



BC Association of Farmers' Markets

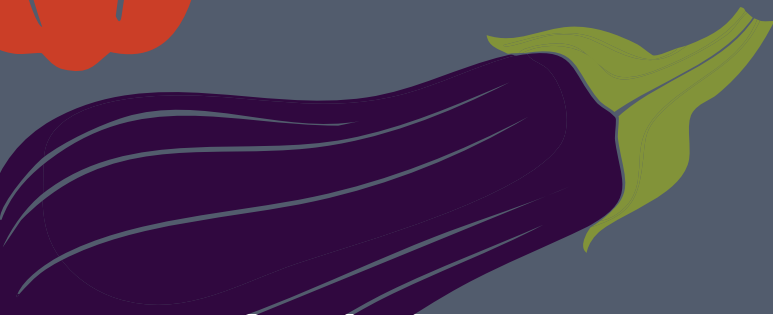
Annual Report 2025

Photo: Kamloops Farmers Market. Credit: BC Farmers' Market Trail & Johann Vincent



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About Us



We are passionate about supporting farmers' markets, farm, food and artisanal businesses to grow, so local BC food systems continue to thrive.

Mission

To support, develop and promote farmers' markets in British Columbia.

Our Guiding Principles

- ◆ Resiliency
- ◆ Connection
- ◆ Innovation
- ◆ Equity, Social Justice & Decolonization
- ◆ Empowerment
- ◆ Joy & Celebration





Areas of Focus

- ◆ Providing education and training to market boards, managers and vendors
- ◆ Helping promote farmers' markets to the public and key industry stakeholders
- ◆ Educating the public to choose healthy British Columbia grown agricultural products to ensure a secure food system, to reduce the carbon footprint and to ensure the viability of farming into the future
- ◆ Initiating and managing research and development activities



Strategic Goals 2021 to 2025

1. Nurture a just, inclusive and sustainable food system where everyone has access to and benefits from BCAFM member farmers' markets across BC.

4. Cherish and celebrate the uniqueness of the farmers' markets experience and the essential role they play in nourishing us and bringing communities together.

2. Empower farmers' markets to be viable and resilient, solidly rooted in their community/region, and remain a relevant and innovative, local, direct sales channel.

5. Support farmers markets as environmental sustainability leaders in tackling climate change.

3. Ensure farmers' markets are recognized as essential in the community and acknowledged as an integral part of food security, local economies and emergency response.



Hazelton Farmers Market. Photo Credit: BC Farmers' Market Trail & Thomas Camus

Meet the Team

Board

Wylie Bystedt
(Chair)

Greg Unger
(Vice Chair)

Kate Mclaughlin
(Treasurer/ Secretary)

Martin Krell
(Director)

Gabrielle Vacheresse
(Director)

Jane Bowser
(Director)

Isabel Kessi
(Director)

Jim Fowler
(Director)

Chrystel Vultier
(Director)

Staff

Heather O'Hara
(Executive Director)

Membership & Communications

Melissa Maltais
(Membership & Programs Manager)

Jasmine Houle
(Marketing & Stakeholder Engagement Coordinator)

Jocelyn Cheung
(Membership & Marketing Coordinator)

Gaby Staunton
(Graphic Designer)

Administration

Meredith Schaab
(Admin, Payroll, Bookkeeping & Special Projects Coordinator)

Finn Power
(Administrative Assistant)

Stacey Santos
(Grant Administration & Senior Program Support)



Farmers' Market Nutrition Coupon Program (FMNCP)

Peter Leblanc

(FMNCP Program Manager)

Quinn Kliewer

(FMNCP Senior Coordinator)

FMNCP Regional Coordinators

Courtney Mastine

(FMNCP Kootenay Rockies Coordinator)

Jutta Schoenhardt

(FMNCP North Coordinator)

Kerri Fulop

(FMNCP Vancouver Island & Gulf Islands Coordinator)

Mandy Drescher

(FMNCP Interior Coordinator)

Monica Grover

(FMNCP Metro Vancouver & I Fraser Valley Coordinator)

Emily Lorenz

(FMNCP Vancouver Coastal, Sea to Sky & Sunshine Coast Coordinator)



Board retreat 2025.

Thank You & Welcome!

Welcome to our 2025 Annual Report! 2025 was a year defined by connection, collaboration, and renewed momentum across the BC farmers' market sector. We were grateful for the opportunity to engage directly with our membership through a series of online regional gatherings, creating space for markets across the province to meet, share challenges and successes and strengthen relationships within their regional networks. These sessions proved to be valuable touchpoints, helping us better understand the evolving needs of our members and the communities they serve.

This year, our Membership & Communications team also took on a major new responsibility: leading our annual summer marketing campaign in-house after many successful years with our longtime partner, The Number. With a fresh approach and a strategic focus on reducing reliance on META and expanding into Canadian content providers, we achieved unprecedented success. Engagement rates and viewership reached record highs, helping amplify the visibility of BC farmers' markets across the province. We were also pleased to continue promoting the BC Farmers' Market Tasting Passport App, encouraging both locals and visitors to explore and celebrate the markets in their regions. We are already looking ahead with excitement—our 2026



Riley Park Farmers Market. Photo Credit: BC Farmers' Market Trail & Geoffrey Tomlin-Hood

campaign will integrate FIFA programming, creating new opportunities to showcase farmers' markets to global and domestic audiences alike.

Our team remained steady throughout 2025, and we continued to build our skills and strengthen our partnerships with outside stakeholders. BCAFM has been preparing for the 2026 BC Farmers' Markets Conference, and we look forward to welcoming all our members as we gather once again to learn, share, and connect in person.

Throughout 2025, our organization also undertook the important work of developing our 2026–2030 strategic plan. This process included member meetups, surveys, and targeted interviews with key stakeholders across sectors. In fall 2025, our Board of Directors met to provide final input, enabling our consultant to complete the plan's final refinements. We look forward to sharing this renewed vision with our members in early 2026, guiding our organization's priorities, advocacy, and growth for the coming years.

We remain deeply appreciative of our farmers' markets members and vendors, whose dedication and resilience continue to inspire us. Thank you for being part of this vibrant, community-rooted movement. We look forward to another year of working together to strengthen farmers' markets across British Columbia.



Message from the Chair

Wylie Bystedt

“I don’t have a retirement plan. I’m going to keep buying livestock until I run out of money or fences.”

– Every farmer ever.

I’m writing this year’s message as I get ready to start lambing. In the cold, in the snow and ice – what was I thinking??!! If they will only stay in the barn – updates to come! But it is giving me time to reflect on 2025 – and what a year it was. I have high hopes for 2026!

In addition to the cold, I’ve been feeling my age more. Older than the average age for farmers in Canada but part of the largest majority where the 2021 Census found that three in five farm operators or 60.5% were aged 55 years or older. Just over 30% of farm operators were 35 to 54 while less than 1 in 10 (8.5%) were under 35.

As farmers markets, the stats can be worrisome. If our farmers are aging out, where are our next farmers and ranch vendors coming from?

“Planting seeds is a reminder that sometimes growth takes time”

When I started vending over 21 years ago, I felt like one of the young ones. We had vendors that had been around and I felt they had been doing this FOREVER. At the time, our market was going through a transition, and new ones were coming in. Then time passed and we aged like fine wine. But over the past couple years I have noticed another transition with some retirements but also, new and younger farmers and value-added producers joining the market.



I relay this story not to harp on my age (I get enough of that from my kids!), but to point out there is an ebb and flow to market vendors. I hear conversations from markets around the province as well as other agriculture associations and provinces and everyone is, by and large, concerned about onboarding new vendors. I expect this conversation will continue over the next year or two.

There will be lessons that markets can learn on how to attract new vendors, we can learn what is more appealing to new entrant vendors, where we need to make adjustments to be more inclusive and barrier-free. But we also need to remember what markets stand for – it is always a good time to remember a few of our society purposes:

1. To support British Columbia producers of agricultural products, food products, and crafts;
2. To promote, educate, encourage, develop and support farmers' markets in the communities of BC;

3. To educate the public to choose healthy British Columbia grown agricultural products to ensure a secure food system, to reduce the carbon footprint and to ensure the viability of farming into the future;

We are passionate about local food and helping markets, farmers and small businesses grow so local food continues to thrive. I believe that passion will lead the right vendors to us while we stay true to what makes farmers markets unique.

