



BC FARMERS' MARKET NUTRITION COUPON PROGRAM



Sechelt FM, BC Farmers' Market Trail & Nathaniel Martin

Operations Guide

For Farmers' Markets and Community Partners

Updated May 2025



Haney FM, BC Farmers' Market Trail & Johann Vincent

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Introduction

Welcome to the BC Farmers' Market Nutrition Coupon Program!

The FMNCP began in 2007 as a pilot project operating in each regional health authority. The Ministry of Health began funding the program in 2012. The program successfully expanded from 2012-2014 and has been in full operation since 2015. It has continued to grow since and now serves over 94 communities and reaches over 31,000 individuals who are in the target populations of families, seniors/elders, and pregnant people from over 12,000 households in BC.

The FMNCP is a nutritious eating program that focuses on providing nutrient dense, whole foods to low-income families, seniors/elders, and pregnant people.

This manual will go over all there is to know about how to operate the program, and its guidelines for both Community Partners and Farmers Markets.

Upholding the program guidelines and maintaining its integrity is important for us to continue securing the funding that makes this program possible.

We appreciate your partnership and all the work you do in facilitating the FMNCP in your community.

Thank you!



How to Reach Us

Program Staff

Peter Leblanc

Program Manager
peter@bcfarmersmarket.org

Courtney Mastine

Kootenay Rockies Coordinator
courtney@bcfarmersmarket.org

Jutta Schoenhardt

North Coordinator
jutta@bcfarmersmarket.org

Mandy Drescher

Interior Coordinator
mandy@bcfarmersmarket.org

Quinn Kliewer

Senior Program Coordinator
quinn@bcfarmersmarket.org

Monica Grover

Fraser Valley & Metro Vancouver Coordinator
monica@bcfarmersmarket.org

Emily Lorenz

Vancouver Coastal Coordinator
emily@bcfarmersmarket.org

Kerri Fulop

Vancouver Island & Gulf Islands Coordinator
emily@bcfarmersmarket.org

Mailing Address:

BC Association of Farmers Markets
208 - 1089 West Broadway
Vancouver, BC V6H 1E5



nutrition@bcfarmersmarket.org



(604) 734-9797 ext. 1



bcfarmersmarket.org/coupon-program

Partner Portal

Our partner portal is packed with resources, forms, and links for the coupon program. And it's available to you 24 hours a day!

Find it [here](#).



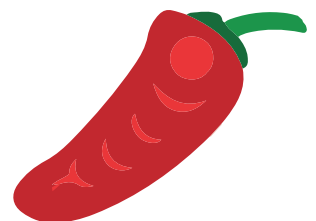
What's In the Portal?

Tools for Community Partners

- Weekly Online Reports
- Participant Brochure
- Enrollment Form - Participants
- FMNCP Dashboard
- End of Program Participant Report
- Transportation, Fruit & Vegetable Grant Application Forms
- Participant Brochures - languages other than English
- Participant Survey - online & paper version
- Purchase additional coupons form
- Operations Guide

Tools for Farmers' Markets

- Weekly Online Report
- Vendor Brochure
- Enrollment Form - Vendors
- FMNCP Dashboard
- End of Program Vendor Report
- Instructions on How to Return Coupons
- Canada Post Return Label Link
- Vendor Survey - online & paper version
- Purchase additional coupons form
- Operations Guide



Markets

A Year at a Glance

January - March

- Renewal applications available through your BCAFM membership renewal application

April

- Application results are sent out

May

- Mandatory program orientations- in person and online options are available

June

- Program begins
- Enroll and orient all vendors

August

- Mail in your June and July coupons

September

- Distribute vendor survey
- September onwards: Mail in your coupons and submit vendor report as soon as your season is over

October

- Mail in your August and September coupons

November

- Submit Vendor Report

December

- Mail in October and November coupons
- Mail in December coupons ASAP
- Submit all final reports

Weekly (June-December)

Online coupon redemption report - these are sent to you via email and can also be found in the partner portal.

When your season is over, please continue to enter zeros into these reports.

