



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.