***Passing the torch, the young ones learn,
For the love of land, they too yearn.
Traditions live, legacies unfurl,
In the dance of crop and swirl.***

- Unknown

In 2025 BCAFm did a number of amazing of programs and as always, we are looking ahead to see what more we can do for our members. We have an amazing staff led by our Executive Director, Heather O'Hara. Together our staff delivers one of the most



Vancouver Farmers Market. Photo Credit: BC Farmers' Market Trail & Emily Lorenz

amazing programs in our nutrition coupon program, but also in supporting our membership, finding ways to market our sector, highlighting not only the work but the markets, board members, managers, vendors and communities who are doing the work. Our staff and members continue to be leaders and that is just so amazing!

“The grass is always greener... because the cows haven’t found it yet.”

– Farmer joke.

Farmers’ markets are venues to learn about fresh, local, in season foods and they serve as springboards for local farmers and makers to introduce their wares to new audiences. They are places to connect with friends, family and neighbours and celebrate the uniqueness of each community and region. But they are also business operations, open air malls, and start up entrepreneurs and we continue to stress that markets and vendors need to be profitable to be sustainable. Markets can be both good for you and good for your pocketbook.

2025 was definitely an interesting year, but it was also a year in which market shoppers were up and where markets continued to stake their position as important community members. I couldn’t be more proud to be associated with all of you and I look forward to a successful 2026.

Best of the season to everyone!

Wylie Bystedt

Wylie Bystedt
BCAFM Board Chair

PS: The average age was 56.



Message from the Executive Director

Heather O'Hara



Looking back at our last annual report, at the time I had noted a more turbulent world was on the horizon for 2025. I think many would agree that 2025 has been full of twists, turns and turbulence. Historically and today, our BC farmers' market sector continues to meet the moment.

Against the backdrop of US tariff policy and geopolitical uncertainty, Canadian pride emerged stronger than ever. With a new for some, and a renewed commitment by others, Canadians and British Columbians embraced a Buy Canadian, Buy BC and Buy Local movement with vigour. And thankfully our member BC farmers' markets have been there to respond in all corners of the province. Visits to our BC Farmers' Market Trail website to find your local farmers' markets have never been higher. A testament to customers seeking awesome local food and artisanal goods!

In 2025, the strength of the BC farmers' market sector was further recognized with renewed financial support for the BC Farmers' Market Nutrition Coupon Program by key funders including the Ministry of Health, Columbia Basin Trust and many, many community supporters across the province. In the face of challenging economic times and provincial budgets, this is a testament to the power of this critical program and the incredible community impact it delivers to participants, farmers and BCAFM member farmers' markets in 96 communities.

Throughout 2025, BCAFM has been working on our next strategic plan to support and strengthen our sector in 2026 to 2030. With the support of our facilitator, BCAFM members were surveyed and consulted during the year to inform our thinking and we look forward to sharing our strategic priorities with you in 2026.

With the commitment of our many members, a multi-talented, hardworking and dedicated BCAFM staff team and board, we have come so far in the face of challenges and opportunities. Looking ahead, BCAFM will celebrate its 25th Anniversary with all of you during the 2026 BCAFM Conference and celebrating our collective achievements over these many years together.

With gratitude,

A stylized, handwritten signature in black ink, appearing to read 'Heather O'Hara', located below the text 'With gratitude,'.

Heather O'Hara
Executive Director





Board Committee & Task Force Reports



Governance Committee

The BCAFM Governance Committee meets as needed to establish best practices for the governance of the Society and develop and review its policies. In 2025, BCAFM consulted with our external legal firm to assess the alignment of the BC Farmers' Market Nutrition Coupon Program with charitable purposes and activities as defined by the Canada Revenue Agency. Consequently, a resolution to amend the BCAFM Constitution was drafted for consideration and approval by members at the 2026 AGM to strengthen this alignment.

Human Resources Committee

The HR Committee meets as needed upon the request of the BCAFM Executive Director. While no committee meetings were conducted in 2025, the Executive Director worked closely with an external contractor to review our HR Handbook for compliance with updated employment standards and the recruitment of a Grant Writer contractor and Indigenous Reconciliation contractor to support the work of BCAFM.



Nomination Committee

Members of the Nomination Committee provided additional recruitment support for the 2025 BCAFM Board election resulting in a full roster of prospective candidates and a successful election.



Riley Park Farmers Market. Photo Credit: BC Farmers' Market Trail & Geoffrey Tomlin-Hood

Equity, Justice & Decolonization



In 2025, BCAFM continued its commitment to prioritize, advance and integrate Equity, Justice and Decolonization (EJD) in our policies and work, while supporting our members in their own EJD journey as well. For a resilient local food system to thrive, it requires acknowledgment of the intersections between local food systems, colonialism and systemic racism. Our journey continues and some of our actions and activities over the past year are captured below.

◆ **Indigenous Reconciliation:** In the fall of 2025, BCAFM contracted Cedar Tree Communications & Project Consulting to co-lead the BCAFM Indigenous Reconciliation strategy beginning in 2026. Our organization is also proud of our growing collaboration with Indigenous Tourism BC in our campaigns and other communications content. In 2025, some BCAFM team members also participated in several excellent webinars and learning opportunities throughout the year provided by other sister organizations including:

- ◇ Tea Creek Farm' film screening at VIFF
- ◇ Working Effectively with Indigenous Peoples' provided by Destination BC
- ◇ Seeds of Sovereignty' Webinar – Right to Food Canada
- ◇ Indigenous Network' Participant – Right to Food Canada
- ◇ Canadian Council for Indigenous Business Forum

BCAFM also provided other learning opportunities for the membership along with BCAFM board and staff team members including a webinar 'Working in First Nations Communities' presented by Len Pierre Consulting.



- ◆ **Inclusion Grants:** As in prior years, BCAFm offered 2 Inclusion Grant streams of \$5K each, for both vendors and member farmers' markets.
- ◆ **BCAFM Communications:** The BCAFm team continues to strengthen and make our communications more inclusive every year.
 - ◇ Design and launch of Indigenous Voices content on the BC Farmers' Market Trail website and campaigns that will continue to grow over time.
 - ◇ Ongoing work to strengthen BCAFm communications for accessibility and inclusion. For example, our social media posts now regularly include image descriptions to support greater accessibility. Additional photography and images of people with varying abilities.
 - ◇ Ongoing updates to our Accessibility Toolkit for farmers' markets and vendors to evaluate and improve their accessibility, covering multiple accessibility needs.
 - ◇ Ongoing improvements to FMNCP program materials to improve their readability with plain English and visuals.
 - ◇ Building on our translation of common farmers market products in 15 languages, additional Indigenous language translations have been added, with input from Indigenous language learners and researchers guiding the process.
- ◆ **Knowledge Sharing:** BCAFm continues to share workshops, tools and resources with BCAFm members regularly through our website and newsletters along with sharing external funding opportunities with our members.





Membership



In 2025 we were pleased to welcome new farmers' markets members and reconnect with returning members across the province. We held online regional gatherings, offering members the chance to meet, share challenges, celebrate successes, and build relationships within their local networks. These conversations have helped us better understand regional needs and have informed our planning and advocacy work.

Our Vendor Membership Program also remained strong, with ongoing growth and engagement from vendors of all types. We continued to work closely with our benefit partners to enhance the value of vendor membership. Vendors were once again highlighted in our summer marketing efforts and featured in media stories throughout the province, helping expand their reach and visibility.

Throughout the year, we shared updated templates, guides, infographics, and operational resources to support farmers' market members in their work. The BC Farmers' Market Tasting Passport App remained a valuable promotional tool, and we provided support to help markets integrate it into their local outreach and tourism partnerships. Our focus remained on equipping members with accessible, relevant, and easy-to-use resources that strengthen their operations and support their long-term sustainability.

Our members continued to use the findings from the 2023 BC Farmers' Markets Economic Impact Study to strengthen grant applications, deepen partnerships, and advocate for the importance of farmers' markets in their communities. The study remains a valuable tool, helping markets highlight their economic and community impact.

As we look ahead, we are grateful for the energy and commitment of our members, and we look forward to continuing this work together into 2026 and beyond.

Welcome to our NEW farmers' market members!