Vendors & Reimbursements

Vendors - Guidelines for Accepting Coupons

- FMNCP coupons should be accepted at face value by eligible vendors.
- Only eligible items can be purchased with FMNCP coupons.
- Change **cannot** be given for FMNCP coupons, so vendors should attempt to provide portions that equal the full value of the coupons.
- Farmers' Markets must explain the FMNCP to all vendors, whether they sell eligible items or not.
- If any vendors that sell eligible items refuse to partake in the program, they will be asked to leave the market.

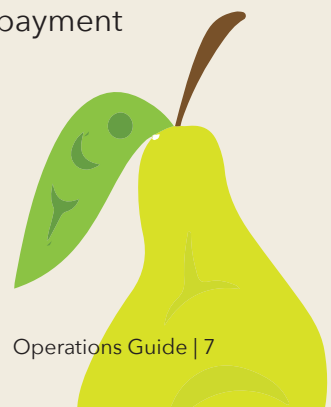


Markets - Reimbursing Vendors

BC Farmers' Markets will provide markets with an initial cash advance at the beginning of the program. As coupons are reported, and sent in for redemption, we will monitor each market's balance. We will forward further installments as the season progresses as required. For emergency payments, please contact us.

Each market will collect redeemed coupons from vendors at the end of each market and reimburse vendors for the coupons they collected. Markets have various ways of managing the reimbursements such as:

- Having a cash float to reimburse vendors every week.
- Collecting coupons one week and paying by cheque the next week.
- Paying vendors by cheque or e-transfer once a month.
- Paying vendors who redeem small amounts at the market and sending payment to other vendors at a later date.



Mailing Coupons to the BCAF

Step One

Bundle redeemed coupons by week, using the labels provided by BC Farmers' Markets at your orientation. Keeping coupons bundled and labeled by week is VITAL.

Please make sure each week is separate and held together in a bag, with a rubber band, or however works for you so they are secure enough to withstand transport.

Step Two

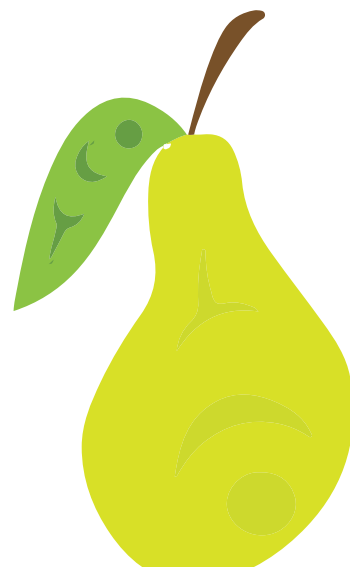
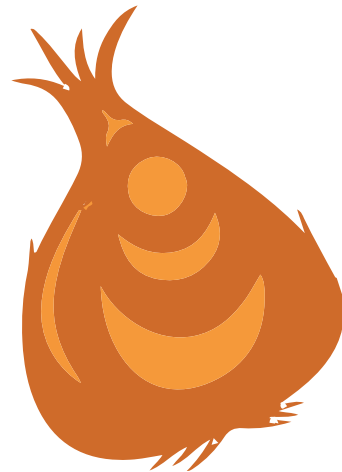
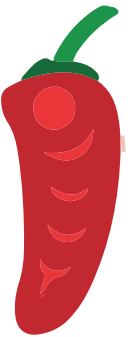
Complete the monthly packing slips that were included in your orientation package and include them in your package.

Step Three

- Pack coupons neatly in a package to send back. Make sure the package can get through a bumpy ride.
- Mail using one of the return labels provided to you, or,
- Print off a prepaid return label on the Canada Post website. This link can be found in the Partner Portal.
- Please be aware that every return label you use costs us money, so only print as needed.

Step Four

- Affix your label to your package. Be sure it includes your return address.
- Put your package in the mail!





Partners

A Year at a Glance

January - March

- Renewal applications available

April

- Application results and allocations are announced

May

- Mandatory program orientations - in person and online options are available

June

- Program begins
- Enroll and orient program participants

Weekly (June-December)

Online distribution report - these are sent to you via email and can also be found in the partner portal

August

- Distribute participant surveys - online and paper options available

September - December

- Submit participant report
- Distribute and submit participant surveys
- Mail back any unused coupons to BCAFM

Selecting Participants – Target Populations and Lower Income

Target Populations

For household allocations that are provided through the FMNCP funding, recipients must be in one or more of the following target populations:

Pregnant Persons

- The participant should be pregnant at time of enrollment. You can continue to support them for the remainder of the season even if they are no longer pregnant.

