▶ Increased focus on our newsletters The Beet and Buzz and Bites
- ▶ Launch of our podcast! This is an exciting opportunity to create content that spotlights vendors and educates and informs the general public about the BCAFM and BC Farmers' Market Trail, as well as markets and vendors across BC.

With added resources on the BCAFM team and an increased focus on cultivating mutually beneficial and long-term partnerships, we're excited to continue building the momentum for the Farmers' Market Trail in 2023. We aim to continue to invest in our new digital assets to promote farmers' markets and share the unique stories of our incredible vendors, so that we can help make this season even better. We are looking forward to sustaining our established relationships with partners, as well as using our digital real estate and media partners to spread the word about

## BC Farmers' Market Trail Directory

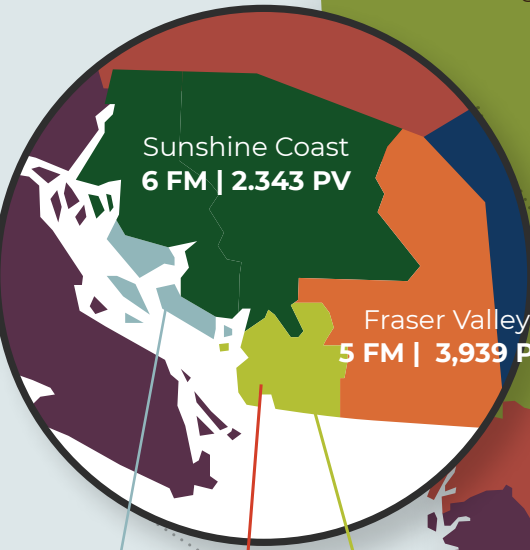
Through our partnerships, we redesigned the 2022 BC Farmers' Market Trail Rack Card. We have added a QR Code that links to the BC Farmers' Market Trail Website. The website provides BCAFM member farmers' markets and their dates, opening hours, locations, and more. It was an exciting tool that highlighted the regional flavours and the unique landscapes that surround our member markets across BC.





# 2022 BC FARMERS' MARKET TRAIL & SOCIAL MEDIA

FM = Farmers' Market Members  
PV = Pageviews



**10**

Featured  
Regions

**142,764**

Total Trail Website  
Pageviews

**429,645K**

Page Views

**48%**

Organic website search

**163K**

New visitors to website

**24K**

Returning visitors

**64.9%**

Mobile users

**23,065**

Facebook followers

**7,531**

Instagram followers

**5,133**

Twitter followers



PHOTO: Johann Vincent





PHOTO: Aaron Whitfield



PHOTO: Johann Vincent



PHOTO: DOLF VERMEULEN



PHOTO: Johann Vincent



PHOTO: Jasmine Noble



PHOTO: Johann Vincent



PHOTO: Jasmine Noble



PHOTO: Aaron Whitfield

See you at BC farmers' markets!





# BC Farmers' Market Nutrition Coupon Program



2022 was an exciting and historical year for the BC Farmers' Market Nutrition Coupon Program (FMNCP), delivered in partnership with the Province of British Columbia and Ministry of Health. For the first time ever, we secured three-year funding of over \$12 million. This includes an increase in the value of coupons from \$21 per week to \$27 per week and \$1 million per year expansion to support more seniors and elders, and. We also added honey as an eligible item, which honey producers and participants have been asking for. The Columbia Basin Trust continued its financial support to add communities and clear our waiting lists in the Columbia Basin region.

This year, the program reached over 10,000 households and 27,000 individuals within these participating households. We were able to include approximately 2,000 new seniors to the program.

#### WINTER/SPRING PROGRAM

With federal funding administered through Second Harvest, we also hosted a standalone winter and spring program in 8 communities with year-round farmers' markets and available produce. The communities that participated were Creston, Duncan, Armstrong, Powell River, Qualicum Beach, Nanaimo and Vancouver.

