



# BC FARMERS' MARKET NUTRITION COUPON PROGRAM

## Information for Vendors Who Can't Accept Coupons

The BC Farmers' Market Nutrition Coupon Program (FMNCP) helps people access fresh, healthy food while supporting BC farmers and building stronger local food systems across BC.

### How Does the Program Work?


#### Where do people get coupons?

Community organizations give coupons to people with lower incomes, including families, pregnant individuals, and seniors/elders.

#### Who funds the program?

The program is funded by the Province of British Columbia and other supporters.

### Coupons Can Be Used To Buy:

| Green Coupons   | Blue Coupons  | Yellow Coupons   | <b>Coupons CANNOT be used to buy</b><br><br>❌ Prepared or processed foods.<br><br>For example, you cannot use coupons to buy dried fruit, preserves, pickles, sandwiches, bread, baked goods or beverages. |
|---|---|--|--|
|  <b>FRESH VEGETABLES, FRUITS &amp; HERBS</b> |   |  |  |
|  <b>DAIRY &amp; EGGS</b>                     | →   |  |  |
|  <b>NUTS</b>                                 | →   |  |  |
|  <b>VEGETABLE &amp; FRUIT PLANTS</b>         | →   |  |  |
|   |  <b>FISH, SEAFOOD &amp; MEAT</b> |  |  |
|   |   |  <b>HONEY</b> |  |

## What You Need to Know

### **What if someone tries to use coupons for my non-eligible items?**

Coupons can only be used for specific items like fresh fruits, vegetables, and other farm fresh foods. If someone offers you coupons for items that don't qualify, kindly let them know and direct them to vendors selling eligible products. If they insist, inform your market manager.

### **Can I accept coupons to buy items from other vendors?**

No, this is not allowed. Coupons cannot be sold, traded, or used by vendors to buy products.

### **Why can't coupons be used for all items?**

The program focuses on helping people buy local, nutritious foods directly from BC farmers who sell at BCAFM member markets.

## How Does the Program Benefit Everyone?

Even if you don't participate directly, the program benefits the whole market! Many people with coupons also make extra cash purchases, which can help your business, the market, and your community.

## Questions? For more information, talk to your market organizer or contact us at:



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



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

**Thank you for supporting this program!** For over 13 years, the FMNCP has helped thousands of participants in more than 90 communities. By following the guidelines, you're helping maintain the program's integrity and its positive impact in BC.