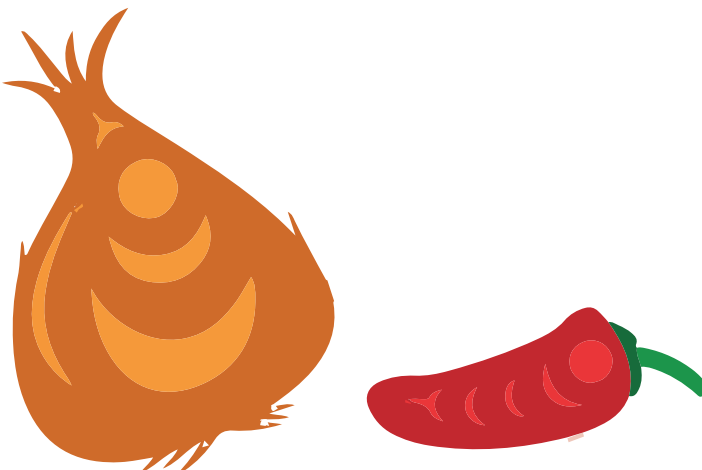
Families with Children

- Priority is for families with children up to the age of 6, however families with children up to age 19 may be included.

Seniors/ Elders

- We do not provide an age cutoff to qualify as a senior/elder. Partners are welcome to set their own age cutoff at their discretion or allow people to self-identify.

For household allocations that are provided through external funding, recipients must be lower income, but they are not required to be in the target populations, though they may!



Determining Low-Income

It is required for partners to provide these coupons exclusively to lower-income participants. We do not provide a standardized process such as income-testing to determine eligibility.

We do require your organization to ensure the enrolled participants are lower income through your organization's own processes. Below is some guidance on determining lower income in a dignified and non-stigmatizing process:

Screening Tool

We are in partnership with the University of Calgary to study the FMNCP program, with funding from the Canadian Institutes of Health Research. They shared with us a tool they use to screen for Food Insecurity.

The following questions ask about your household's ability to be able to decide what you eat.

In the last 30 days, (I/we) had to eat some foods that were not good for my health and well-being because (I/we) couldn't get other types of food.

☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always ☐ Don't know

In the last 30 days, (I/we) knew there were things (I/we) should or should not eat for (my/our) health and well-being but could not get healthful food.

☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always ☐ Don't know

In the last 30 days, (I/we) worried that the food (I was/we were) able to eat would hurt (my/our) health and well-being.

☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always ☐ Don't know

In the last 30 days, (I/we) had to eat the same thing for several days in a row because (I/we) didn't have money to buy other food.

☐ Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always ☐ Don't know

Income Cut Offs

There are a number of government generated low-income guides that can be referenced by partners. While they may provide some guidance in helping select participants when the number of applications exceeds your allocation, using those tools can be problematic. We encourage you to consider that:

Requiring proof of income can be stigmatizing. It may lead to people who are in need to not even apply.

There are many extenuating circumstances that lead to people not being able to provide proof of income. Some examples:

- Refugees and newcomers (government- assisted refugees, conventional refugees, privately sponsored refugees, refugee claimants, protected persons, immigrants, displaced persons, and temporary residents). For the first year or so, these people are new to the country and have not yet filed taxes.
- People who have had unexpected life changes (the death of a spouse who is the main breadwinner for the family, the unexpected loss of a job for a family who made more than the threshold last year, someone fleeing domestic violence, etc.).
- People just turning 19 who haven't had to file taxes yet, youth aging out of care, or people under the care of the Ministry of Children and Family Development - there are young adults in a variety of circumstances who may not have filed taxes but have need.
- People without ID or home addresses, or who haven't filed taxes due to barriers
- Families whose number of family members for tax purposes doesn't match their application forms (example: a married couple with children where one of the spouses is out of the country for years or has not yet moved to Canada and therefore is not filing taxes in Canada).
- People who have recently completed drug or alcohol recovery but haven't filed taxes.
- People recently released from prison may not have filed taxes.
- Shared custody situations - or situations where a person claims to have custody of their children, but their children aren't showing up as dependents on their tax forms. These situations can be fluid and need flexibility.
- Families with foster children or temporary custody of children who aren't showing up as dependents but are considerations as members of the family.
- People who have recently moved to BC and don't have updated ID to verify their address.