Thompson Okanagan:

- ◆ **Enderby Farmers' Market / Splats'in**

Sunshine Coast:

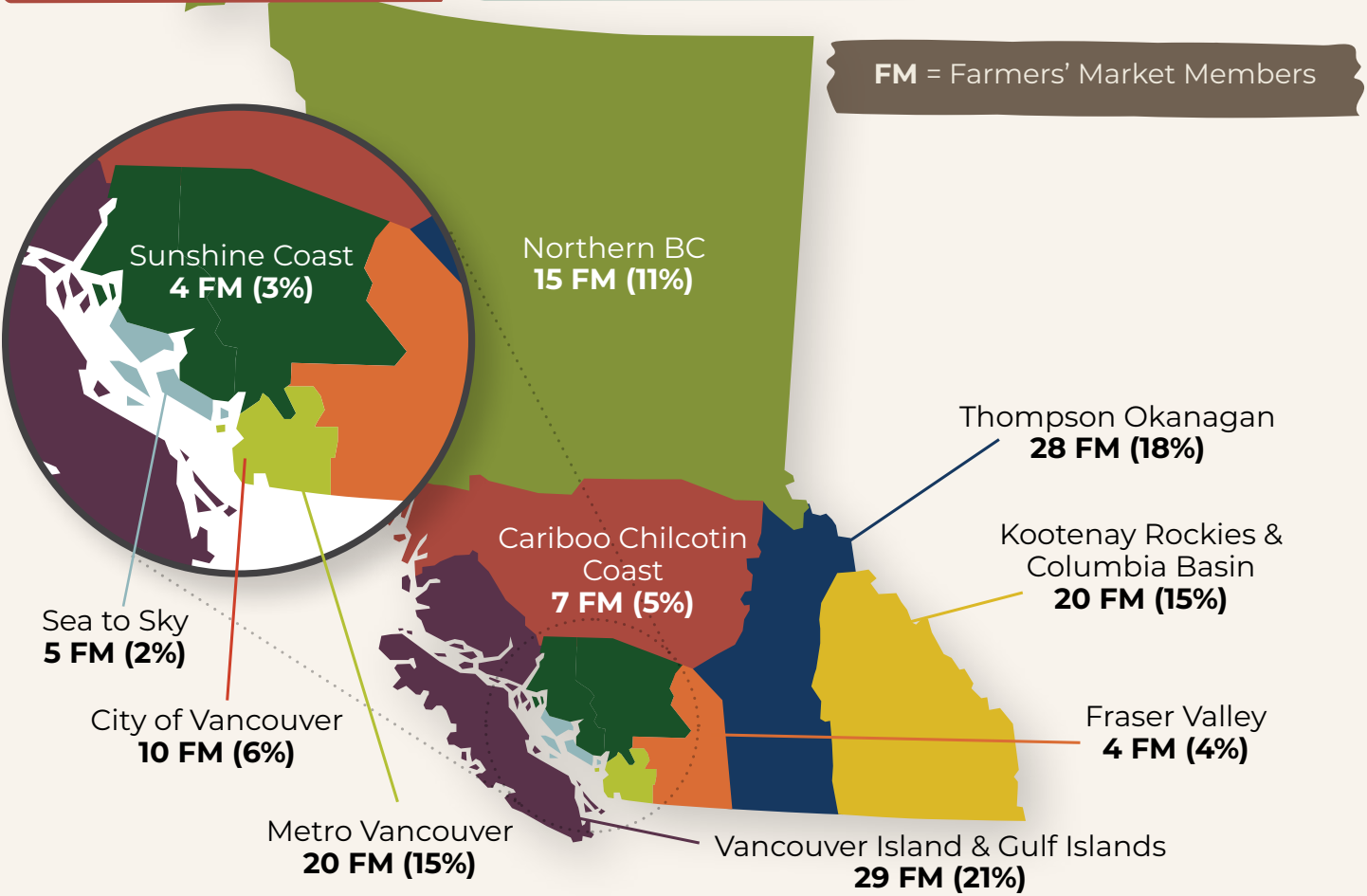
- ◆ **Central Farmers' Market (Powell River) / Qathet**
 - ◆ **SC Association of Farmers Markets (Ripple Farmers' Market – Sechelt) / Ch'atlich**
- 

2025 Member Farmers' Market Snapshot

103
Member Farmers' Market Governing Organizations
Operate
141
BCAFM Member Farmers' Markets

\$44 Average vendor stall fee	78% Markets are located on public property
63% Markets saw vendor sales increased in 2025	\$26-\$30 Average wage of Market Managers
14 Farmers' Market Members say their venue fee will increase in 2026	

Important note: 38 out of 103 markets responded to survey for stats above





2025 BCAFME Vendor Membership Program Snapshot

433

BCAFM Vendor Members

In 2025, our BCAFME Vendor Membership decreased from 487 to 433 members.

22%

Farmer vendors

39%

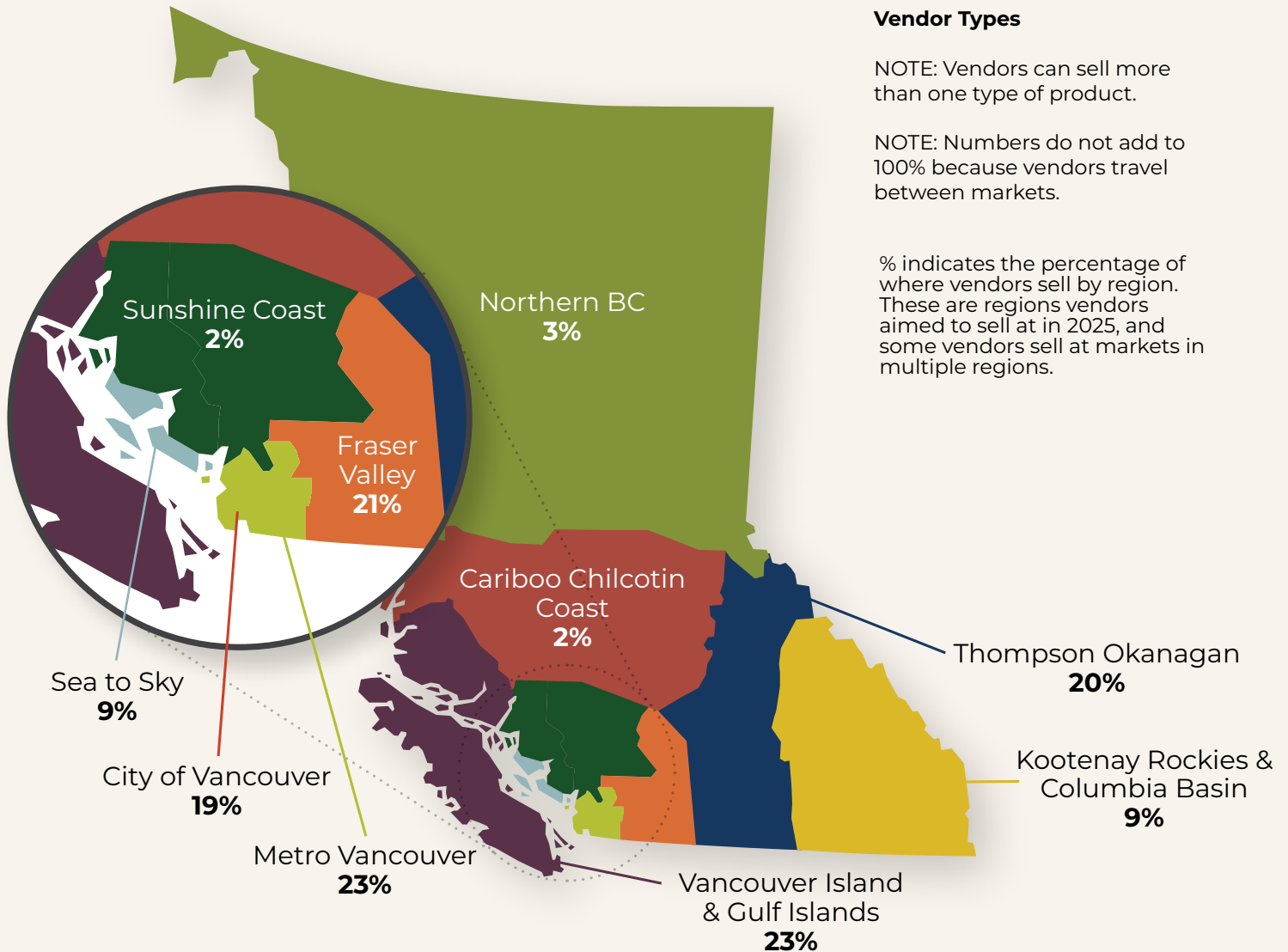
Prepared food vendors

9%

Ready-to-eat vendors

48%

Artisan/craft vendors



BCAFM Vendor Membership Program

In 2025, we continued to strengthen our Vendor Member Benefit Program, offering practical discounts and services that support small business owners and entrepreneurs. We experienced a slowdown in vendor memberships—likely due to our transition to a new membership system and the broader decline in vendor availability reported by many markets. Despite this, we remained committed to providing meaningful value and ensuring our vendor members had access to exclusive benefits throughout the year.