The challenges of the past few years, like COVID-19, climate change and a rising cost of living, continued to impact our community partners, farmers' markets and participants in the program this year. Our farmers' markets and partners continued to commit to their communities and come up with ways to serve those in need, whatever the challenge. From connecting with participants who were home bound, offering some more in person activities for those who could make it, or coming up with ways to get people out and to the market, they continued to prioritize feeding their people nutritious food and supporting local farmers' wherever possible.

In total, over \$3.2M in coupons and fresh food were redeemed by participants and went directly into BC farmers' pockets. While the Province of BC funds the largest portion of the program, over \$2.9M, an additional 296K comes from additional funding from federal, regional and local funders.



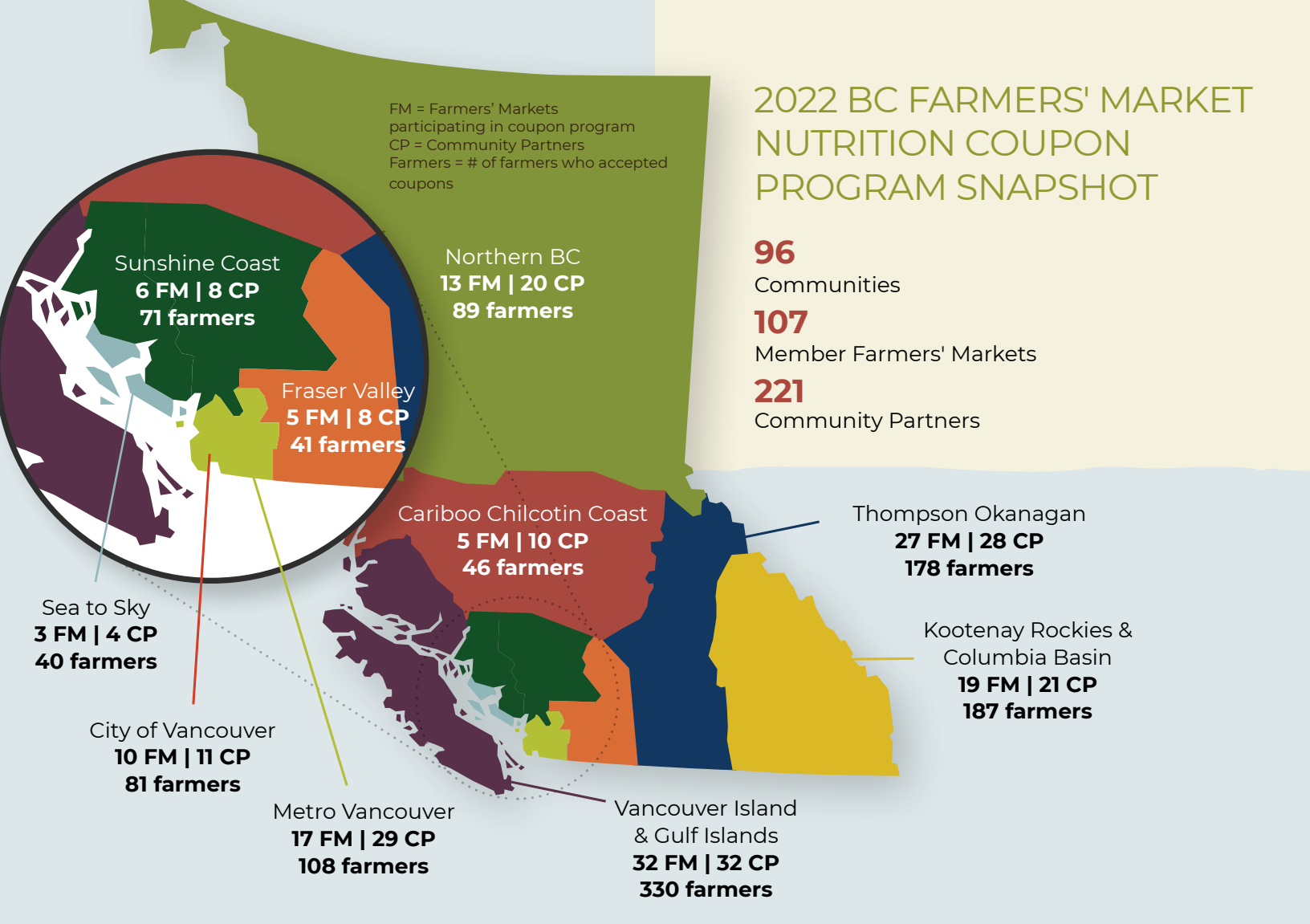
PHOTO: Aaron Whitfield



PHOTO: Jasmine Noble

# 2022 BC FARMERS' MARKET NUTRITION COUPON PROGRAM SNAPSHOT

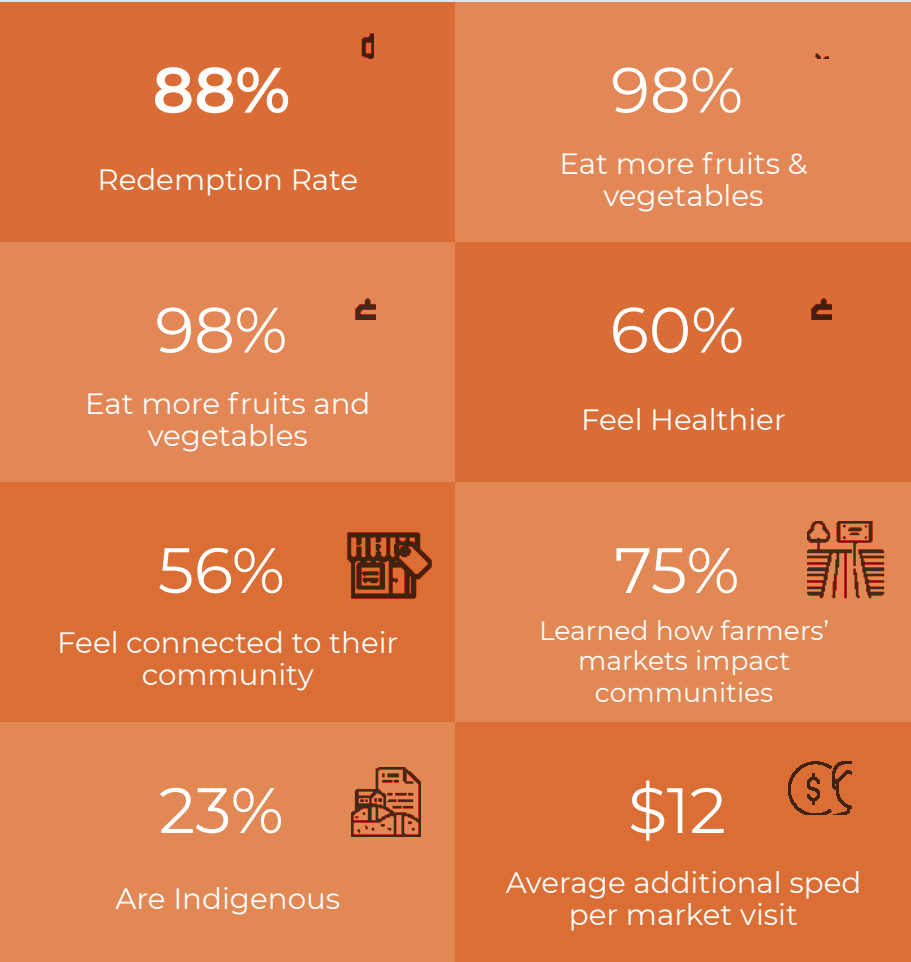
FM = Farmers' Markets participating in coupon program  
 CP = Community Partners  
 Farmers = # of farmers who accepted coupons



