



# BC FARMERS' MARKET NUTRITION COUPON PROGRAM



The BC Farmers' Market Nutrition Coupon Program (FMNCP), is a healthy eating initiative that supports farmers' markets and strengthens food security across British Columbia.

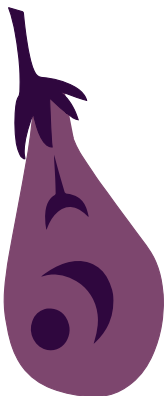
## Where do people get coupons?

Community partner organizations provide coupons to lower-income families, pregnant people and seniors.

## Who funds the program?

The BC Farmers' Market Nutrition Coupon Program is supported by the Province of British Columbia as well as other funders.

## What can coupons be used to buy?



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

## **What should I do if someone offers coupons for my non-eligible items?**

This is **not** allowed. Encourage them to look for vendors with eligible items. If a participant is insistent please let your market manager know.

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

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

## **Why are the coupons only eligible for certain items?**

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



## **THANK YOU FOR FOLLOWING THE GUIDELINES!**

This program has operated in over 90 BC communities with thousands of participants for over a decade.

We are focusing on maintaining the integrity of the program to ensure we are trusted with the program in your community and across the province.

### **You may benefit from this program.**

People with coupons make additional cash purchases at the market which may directly benefit you, the market and your community.

## **Questions? Need more information?**

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

 [nutrition@bcfarmersmarket.org](mailto:nutrition@bcfarmersmarket.org)

 [bcfarmersmarket.org/coupon-program](http://bcfarmersmarket.org/coupon-program)