2025 Vendor Membership Partners include:



We look forward to continuing to work with our established partnerships in order to deliver value to our vendor members, ensuring they have access to a wide range of resources that support their growth and success. We are committed to reviewing these partnerships on an annual basis and will focus on developing strategies to further enhance this program.



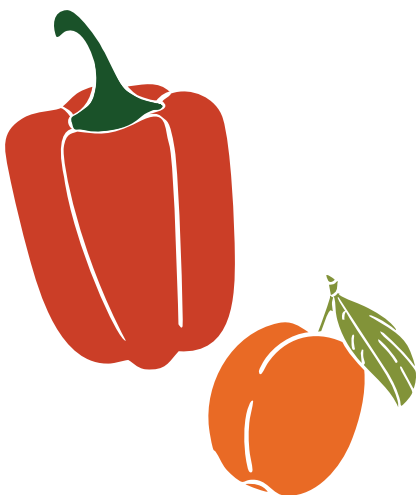
On the Road



BCAFM takes an active role in both national and international events, networking build connections and sharing valuable knowledge and resources. By participating in these opportunities, BCAFM stays updated on trends, best practices, and innovations within the agricultural and farmers' market sectors. This involvement helps ensure our members benefit from meaningful insights and networking opportunities that support their growth.

In 2025 BCAFM participated in or attended the following events:

- ◆ **InTents Farmers' Market Conference** (San Diego)
- ◆ **Taste of Place Summit** (Toronto)
- ◆ **Association de Marches Public de Quebec Conference** (Quebec City)
- ◆ **Agriculture Union Regional Seminar** (Burnaby)
- ◆ **Embassy of Canada to Italy, Alternate Permanent Representative to the United Nations Food and Agriculture Organization (FAO)** (Rome)



Programs & Projects

Education, Strengthening & Networking

Throughout the year, we continued to provide our members with online learning opportunities designed to strengthen farmers' markets and the organizations that run them, and to provide vendor businesses with tools and resources to help them grow.

Online topics included:

- ◆ Working in First Nations Communities
- ◆ Get to Know Your Numbers: Understanding Financial Statements
- ◆ Vendor Insurance 101 Workshop with DUOO
- ◆ Farmers' Market Members Goal-Setting Meetup

We also offered a series of Regional Farmers' Market Gatherings, giving farmers' market organizers a chance to come together, connect, and discuss topics relevant to their area.



Riley Park Farmers Market. Photo Credit: BC Farmers' Market Trail & Geoffrey Tomlin-Hood

Learning Portal

In 2025, we continued to add new resources to our BCAFM Member Portal to help streamline and enhance farmers' market management.

We released the following toolkits:

- ◆ **Guidelines for Selling Cosmetics at BC Farmers' Markets**
- ◆ **The Right to Protest at BC Farmers' Markets**
- ◆ **Cannabis and Hemp Regulation in British Columbia**





Photo Credit: BC Farmers' Market Staff

Mary Forstbauer Grant

Congratulations to our 2025 Mary Forstbauer Grant Recipient: **Gather Farm and Kitchen**

Gather Farm and Kitchen, a vendor at the Denman Island Farmers' Market, is working to create stronger and more diverse food systems in their community.

By using this grant to expand their cool storage capacity, they were able to grow their winter CSA, focus more on growing nutrient-dense grains and pulses, and supply their local food bank with nutritious dietary staples.

We were excited to see the results of this project and learn more about how it benefits the Denman community, year-round!



Gather Farm and Kitchen

Photo Credit: Gather Farm and Kitchen



West End Farmers Market. Photo Credit: BC Farmers' Market Trail & Emily Lorenz

2025 BCAFM Vendor Inclusion Grants

As part of the BCAFM ongoing commitment to building an equitable, just, inclusive and resilient food system and local economy, the BC Association of Farmers' Markets proudly offered 2025 BCAFM Vendor Inclusion Grants.

The grant was available to farmers' market vendor businesses who sell at BCAFM member farmers' markets and who are owned by members of groups experiencing historical and/or current barriers to inclusion and equity. One grant was to be awarded per geographical region, but BCAFM did not receive any eligible applications for the Sea to Sky, Thompson Okanagan, and Fraser Valley regions.

Congratulations to our recipients:

Cariboo Chilcotin Coast

Echo's Reach

Mindful Munchies & Meals

City of Vancouver

Dulce Zaza

Metro Vancouver

Sowleil Foods

Kootenay Rockies & Columbia Basin

Rawsa Desserts

Sunshine Coast

Grounded Acres Organic Farm

Bear Ranch Farm

Vancouver Island & Gulf Islands

The Greener Side Farm

The Cure Hot Sauce Company

Northern BC

Quality Harvests

Simply the Bestest Bannock



2025 BCAFME Farmers' Markets Inclusion Grant

To further the BCAFME ongoing commitment to building an equitable, just, inclusive and resilient food system and local economy, the BC Association of Farmers' Markets also offered a 2025 BCAFME Farmers' Markets Inclusion Grant. This grant was open to BCAFME member farmers' markets who are working to reduce systemic barriers in their market and create a more inclusive and diverse environment for market staff, vendors and customers.

In total, 14 markets received a total of \$5,000 in funding.

Congratulations to our recipients:

Metro Vancouver

- ◆ **New West Farmers Market**
- ◆ **Artisan Farmers' Market Society**
- ◆ **Kwantlen St. Market**

City of Vancouver

- ◆ **Vancouver Farmers Market/Your Local Farmers Market Society**

Fraser Valley

- ◆ **Downtown Chilliwack Market Society**

Thompson Okanagan

- ◆ **Armstrong Farmers' Market**
- ◆ **Nicola Valley Farmers Market Association**

Kootenay Rockies & Columbia Basin

- ◆ **Cranbrook Farmers' Market**
- ◆ **Windermere District Farmers Institute**
- ◆ **Wildsight Kimberley Cranbrook**
- ◆ **Grand Forks Farmers' Market Society**

Vancouver Island & Gulf Islands

- ◆ **Oaklands Community Association**
- ◆ **Campbell River Farmers Market Society**
- ◆ **Peninsula Country Market Society**

Cariboo Chilcotin Coast

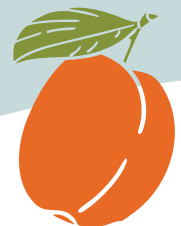
- ◆ **Cariboo Direct Farm Market Association**

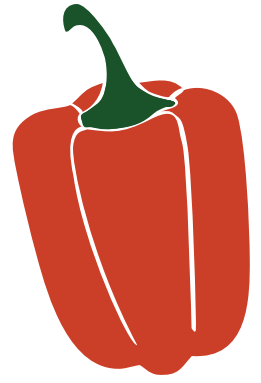


2025 Advocacy & Engagement

The BCAFM is proud to be the sector advocacy voice for BC farmers' markets. Highlighted below are some of our affiliations, advocacy and engagement activities in 2025.

- ◆ BCAFM 2025 Annual General Meeting
- ◆ Standing Meetings: BC Ministry of Agriculture & Food
- ◆ Meeting/Presentation: BC Ministry of Health
- ◆ Meeting: BC Ministry of Social Development & Poverty Reduction
- ◆ Meeting: Federal Ministry of Agriculture and Agri-Food Western Office
- ◆ Meeting: UN Food and Agriculture Canadian Representative
- ◆ Delegate: World Farmers' Market General Assembly (Rome, Italy)
- ◆ Member & Meetings: ProcessSafe Steering Committee
- ◆ Member & Meetings: MarketSafe Steering Committee
- ◆ Member & Meetings: Canadian Farmers' Markets
- ◆ Member & Meeting: Metro Vancouver Agricultural Advisory Committee
- ◆ Member & Meeting: Farmers for Climate Solutions
- ◆ Member & Meeting: Good Food Organizations Right to Food Canada
- ◆ Advisory Member & Meeting: Metro Vancouver Regional Food System Strategy
- ◆ Meetings: Destination BC Sector & Partners Meeting
- ◆ Presenter: Association des Marchés Publics du Quebec Conference
- ◆ Delegate: 2025 UBCM Convention
- ◆ Attendee: IMPACT Sustainable Tourism Conference
- ◆ Attendee: Tourism Industry Alliance Canada Roundtables
- ◆ Attendee: BC Ag Council Gala
- ◆ Participant: Vantage Point Provincial Organizations Collaborative
- ◆ Participant: Farmland & Foodland Coalition
- ◆ Participant: Charity Village Non-Profit Salary Report
- ◆ Participant: CIHR & University of Calgary Research Project
- ◆ Engagement: Arts BC





FMNCP Economic Impact Study

In 2025, we once again worked with Dr. David Connell of the University of Northern British Columbia (UNBC). We combined two unique datasets: annual data from the FMNCP and the results of the 2023 BC Farmers' Market Impacts Study. Annually, BCAFME collects statistics on FMNCP outcomes, including amounts and rates of redemption by market and partner organization. Combining the FMNCP and Impacts datasets represented an unprecedented opportunity to evaluate the broader return on investment of the FMNCP.