**96**  
 Communities

**107**  
 Member Farmers' Markets

**221**  
 Community Partners



## Vendor Impact

1,000+ Farmers accepted coupons  
 \$3.2M Direct coupon revenue to farmers  
 \$1.7M Vendor revenue on top of coupon value

## Household Impact

10,000+ Households received coupons  
 27,000+ Total People living in those households  
 10,00+ Children  
 1000 Pregnant People  
 4,000+ Seniors/Elders





# Financial Report



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BC Association of Farmers' Markets  
Financial Statements  
December 31, 2022

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## 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, 2022, and the statements of operations, changes in net assets 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, 2022, 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.  
January 31, 2023

Chartered Professional Accountants

# BC Association of Farmers' Markets

## Statement of Financial Position

December 31, 2022

	2022 \$	2021 \$
<b>Assets</b>		
Current assets		
Cash	419,747	672,144
Term deposits (Note 3)	4,724,000	120,000
Accounts receivable	362,439	365,185
Prepaid expenses	14,064	12,290
	<u>5,520,250</u>	<u>1,169,619</u>
Term deposits (Note 3)	<u>4,084,000</u>	<u>-</u>
	<u>9,604,250</u>	<u>1,169,619</u>
<b>Liabilities</b>		
Current liabilities		
Accounts payable and accrued liabilities (Note 5)	105,440	122,326
Deferred revenue	4,950	4,275
Deferred contributions (Note 6)	8,674,087	621,091
	<u>8,784,477</u>	<u>747,692</u>
<b>Net assets</b>		
Internally restricted (Note 8)	200,000	170,000
Unrestricted	<u>619,773</u>	<u>251,927</u>
	<u>819,773</u>	<u>421,927</u>
	<u>9,604,250</u>	<u>1,169,619</u>

*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, 2022

	2022 \$	2021 \$
Revenue		
Coupon program - government	3,555,224	1,823,709
Coupon program - other	336,477	276,297
FM expansion program	647,931	-
FM online	-	20,861
Hatch + Hype	62,699	-
Member and associate	58,521	49,275
Education, strengthen and network	28,777	112,713
Marketing, promotion and public engagement	82,867	283,369
Research and development	-	4,154
Other administrative income	417,040	254,661
Interest on term deposits	160,996	16,368
	<u>5,350,532</u>	<u>2,841,407</u>
Expenses		
Coupon program - government	3,555,224	1,823,709
Coupon program - other	322,377	276,297
FM expansion program	630,117	-
FM online	-	18,060
Hatch + Hype	25,399	-
Education, strengthen and network	43,553	85,862
Marketing, promotion and public engagement	87,733	295,265
Research and development	10,723	7,802
Program staff	115,817	119,584
Administration and operating	161,743	130,156
	<u>4,952,686</u>	<u>2,756,735</u>
Excess of revenue over expenses for the year	397,846	84,672

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

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# BC Association of Farmers' Markets

## Statement of Changes in Net Assets

Year ended December 31, 2022

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			2022 \$
	<u>Internally restricted (Note 8)</u>	<u>Unrestricted</u>	<u>Total</u>
Balance, beginning of year	170,000	251,927	421,927
Interfund transfer	30,000	(30,000)	-
Excess of revenue over expenses for the year	<u>-</u>	<u>397,846</u>	<u>397,846</u>
Balance, end of year	200,000	619,773	819,773

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			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

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

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# BC Association of Farmers' Markets

## Statement of Cash Flows

Year ended December 31, 2022

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	2022	2021
	\$	\$
Cash flows from (used in) operating activities		
Excess of revenue over expenses for the year	397,846	84,672
Changes in non-cash working capital		
Accounts receivable	2,746	(72,020)
Prepaid expenses	(1,774)	15,177
Accounts payable and accrued liabilities	(16,886)	82,143
Deferred revenue	675	(1,725)
Deferred contributions	8,052,996	(2,194,603)
	<u>8,435,603</u>	<u>(2,086,356)</u>
Cash flows used in investing activity		
Term deposits	<u>(8,688,000)</u>	<u>(20,000)</u>
Increase (decrease) in cash during the year	(252,397)	(2,106,356)
Cash, beginning of year	<u>672,144</u>	<u>2,778,500</u>
Cash, end of year	<u>419,747</u>	<u>672,144</u>

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



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# BC Association of Farmers' Markets

## Notes to the Financial Statements

December 31, 2022

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### 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.