Transportation Grants

Transportation grants are used to help reduce barriers for participants in getting to the market. While these grants are more targeted towards Community Partners, Farmers Markets are also welcome to apply.

We have funded a variety of requests in the past, such as:

- Bus tickets
- The cost of gas for a community shuttle
- An honorarium for a volunteer bus driver of a community shuttle
- Gas reimbursement for participants who carpool to the market.

We accept applications online for amounts up to a maximum of \$300. You can find a link in the Partner Portal.

We ask for the following information in your application:

- Description of the transportation barrier and proposed solution
- Proposed budget for transportation plans.



Fruit & Vegetable Grants

BC Farmers' Markets has a modest amount of funds available for program partners to purchase fresh vegetables and fruits from their partner farmers' market to be used for food literacy and skill building activities with your FMNCP participants.

We accept applications online for amounts up to a maximum of \$100. You can find a link in the Partner Portal to apply for this grant.

We ask for the following information in your application:

- A description of the types of food literacy activities in which you will use the vegetables and fruits; and
- A proposed budget (not to exceed \$100).



How We Stay in Touch



Newsletters

Weekly Reporting Reminders

Each week, we will send an email to both partners and markets with the weekly report link and instructions.

Nourish: The Monthly FMNCP Newsletter

Each month we will send you a newsletter that includes:

- Program updates
- Successes and challenges from our partners
- Skill-building activities and recipes
- Events across the province related to healthy eating and food security



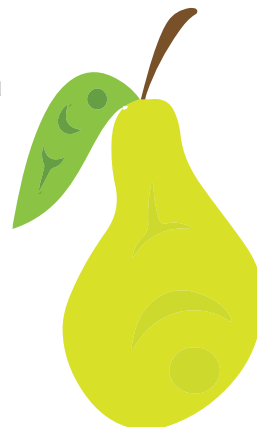
Regional Coordinators

Your regional coordinator is your primary contact for any questions or concerns you may have. Coordinators may set up occasional calls or meet ups with other markets and partners in your area to debrief and talk about the program.

Program and Market Site Visits

We will do our best to visit each farmers' market and each community organization. During these visits, we take time to meet with program and market managers to check in with how the program is operating. We also engage with vendors at the market and participants in the program.

These visits give us great insight into how the program is working for you and gives partners and markets the opportunity to ask questions and provide us with feedback about the program.



Best Practices

Community Partners & Farmers' Markets Working Together

Market representatives can attend food literacy sessions held by community partners, and even deliver a presentation on how the community partner's skill-building program applies to shopping at the market.

Community partner representatives can attend markets to distribute coupons, participate in a market tour, or simply set up a community table to be a friendly point of contact for program participants at the market.

Markets and community partners should check in with one another regularly throughout the program to keep updated and address any problems that arise.

Markets and community partners should coordinate so information about the market is provided to participants, such as upcoming special events and activities.

Markets and community partners can seek additional funding together so that they can provide for more families, seniors, and pregnant people! Some examples from previous years include:

- The Salvation Army in Bulkley Valley received outside funding for a new kitchen and cooking equipment to host cooking classes
- Salt Spring Community Services received funding from a local foundation to double the number of program participants in their community
- The Powell River Farmers Market hosted a successful Farm to Fork Dinner as a fundraiser to add seniors to the program in their community
- Many communities have received funding from their local rotary club

Market and program managers should consider arranging transportation to and from the market for participants with mobility issues. For instance, the New West Farmers' Market and the Senior Services Society in New Westminster fundraised for a shuttle service to transport participants to and from the market each week.



Best Practices

Tips for Community Partners

Orient your participants on the program and how to use FMNCP coupons at the market.

Why? Some participants don't use their coupons or, visit the market once and have a bad experience. A great orientation helps those who are new to markets and the program feel comfortable.

How? You can brief participants in a group or one on one and hand out the FMNCP participant brochure. Be sure to go over the details carefully such as what the different colour coupons are for and what the eligible vendor signs look like.