The study is in the final step of completion.

The study objectives are:

1. Assess FMNCP economic contribution to farmers markets, we will measure the contribution of the redeemed coupons in relation to the direct sales of the whole market.
2. Assess FMNCP economic contribution to farmers, we will survey farmer vendors who sell at BCAFME markets and accept FMNCP coupons to understand the importance of the redeemed coupons in relation to their farm operation.
3. Assess FMNCP success factors, we will complete statistical analyses of factors particular to farmers markets that influence levels and rates of coupon redemption.



BC Farmers' Market Trail 2025 Marketing Campaign

In 2025, the BCAFM communications team built upon the success of past BC Farmers' Market Trail campaigns, leveraging insights to maximize media opportunities. With continued support from Destination BC Co-operative Marketing Program, BCAFM collaborated with our public relations partner, The Social Agency, to roll out the 2025 media campaign.

New this year:

- ✓ We worked with Postmedia and Glacier Media to launch digital advertising campaigns across the province and redistribute our advertising dollars to Canadian companies.
- ✓ We ran print ads on busses in Metro Vancouver and placed rack cards on BC Ferries promoting our 2025 campaign.
- ✓ We worked with NG Media to create a 30 second Public Service Announcement (PSA) that aired on TVs across the province.



Photo Credit: BC Farmers' Market Trail & Emily Lorenz

BC Farmers' Market Trail Mobile App

Building on what we learned last year, the BC Farmer's Market Trail App saw great momentum:

1.3K
DOWNLOADS

1.5K
USERS WITH PUSH
NOTIFICATIONS ENABLED

20.9K
PAGE VIEWS

848
CHECK-INS

694% increase
from last year!

A 3041% increase
from last year!

While Metro Vancouver leads in check-ins, representation is balanced across all regions.



2025 Summer Challenge

This summer, our PR campaign promoted the launch of the 5-Step Summer Challenge, encouraging locals to support BC farmers' markets. The initiative attracted strong coverage from community newspapers, online magazines, and select Media Reach radio outlets. We also leveraged insights from the economic impact study to strengthen our media pitches. With tariffs and economic uncertainty top of mind this year, the campaign's message resonated with audiences.



22K Views of our Take the 2025 Summer Market Challenge page!

Advertising Efforts

Digital Advertising

We ran targeted digital ads across the province with Postmedia and Glacier Media:

Postmedia

Our Postmedia digital campaign wrapped up with **3,129,269 impressions** served from June-September.

While clicks landed at **13,457**, the campaign outperformed industry benchmarks, achieving a **CTR of 0.44%**—well above the **0.09% benchmark**.

The Postmedia **video campaign on Youtube** further expanded reach, delivering **32,401 impressions**, adding another layer of engagement to the overall performance.

YouTube considers a 50% or lower a “Good” skip rate. During August our video had **9,185 skips** which registers as a **30% Skip Rate**, which we would consider as great!

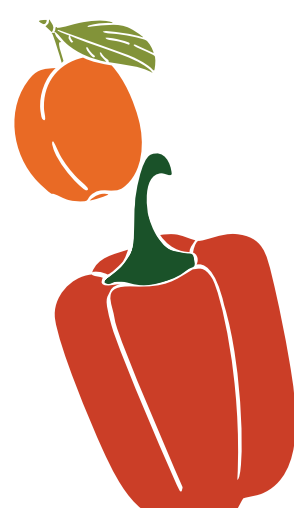
Glacier Media

We also ran a digital campaign with Glacier Media, where most impressions came from the website **Vancouver Is Awesome** but we also targeted smaller newspaper outlets like the **Times Colonist and North Shore News**.

250,004
IMPRESSIONS

0.26%
CLICK THROUGH RATE

Well above the **0.09%** benchmark.





Bus Ads

Our bus ads rolled through Metro Vancouver on **201 buses**. This campaign was aimed at getting folks on the most popular transit routes using the BC Farmers' Market Trail & Tours to plan their summer holiday trips!

QR CODES SCANNED | 586

BC Farmers' Market Trail

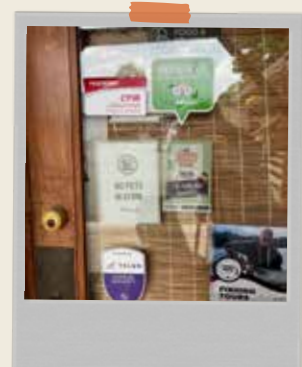
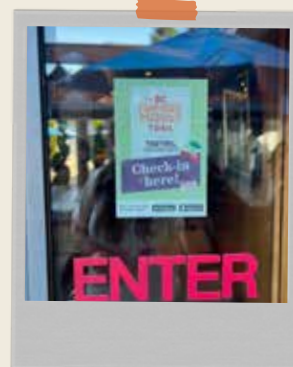
Our rack cards have been spotted all over BC Ferries - sharing the BC Farmers' Market Trail far and wide.



QR CODES SCANNED | 542

Check-In Window Decals

We sent every Tasting Passport tour stop a window cling decal to display at their front door encouraging app check-ins. You can see them in action here!



Television Network Exposure

Our 30-second public service announcement aired on cable television networks across BC!



We got **3142** airings!

50% of the airings were between noon and midnight on the below channels each and every day.

The campaign aired on the following channels in BC: CNN top 10 in Canadian most watched, MSNBC, A&E, TLC and AMC Top 25, MLB, NFL, Golf, Fox Racing, Headline news, Fox News, BBC World News Gameshow Top 100 And American Heros.



Press Highlights

The press release was picked up by **353 different outlets** through the wire distribution service and had a potential **reach of 166.4M**. It was **read 5169 times** on the Globenewswire platform itself.

Media Coverage

Although the BC Farmers' Market Trail PR summer campaign has been running for several years, media interest remains strong, with nearly 30 stories featuring the trail and BCAFM initiatives this year!

Broadcasts

Jas Johal Show

CBC - North By Northwest

730 CKNW

Magazine

Soar Magazine

Vita Daily

Online Outlets

Foodgressing

Camping RV

Vancouver is Awesome

Island Social Trends

Yahoo News

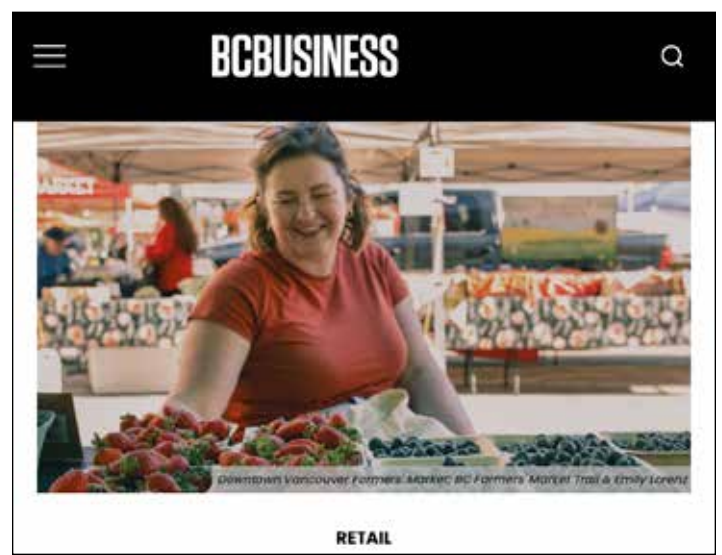
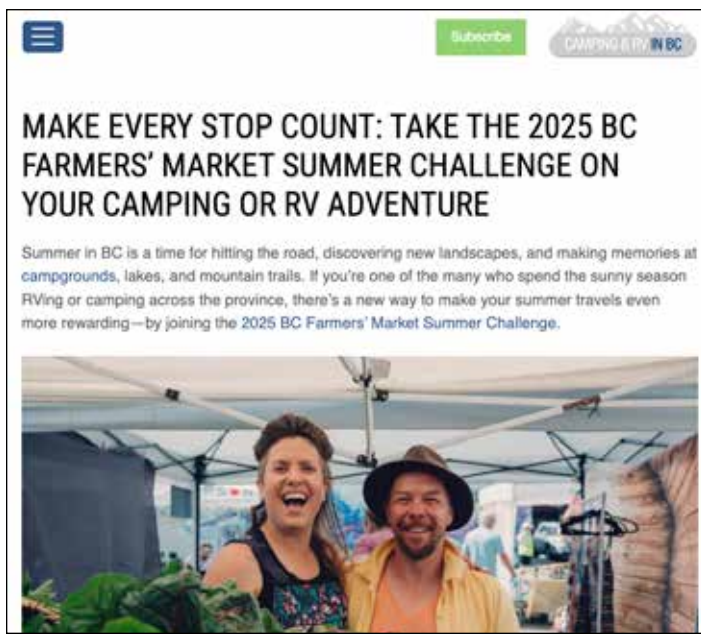
Castanet