### 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 December 14, 2023 (2021 - February 16, 2022).

#### 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.

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# BC Association of Farmers' Markets

## Notes to the Financial Statements

December 31, 2022

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3. Term deposits

The term deposits are recorded at amortized cost and consist of GICs bearing interest at rates of 2.65% - 4.50% (2021 - 0.25%) per annum, with maturity dates of January 13, 2023 to December 14, 2023 (2021 - February 16, 2022).

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 (2021 - \$ Nil).

6. Deferred contributions	2022 \$	2021 \$
Coupon program - Government		
2021 coupon program	-	333,192
2022 coupon program	488,508	-
2023 coupon program	3,621,600	-
2024 coupon program	3,675,600	-
Prior unspent coupon program	-	129,172
2023 operations contributions	402,400	-
2024 operations contributions	408,400	-
Coupon program - Non-government		
2021 coupon program	-	15,383
2022 coupon program	12,428	-
Other coupon contributions	-	16,520
Other	<u>65,151</u>	<u>126,824</u>
	<u>8,674,087</u>	<u>621,091</u>

7. Financial instruments

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

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.

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# BC Association of Farmers' Markets

## Notes to the Financial Statements

December 31, 2022

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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, 2022 and 2021, total remuneration paid to employees was as follows:

	\$	\$	\$	\$	2022 #
	<u>Total wages</u>	<u>CPP expense</u>	<u>EI expense</u>	<u>Total cost</u>	<u>Number of employees</u>
Executive Director	111,586	3,500	1,334	116,420	1 FTE
Program staff	136,358	7,097	3,151	146,606	3.15
Coupon program manager	83,855	3,500	1,334	88,689	1 FTE
Coupon program staff	<u>147,250</u>	<u>6,391</u>	<u>3,122</u>	<u>156,763</u>	4.15
	479,049	20,488	8,941	508,478	

	\$	\$	\$	\$	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	



# Thank you to our 2022 funders & supporters:

## **Project Funders & Supporters**

Buy BC - Investment Agriculture  
Foundation  
Canadian Agricultural Partnership  
Columbia Basin Trust  
Community Futures Boundary  
Community Futures East Kootenays  
Destination BC  
Duuo Insurance  
Ministry of Agriculture, Food & Fisheries  
Ministry of Forests, Land, Natural  
Resource Ops & Rural Development  
Ministry of Health  
Second Harvest Emergency Food  
Security Fund  
Vancity  
Wine Growers of BC

## **2022 Conference Sponsors**

Columbia Basin Trust  
Community Futures  
FoodSafe  
Knowledge Transfer Grant – Canadian  
Agricultural Partnership  
MarketSafe  
Marketwurks  
Metro Vancouver  
The Cooperators/Duuo Insurance

The Number  
Royal Printers  
Vancity  
The Co-operators  
The Farmers Market Pros  
The Number  
Vancity  
Western Financial Group  
WorkSafeBC

## **BCAFM Vendor Membership Program Sponsors**

Duuo Insurance  
Edible Magazine  
Farm Food Drink  
Impact Canopy  
Local Line  
West Coast Seeds  
Western Financial



PHOTO: Johann Vincent



## Contact Us

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**Twitter** @BCFarmersMarket  
**Instagram** @BCFarmersMarket  
**Youtube** BC Farmers' Markets