The Sharing Farm, BC Farmers' Market Trail & Johann Vincent



Kaslo FM, BC Farmers' Market Trail

Schedule a group tour of the market.

Why? This helps participants to feel more comfortable using their coupons at the market.

How? The market manager or a farmer may be able to assist you with this.

Host a booth at the market to distribute coupons and field questions from participants.

Bonus: having a booth at the market allows you to share your programs with the entire community.

Provide program participants with reminders about market dates and skill-building sessions through multiple communication methods (e-mail, text message, Facebook page etc.).

Try to use local and seasonal foods in your skill - building activities.

Why? This supports local farmers and illustrates how participants can use food bought at the market to make meals at home!



Prince George FM, BC Farmers' Market Trail & Darrin Rigo

The FMNCP encourages partners to hold food literacy and skill building sessions with their participants. Here are some suggestions of activities:

- Chef cooking sessions with farmers' market ingredients
- Handing out flyers to participants for them to compare availability and prices at the store vs. the farmers' market.
- Teaching participants what they can grow in community gardens and/or small patio gardens.
- Asking participants who already have many cooking skills to lead skill-building sessions for other participants.
- Featuring a specific vegetable using handout sheets and/or having participants find all the varieties of a particular vegetable or fruit available at the market (e.g. berries, tomatoes).
- Organizing a farm tour from a market vendor.
- Hold classes on jarring, canning, and how to preserve food through the winter months.
- Participants cook a cultural dish using ingredients from the market and get together for a potluck.

You can also ask your participants what they are interested in learning and incorporate that into your programming!



Kamloops FM, BC Farmers' Market Trail & Johann Vincent

Best Practices

Tips for Farmers' Markets

Brief all your vendors on the FMNCP.

Why? Your vendors may be the first person a new participant visits at the market. They should be prepared and knowledgeable about how the program works. This is true even for vendors who do not sell eligible items. Educating all your vendors about the coupons will also help to ensure that no one accepts coupons in error.

How? Brief your vendors in a group or one-on-one. Tell vendors about how the program works and give them the FMNCP vendor brochure. There are many small details to cover, so take time to review it carefully with each vendor.

Potential Issues: Some vendors at your market may start later in the season. Plan to orient those vendors before their first market day starts. Sometimes these casual vendors are missed, and it causes confusion for them and the participants if they don't know how the program operates.

Put up FMNCP signs at the market.

Why? The start of a market day is busy for everyone. When you leave it to the vendors to put up their signs, some don't go up, some are put in a bad spot, and some are left at the farm. But it's important for them to be up - we receive consistent feedback from participants that the signs make them feel welcome and certain of where they can use FMNCP coupons.

How? Add this task to your market duties. Market staff or volunteers can go to each eligible booth right before the market starts and put up a sign. Bring a roll of tape or clothespins with you. This is also an excellent way to check in with new vendors to see if they have any questions about how the program works. At the end of the market, repeat your round to retrieve the signs.



New Westminster FM, BC Farmers' Market Trail & Johann Vincent



West End Vancouver FM, BC Farmers' Market Trail & Jasmine Noble

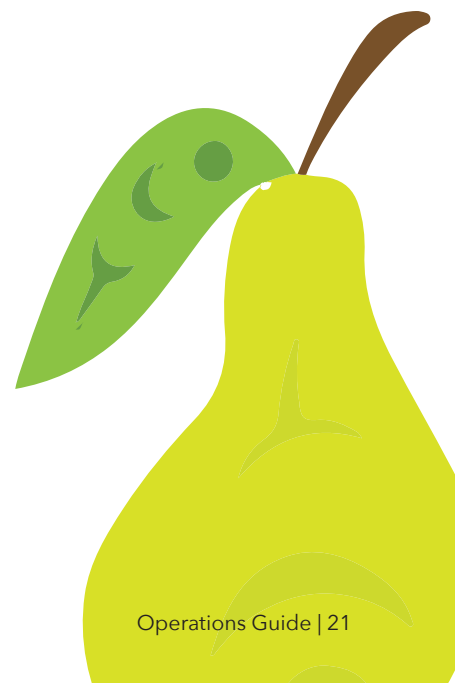
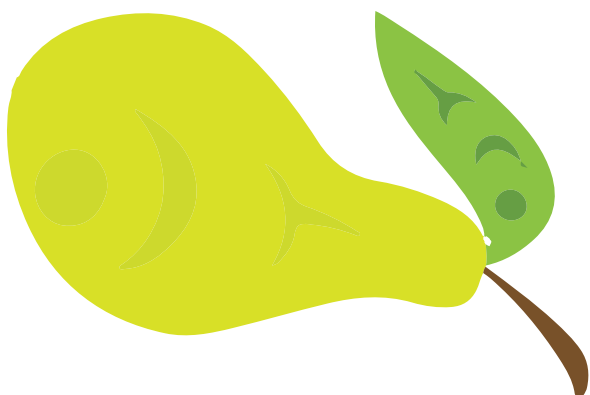
Encourage eligible vendors to organize their booths for sales in \$3 increments.

