



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 2024, it will operate in over 90 communities helping more than 12,000 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



Art Credit: Ronnie Dean Harris

PREPARE YOUR STALL

- **REQUIRED:** Display the 'Accepted Here' sign prominently on the front of your tent.
- Label your products with clear pricing.
- The paper 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
- Change cannot be given for paper 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 June 8th - December 22, 2024 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 December 22, 2024, whichever comes first.
- Your market manager or designated FMNCP coordinator will explain how coupons are collected and reimbursed.
- Coupons may only be accepted at participating BCAFM markets, and no other locations or at farm stands.

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

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.
- Community partners identify lower-income families with children, pregnant people and/or seniors. The community partner may also support the participants in their food literacy needs.
- Community partners distribute coupons regularly to participants. Typically, participants 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.

