



NOURISH

GIVING TUESDAY

DOUBLE YOUR IMPACT



BC FARMERS' MARKET NUTRITION COUPON PROGRAM

Giving Tuesday is December 2!

This year marks our second annual Giving Tuesday campaign in support of the **BC Farmers' Market Nutrition Coupon Program**. Our goal is to raise **\$10,000** to bring more coupons to families, seniors, and pregnant people across BC next season — and we need your help to make it happen.

Every dollar donated has **double the impact**: it helps provide fresh, local food to British Columbians in need *and* supports the farmers who grow it. Best of all, donations made in your community can directly support your participants and market next season.

To make it easy to get involved, we've created a **Giving Tuesday Toolkit** with everything you need to spread the word — ready-to-use images, logos, and social media templates, plus tips and prompts to help you craft your own post or newsletter blurb.

Please help us reach our goal by:

- Posting on your social media channels between now and December 2
- Sharing a story or quote from a participant or vendor
- Including the donation link in your newsletters or emails

Together, we can make a meaningful difference in the lives of families across BC — and strengthen our local farmers' markets at the same time.

[ACCESS THE TOOLKIT HERE!](#)

The Hands that Feed Us — Now Available to Watch and Share

We're excited to share that *The Hands that Feed Us*, a new Canadian documentary exploring the realities of how farmers make a living, is now complete and beginning its screening tour.

Created by filmmaker and farmer **Devon Cooke**, the film follows his journey across Canada, living and working on farms to understand the challenges of making farming financially sustainable. It's an eye-opening, deeply human look at the people who grow our food — and a great conversation starter for communities that care about local food systems.

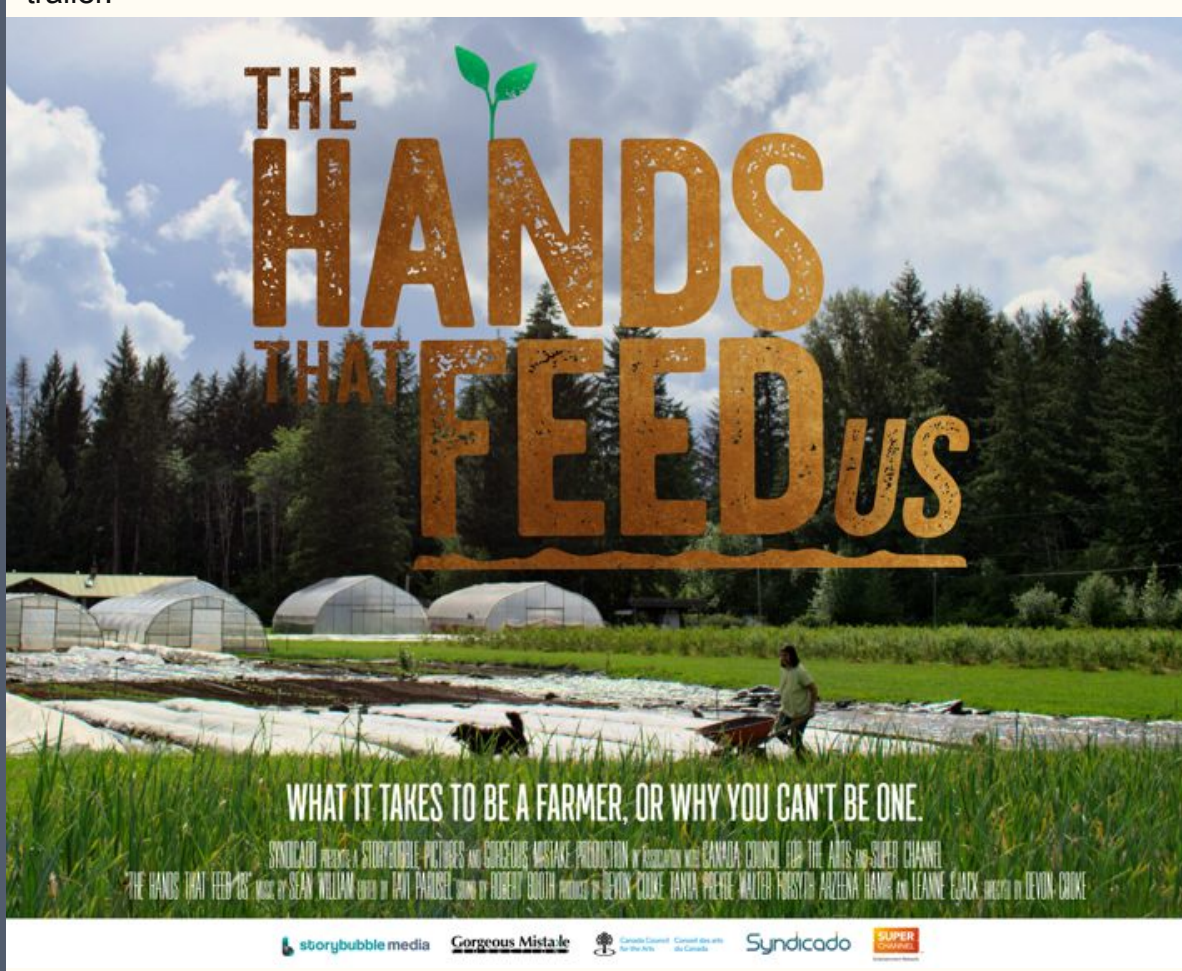
Watch the film:

- Streaming on Super Channel (via Amazon Prime, Apple TV, or cable) starting November
- Upcoming special screening: *World Community Film Festival*, Courtenay, BC — Nov 25 at 7pm.
- Additional screenings TBA!

Get involved:

We encourage farmers' markets and community partners to **host a screening of *The Hands that Feed Us*** in your area to spark local conversations about food, farming, and sustainability.

To learn more or express interest in hosting a screening, contact devon@thehandsthatfeedus.ca and visit thehandsthatfeedus.ca to watch the trailer.



Reminders

Farmers Markets

- **Next Steps:** Once your market has closed for the season, please mail all remaining coupons as soon as possible. After we receive them, we will

1. Conduct our **audit**
2. Send you a **financial summary** for approval
3. Issue either a **final payment or an invoice** with payment options.

- **Vendor Report:** Due **December 1st**. Submit to nutrition@bcfarmersmarket.org

Your honorarium will not be paid out until this report is received.

Community Partners

- **Participant Survey:** Thank you for continuing to share our survey with your participants. There is both an [online](#) and [paper](#) version. Paper surveys can be mailed to: 208 - 1089 West Broadway Vancouver, BC V6H 1E5

- **Participant Report:** Due **December 1st**. Submit to nutrition@bcfarmersmarket.org

Your honorarium will not be paid out until this report is received.

- **Grant Report:** Required for all transportation grants and fruit & veggie vouchers. Due **December 1st**.

Program Portal

What you'll find:

- ✓ Provincial dashboard of distribution and redemption
- ✓ ALL weekly reports
- ✓ Orientation slide deck and program operations manual
- ✓ Vendor and participant brochures and enrolment forms

- ✓ Grant applications
- ✓ Translations of farmers market produce
- ✓ Recipes and food literacy activities
- ✓ Coupon order form
- ✓ And more!

[Program Portal](#)

Get in Touch

Peter Leblanc- Program Manager
peter@bcfarmersmarket.org

Courtney Mastine- Kootenays and Columbia Basin Coordinator
courtney@bcfarmersmarket.org

Emily Lorenz- Vancouver Coastal, Sunshine Coast and Sea to Sky Coordinator
emily@bcfarmersmarket.org

Jutta Schoenhardt- North Coordinator
jutta@bcfarmersmarket.org

Quinn Kiewer- Senior Coordinator
quinn@bcfarmersmarket.org

Kerri Fulop- Vancouver Island and Gulf Islands Coordinator
kerni@bcfarmersmarket.org

Mandy Drescher- Interior Coordinator
mandy@bcfarmersmarket.org

Monica Grover- Metro Vancouver and Fraser Valley Coordinator
monica@bcfarmersmarket.org



nutrition@bcfarmersmarket.org

Our mailing address is:
#208-1089 West Broadway
Vancouver, BC V6H 1E5



BC Farmers' Markets and our members largely operate on unceded Indigenous territories across the land now known as British Columbia. We welcome you to visit www.whose.land to learn which territory your local farmers' market is located on.

BCAFM expects professional and respectful behaviour from our members, stakeholders, and general public towards our staff and board. We will not tolerate harassment, swearing, bullying, or other disrespectful behaviours.

Copyright © 2024 BC Farmers' Markets. All rights reserved.
You are receiving this email because you are associated with the nutrition coupon program.