Why? Participants have \$3 coupons and vendors can't give them change. If vendors sell their products in \$3 increments, the shoppers can be confident about their purchases. This also makes the financial transaction go quicker, giving vendors more time to talk to customers!

How? We observed vendors who had a combination of loose items and \$3 bagged items. Some vendors charged per piece/unit.

Bonus: Studies show that market customers prefer clear prices at market stalls. Shoppers don't like to be uncertain about how much something will cost, and you have to be a frequent shopper to know how many strawberries, peas, or potatoes you'll get in a pound. Display your prices clearly and they'll feel more comfortable with making a purchase at your booth.

Add program participants onto your mailing list so that they can stay in the loop about upcoming programming at your market!



Avoiding Abuse & Fraud

There are a range of problems that may arise with the use of FMNCP coupons, whether intentional or not.

Program participants may try to:

- Use FMNCP coupons to buy ineligible products such as bread or prepared foods.
- Sell, give away or trade their FMNCP coupons at, or outside, the market.

Vendors may try to:

- Accept coupons for unauthorized items and trade them with a vendor who has authorized items.
- Give change to participants instead of providing \$3 worth of product.
- Purchase coupons outright from participants.

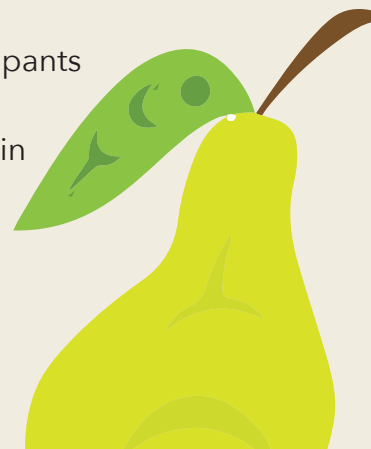
In the event that FMNCP coupons are used improperly, we ask you to investigate what happened and make any adjustments necessary to correct the situation. You are also asked to report the situation to us so we can help resolve the issue.

Proactive Measures for Farmers' Markets

- Orient all of the vendors about the FMNCP program and how it works.
- Monitor the operation of the program at the market and follow up on potential problems.
- Keep all signed vendor enrolment forms on file in case of any issues of non-compliance.
- When applicable- take note of the serial number on the coupon that we can then use to trace back to the partner or participant for follow up.

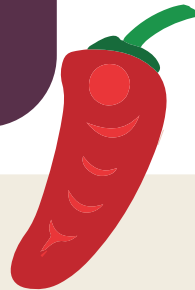
Proactive Measures for Community Partners

- Be sure to go over coupon redemption guidelines with program participants so that they understand how to use FMNCP coupons correctly; and
- Connect with the market manager at the local market and offer to help in providing a welcoming, engaging market atmosphere to participants.



Increasing Access & Reducing Barriers at BC Farmers' Markets

This document was created from a series of group work with Farmers' Market Nutrition Coupon Program (FMNCP) community partners and farmers' markets. These are only suggestions for people to consider adopting if they suit their needs and capacity.