Wildsight

BCBusiness

Drift Travel

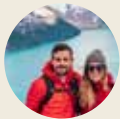
Anywhere Vancouver



Influencer Coordination

We worked with several Canadian influencers to promote the BC Farmers' Market Trail and Tasting Passport App.

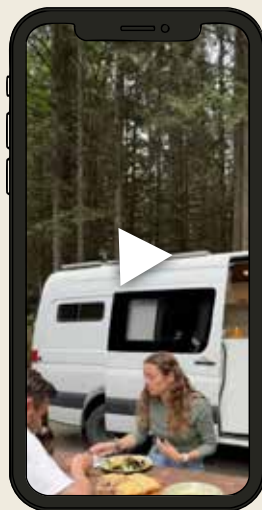
Sunshine Coast



Luke and Roxy
@luke.and.roxy

Insights

- 👁️ **37,515**
- ❤️ **380**
- 💬 **48**
- 📍 **94**
- 🔖 **84**



Metro Vancouver



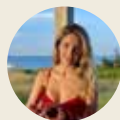
Sierra Olivia
@Sierraolivias

Insights

- 👁️ **61**
- ❤️ **61**
- 💬 **5**
- 📍 **5**
- 🔖 **3**



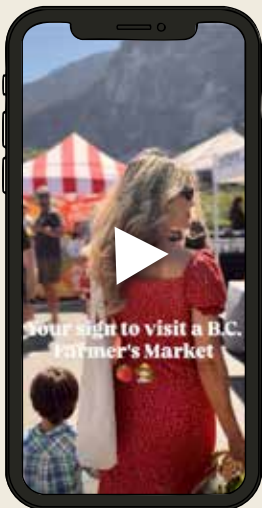
Sea to Sky



Chanelle
@ChezChanelle

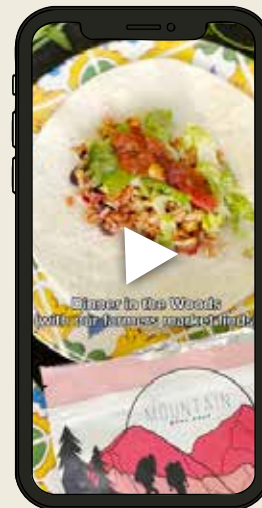
Insights

- 👁️ **4,957**
- ❤️ **57**
- 💬 **15**
- 📍 **15**
- 🔖 **8**



Insights

- 👁️ **4,479**
- ❤️ **52**
- 💬 **11**
- 📍 **13**
- 🔖 **8**



Vancouver Island & Gulf Islands



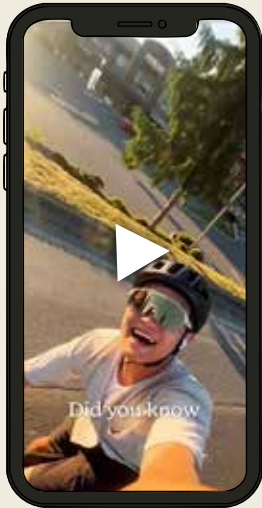
Colin Yen

@CampwithCol

Insights

- 👁️ **14,495**
- ❤️ **456**
- 💬 **26**
- 📍 **140**
- 🔖 **108**

Repost: **6**



Insights

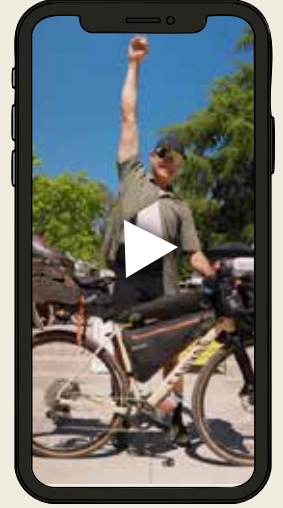
- 👁️ **14,155**
- ❤️ **245**
- 💬 **6**
- 📍 **28**
- 🔖 **44**