Transportation - it's difficult to get to the market and home

- Organize volunteer drivers
- Pair up seniors with younger FMNCP participants to go to the market together, share knowledge and resources
- Setup a closed ride share group on Facebook to connect those who can give rides to those who need them

Mobility - it's difficult to navigate the market

- Ensure strollers, walkers, wheelchairs etc can navigate market space
- Offer those with mobility issues the opportunity to request assistance from the market
- Offer to help carry bags back to vehicles or bus stops
- Offer child minding and rest areas at markets
- Allow pre-orders for pick up at the market

Social anxiety - I am overwhelmed in such a busy place

- Suggest the best times to shop at the market for fewer crowds
- Offer quiet spaces where people can go to get out of the crowds
- Have volunteers or staff to greet people as they enter the market

Cultural diversity - I don't feel represented at the market

- Setup demos of cultural foods that includes tastings and recipes
- Celebrate a variety of cultural events, and celebrations
- Include multi-cultural entertainment
- Offer resources and support new comers
- Ask customers what type of cultural foods they would like to buy and recruit vendors

Food literacy - I don't feel confident preparing, cooking and using some foods

- Collaborate with farms and partners to offer field trips to local farms
- Share resources between markets and community partners
- Offer recipes, food preparation and storage tips
- Host cooking demos at the market, focusing on low-cost recipes
- Introduce unfamiliar produce using samples
- Educate about broader food security and food systems
- Celebrate market shoppers as food system heroes for eating local
- Offer food related activities for kids at the market

Language - I am not fluent in English

- Show customers how to use translation apps on their smart phone
- Recruit multilingual market staff and volunteers
- Collaborate with community groups who can support the translation of materials, signs and product sheets
- Use big, clear signs with pricing and product information



Produce Translation Brochures

With the help of our partners at MOSAIC we have created a series of produce translation brochures to assist participants, vendors, and other EAL speakers in navigating the market.

These brochures are currently available in the following languages...

- Amharic
- Arabic
- Chinese
- Dari
- Farsi
- French
- German
- Japanese
- Korean
- Punjabi
- Russian
- Spanish
- Tagalog
- Tamil
- Tigrinya
- Ukranian
- Urdu
- Vietnamese

Each brochure is available in the partner portal, and printed versions are available upon request.

To request additional languages, words, or submit corrections, please contact nutrition@bcfarmersmarket.org.



FRUIT Prutas	
Tree Fruit	Bunga ng Puno
quince	halaman ng kwins
apple	mansanas
apricot	aprikot
cherry	saresa
kiwi	kiwi
nectarine	nektarina
peach	milokoton
pear	peras
plum/prune	duhat/ pinatuyong plum
Berries Berries	
blackberry	lumboy
blueberry	bluberi
cranberry	sarsang
currant	kurant
gooseberry	gooseberry
grape	ubas
huckleberry	huckleberry
raspberry	prambuwesas
saskatoon berry	berry
strawberry	presa
Other Fruit	
melon	milon
rhubarb	ruwibarbo

Appendix

Appendix 1. Participant Brochure

**BC FARMERS' MARKET
NUTRITION COUPON PROGRAM**

How to Use Your Farmers' Market Coupons

You can use your coupons with participating vendors at your local farmers' market. Visit bcfarmersmarkettrail.com/markets to find out more about your local farmers' market.

 **Look for these signs**



About the Coupons

- ♦ Coupons can be used until your market closes for the season or until **December 21, 2025**—whichever comes first.
- ♦ Vendors **cannot give change** for coupons.
- ♦ Coupons **cannot be sold or traded**.
- ♦ If you don't use all your coupons, please return them to your community partner.

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

 nutrition@bcfarmersmarket.org

What Can You Buy with Coupons?

Green Coupons



FRESH VEGETABLES,
FRUITS, AND HERBS



DAIRY AND EGGS



VEGETABLE AND
FRUIT PLANTS



NUTS

Blue Coupons



FISH, SEAFOOD,
AND MEAT



FRESH VEGETABLES,
FRUITS, AND HERBS



DAIRY AND EGGS



VEGETABLE AND
FRUIT PLANTS



NUTS

Yellow Coupons



HONEY



FISH, SEAFOOD,
AND MEAT



FRESH VEGETABLES,
FRUITS, AND HERBS



DAIRY AND EGGS




VEGETABLE AND
FRUIT PLANTS




NUTS

Coupons CANNOT Be Used To Buy

 Coupons can't be used to buy **FOODS THAT ARE PREPARED OR PROCESSED**. This includes things like dried fruit, jams, pickles, sandwiches, bread, baked goods, or beverages.