Insights

- 👁️ **11,349**
- ❤️ **116**
- 💬 **8**
- 📍 **3**
- 🔖 **5**

Repost: **1**



2025 BC Farmers' Market Trail & Social Media

354,522
Total Trail Website Pageviews
 10 Featured Regions

140,391
 New visitors to website

95,000
 Mobile users

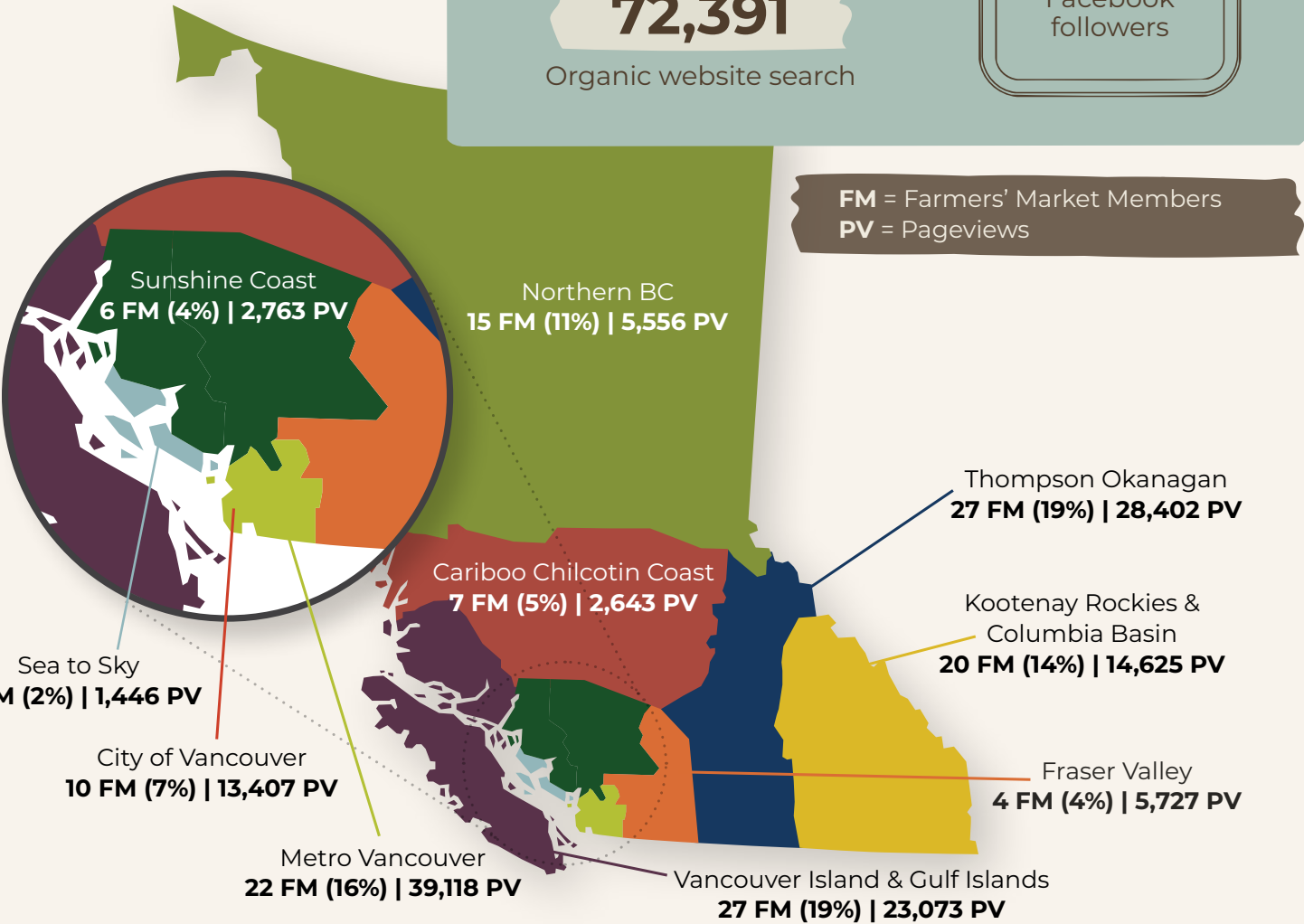
11,407
 Instagram followers

4,818
 Twitter followers

23,955
 Facebook followers

20,000
 Returning visitors

72,391
 Organic website search





BC Farmers' Market Nutrition Coupon Program

2025 was a busy and rewarding year for the Farmers' Market Nutrition Coupon Program (FMNCP) — one filled with growth, innovation, and a few curveballs. Thanks to the dedication and adaptability of our team, it stands out as one of our most successful years yet.

The program was approved for another year of funding from the BC Ministry of Health, maintaining the same level as 2024 at \$4.25 million. While funding stability was appreciated, program negotiations with the Ministry delayed the season's start. Even so, the team and our partners worked hard to ensure a smooth rollout once the green light was given.

Growing Demand

Demand for the FMNCP continues to far exceed available funding. In 2025, 52 additional community partners applied to participate but could not be accepted due to limited resources. Our Expression of Interest list also continues to expand, with nearly 1,000 new names added this year alone — not including local waitlists maintained by existing partners. Altogether, partners reported over 3,600 additional households that wanted to participate but could not be served in 2025. This ongoing demand clearly demonstrates the need and impact of the program across BC communities.



Expanding Reach

Despite these challenges, we were able to reach two new communities in 2025:

- ◆ **Bella Coola** - Community Partner: Bella Coola Community Support Society Foodbank
- ◆ **Enderby** - Community Partner: Enderby & District Community Resource Centre

Additional community partners were added in regions where existing partners withdrew or where funding was strategically reallocated to help relieve demand pressures.

New farmers markets also joined the program in areas where we were already operating, further improving access and choice for participants. These include the Central Farmers Market (Powell River), North Delta Farmers Market (Delta), and Ripple Farmers Market (Sechelt).

Innovation and Digital Trials

A key focus this year was further testing of the Tomat digital coupon card. Pilots were conducted in Pender Island, Sicamous, and Penticton.

- ◆ On **Pender Island**, the pilot was well received, with full participation from all partners and the local market.
- ◆ In **Sicamous**, redemption was lower, with many participants preferring to shop in nearby Salmon Arm for its greater variety.
- ◆ In **Penticton**, funded through Feeding Futures, logistics went smoothly though usage remained modest.

The pilot provided valuable lessons and insights, and we plan to host a Tomat information session at the 2026 BC Farmers' Market Conference to support wider expansion next year.





West End Farmers Market. Photo Credit: BC Farmers' Market Trail & Emily Lorenz

Columbia Basin Trust Partnership

This summer, the Columbia Basin Trust (CBT) committed an additional \$500,000 over three years to reach senior living facilities and childcare centres across the Basin region.

- ◆ The seniors initiative launched with three participating centres; we anticipate higher engagement next year with an earlier start.
- ◆ The childcare centre program saw significant success, with 21 centres joining in 2025. Staff received \$10 vouchers to shop at local markets and use the fresh food for snacks and meals in their care programs. Redemption has been high, and feedback has been overwhelmingly positive.



Research and Program Partnerships

We partnered once again with the University of Calgary at Alberta to conduct a large-scale study examining the nutritional impact of coupon amounts on families with funding from the Canadian Institutes of Health Research.

- ◆ 55 community partners participated, enrolling 268 parent-child dyads who received single, double, or triple-value coupon sets (\$27, \$52, or \$81 per week).
- ◆ Specially printed coupons were tracked for the study, with the study results expected in 2026.

In addition, several school districts used Feeding Futures funding to purchase coupons for local families in need, contributing an additional \$89,000 in coupon value across the Sea to Sky, Vanderhoof, Delta, Golden, and Penticton regions.

Funding Development and Campaigns

To sustain and grow the program, we launched our second annual Giving Tuesday campaign, aiming to raise \$10,000 for the 2026 season. The campaign is being promoted through social media, newsletters, and partner networks, with a digital toolkit shared to help markets and community partner organizations amplify the message.

We also started working with our grant writer, Karen Coetzee, to explore new funding avenues through community foundations. Letters of intent were submitted in Richmond and Invermere, with potential to bring in an additional \$10,000 in local funding.

Additional Projects

Beyond direct program delivery, the FMNCP team undertook several complementary projects in 2025:

- ◆ **FMNCP Photos** – Regional Coordinator Emily was hired to photograph the program in action. Her shoots at the West End and Riley Park markets in Vancouver, as well as Lillooet, and White Rock Farmers Markets beautifully capture the impact of coupons at work.
- ◆ **UBC Research Study** – We collaborated with two Master’s students studying why farmers leave farmers markets. Their findings offered valuable insights and opportunities for market improvement.
- ◆ **Accessibility Audit** – Our Canada Summer Jobs student, Sam, field-tested our accessibility audit tool across Lower Mainland markets, refining its usability and providing feedback to participating markets.
- ◆ **Indigenous Language Translation Project** – Also initiated by Sam, this ongoing effort is translating common market produce and product names into Indigenous languages, with support from community partners.

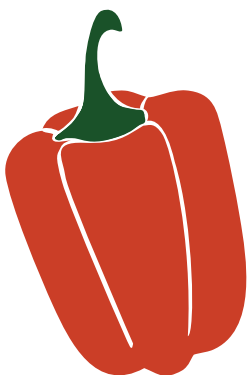




Lillooet Farmers Market. Photo Credit: BC Farmers' Market Trail & Emily Lorenz

Team and Transitions

Our Regional Coordinator team remained strong and cohesive throughout the year, contributing significantly to the projects above. We said goodbye to our longstanding Regional Coordinator Monica Grover at the end of the 2025 program season. Recruitment for her replacement will begin in early 2026.



Looking Ahead

With increased redemption rates this year — driven by CIHR and Feeding Futures expansions — we are on track to achieve our highest redemption rate ever.

In January 2026, our team will meet with the Ministry of Health in Victoria to present the program's impacts and advocate for another year of funding.

Despite the challenges of balancing high demand with limited resources, 2025 demonstrated the incredible reach and resilience of the FMNCP. Through strong partnerships, innovative pilots, and unwavering community support, we continue to make healthy, local food more accessible to families, seniors, and pregnant people across BC — while supporting the farmers who feed us.