Appendix 2. Participant Enrollment Form

**BC FARMERS' MARKET
NUTRITION COUPON PROGRAM**

Recipient Enrollment

For Record-Keeping Only.
This form is for the records of the organization giving you the coupons. Information about your household will be shared with the BC Association of Farmers' Markets (BCAFM) **anonymously** (without your name).

Coupon Recipient's Name:

About Your Household

Including yourself, how many people in your household are:

Pregnant? _____ Seniors? _____ Under 19 years old? _____

Total number of people in your household? _____

Are you or anyone in your household Indigenous? (Optional)

☐ No ☐ Yes

If yes, how many people in your household are Indigenous? _____

Agreement


☐ I confirm that I am eligible to participate in the BC Farmers' Market Nutrition Coupon Program and agree to follow its guidelines. I understand that the coupons are intended to support low-income households, and I will use them only for myself or my household. I acknowledge that these coupons cannot be sold, traded, or transferred.

By checking this box, I agree to the above and confirm my participation.

Signature: _____

Date: _____

Appendix 3. Vendor Enrollment Form

**BC FARMERS' MARKET
NUTRITION COUPON PROGRAM**

Vendor Enrollment Form

To accept BC Farmers' Market Nutrition Program (FMNCP) coupons, please fill out this form and return it to your market manager. Thank you for helping support healthier communities!

NAME OF VENDOR

BUSINESS NAME

EMAIL

☐ I have read the BC Farmers' Market Nutrition Coupon Program guidelines, and I agree to follow the rules for accepting FMNCP coupons.

☐ I agree to share my contact information with the BC Association of Farmers' Markets (BCAFM) to receive updates and information about vendor opportunities. (Optional)

Print Name _____ Date _____

Signature _____

Appendix 4. Vendor Brochure



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 2025, the program will run in over 90 communities, helping more than 12,000 families, seniors, and pregnant people buy healthy food while learning more about nutrition and cooking.

Questions or Need More Information?

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



nutrition@bcfarmersmarket.org



bcfarmersmarket.org/coupon-program

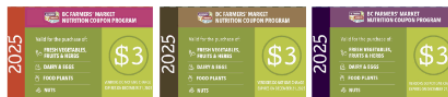
The BC Farmers' Market Nutrition Coupon Program is supported
by the Province of BC.



Prepare Your Stall

Here's what you need to do on market day:

- ◆ **Display the "Accepted Here" sign:** Put it where customers can easily see it, like at the front of your stall.
- ◆ **Price your items clearly:** Make sure your products are labeled with prices.
- ◆ **Know the coupon value:** Coupons come in \$3 amounts. Consider creating product bundles priced in multiples of \$3.
- ◆ **For 2025, we have three valid versions of the coupon**



Guidelines for Accepting Coupons

Follow these rules to accept coupons:

- ✓ **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 20 and December 21, 2025. They expire after that date or after the market season ends, whichever comes first.
- ✓ **Use current coupons only:** Coupons from previous years are not valid.
- ✓ **Market-only use:** Coupons can only be used at participating farmers' markets—not at farm stands or other locations.
- ✓ **Hand in coupons at the same market:** You must submit the coupons you accept to the same market where you received them.
- ✓ **Understand reimbursement:** Your market manager or FMNCP coordinator will explain how to collect and 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, 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.
- ◆ **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.



Appendix 5. Participant Report

Report on participants who enrolled in the BC Farmers' Market Nutrition Coupon Program								
Please submit this report to nutrition@bcfarmersmarket.org								
Please use whole numbers, and answer Y/N with "y" if it applies								
Community Partner:					Submitted by:			
	Participant Initial (initials, first name or unique code)	First Nations Y/N	Metis Y/N	Inuit Y/N	Is the participant a senior? Y/N	Is the participant pregnant? Y/N	# of children under 19 in household	Total # in household
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Appendix 6. Vendor Report

Report on vendors who enrolled in the BC Farmers' Market Nutrition Coupon Program					
Return to nutrition@bcfarmersmarket.org					
Farmers' Market:				Submitted by:	
	Personal Name	Business Name	Email	Phone	Consent to receive communications from BCAFM?
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2					
3					
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BC FARMERS' MARKET NUTRITION COUPON PROGRAM