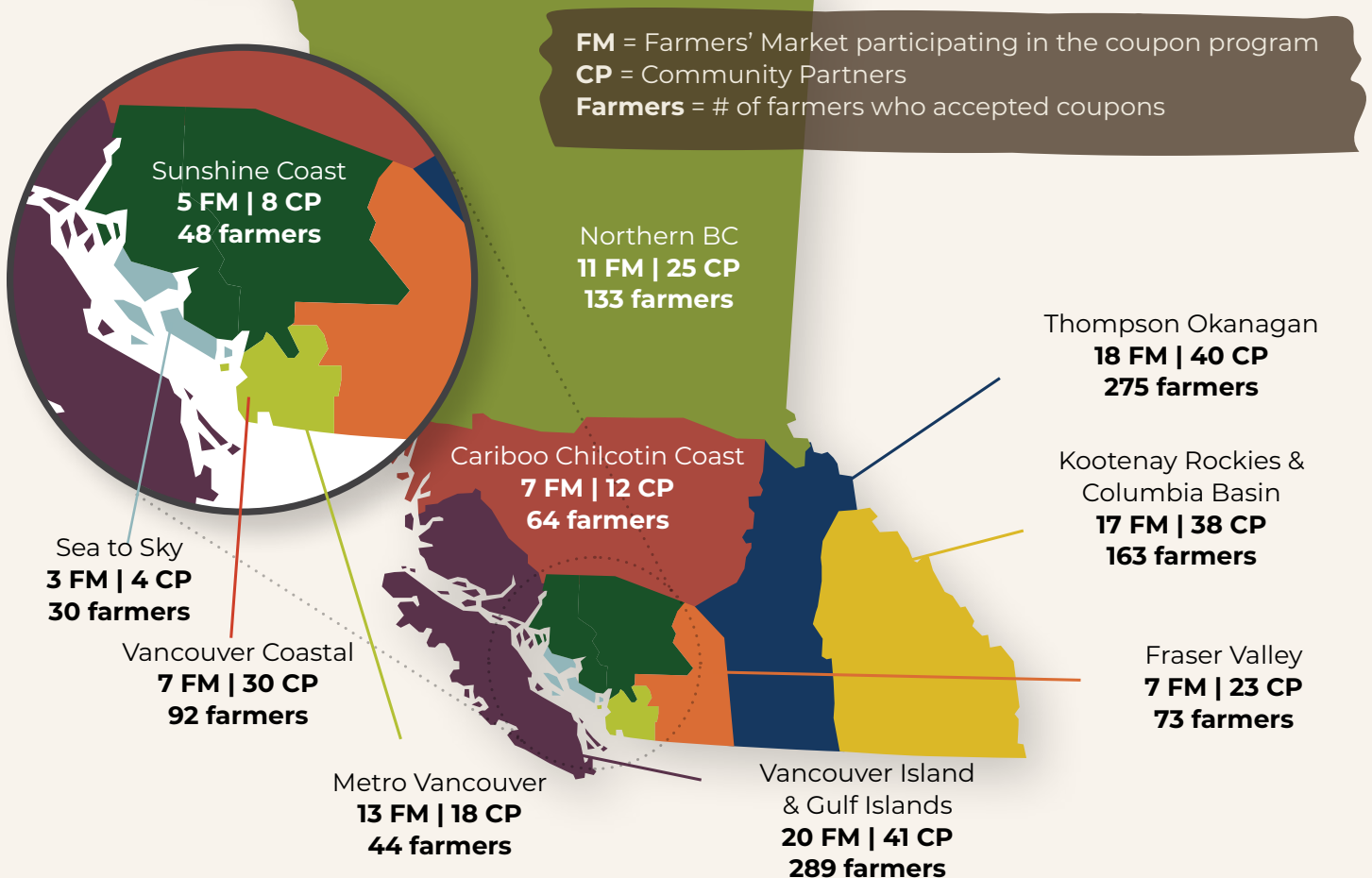
2025 BC Farmers' Market Nutrition Coupon Program Snapshot

96
Communities

108
Member Farmers' Markets

238
Community Partners

86% Redemption Rate	91% Eat more fruits & vegetables
78% Tried new fruits & vegetables	95% Ate more local food
23% Are Indigenous	\$10 Average additional spend per market visit





Riley Park Farmers Market. Photo Credit: BC Farmers' Market Trail & Emily Lorenz

Vendor Impact

1,211

Farmers accepted coupons

\$3.7M

Direct coupon revenue to farmers

\$1.7M

Additional sales revenue to vendors

Household Impact

11,800+

Households received coupons

1,000+

Pregnant People

10,000+

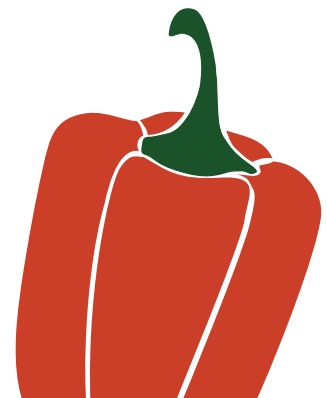
Children

30,000+

Total People living in those households

6,800+

Seniors/Elders



Funders & Supporters

Special thanks to our 2025 Funders & Supporters

Project Funders & Supporters

BC Ministry of Agriculture & Food
BC Ministry of Health
Columbia Basin Trust
CIHR & University of Calgary
Destination BC
Discover Surrey
District of Sooke
Experience Comox Valley
Parksville Qualicum Tourism
Southern Gulf Islands Travel & Tourism
Sunshine Coast Tourism
Tourism Burnaby
Tourism Cowichan
Tourism Delta
Tourism Prince George
Tourism Revelstoke
Tourism Vernon
Vancouver Farmers' Markets
Vancouver's North Shore Tourism

BCAFM Vendor Membership Program Sponsors

Duuu
Edible Vancouver & Wine Country
Edible Vancouver Island
Farm Food Drink
Local Line
My Market Scout
Pocketed
Rebel Communications Group
Rising Tide Business Services
Western Financial Group (Vendor Insurance)
West Coast Seeds





Esquimalt Farmers Market. Photo Credit: BC Farmers' Market Trail & Geoffrey Tomlin-Hood

Financial Report



BC Association of Farmers' Markets Financial Statements December 31, 2025





Independent Practitioner's Review Engagement Report

To the Board of Directors of BC Association of Farmers' Markets

We have reviewed the accompanying financial statements of BC Association of Farmers' Markets that comprise the statement of financial position as at December 31, 2025, and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the financial position of BC Association of Farmers' Markets as at December 31, 2025, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Vancouver, B.C.
February 3, 2026

Chartered Professional Accountants

BC Association of Farmers' Markets

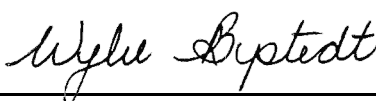
Statement of Financial Position


December 31, 2025

	2025	2024
	\$	\$
Assets		
Current assets		
Cash	88,544	550,835
Term deposits (Note 3)	1,024,315	550,000
Accounts receivable	363,724	152,504
Prepaid expenses	<u>12,625</u>	<u>1,271</u>
	<u>1,489,208</u>	<u>1,254,610</u>
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities (Note 5)	122,231	126,826
Deferred revenue	31,087	5,700
Deferred contributions (Note 6)	<u>488,642</u>	<u>249,646</u>
	<u>641,960</u>	<u>382,172</u>
 Internally restricted (Note 8)	 250,000	 250,000
 Unrestricted	 <u>597,248</u>	 <u>622,438</u>
	<u>847,248</u>	<u>872,438</u>
	<u>1,489,208</u>	<u>1,254,610</u>

The accompanying notes are an integral part of these financial statements.

Approved by the Board


_____, Director


_____, Director

BC Association of Farmers' Markets

Statement of Operations

Year ended December 31, 2025

	2025	2024
	\$	\$
Revenue		
Coupon program - government	3,782,727	3,908,066
Coupon program - other	661,061	459,596
Hatch + Hype	-	24,497
Member and associate	59,712	63,045
Education, strengthen and network	-	61,187
Marketing, promotion and public engagement	97,705	97,200
Other administrative income	482,901	453,468
Interest on term deposits	22,877	125,973
	<u>5,106,983</u>	<u>5,193,032</u>
Expenditures		
Coupon program - government	3,782,727	3,908,066
Coupon program - other	661,061	463,603
Hatch + Hype	-	32,439
Education, strengthen and network	10,500	119,017
Marketing, promotion and public engagement	138,468	152,369
Research and development	31,596	52,099
Program staff	276,687	250,238
Administration and operating	231,134	235,830
	<u>5,132,173</u>	<u>5,213,661</u>
Excess revenue (expenditures) for the year	<u>(25,190)</u>	<u>(20,629)</u>

The accompanying notes are an integral part of these financial statements.

BC Association of Farmers' Markets

Statement of Changes in Net Assets

Year ended December 31, 2025

			2025 \$
	<u>Internally restricted (Note 8)</u>	<u>Unrestricted</u>	<u>Total</u>
Balance, beginning of year	250,000	622,438	872,438
Interfund transfer	-	-	-
Excess of revenue (expenditures) for the year	<u>-</u>	<u>(25,190)</u>	<u>(25,190)</u>
Balance, end of year	250,000	597,248	847,248

			2024 \$
	<u>Internally restricted (Note 8)</u>	<u>Unrestricted</u>	<u>Total</u>
Balance, beginning of year	200,000	693,067	893,067
Interfund transfer	50,000	(50,000)	-
Excess of revenue (expenditures) for the year	<u>-</u>	<u>(20,629)</u>	<u>(20,629)</u>
Balance, end of year	250,000	622,438	872,438

The accompanying notes are an integral part of these financial statements

BC Association of Farmers' Markets

Statement of Cash Flows

Year ended December 31, 2025

	2025	2024
	\$	\$
Cash flows from (used in) operating activities		
Excess revenue (expenditures) for the year	(25,190)	(20,629)
Changes in non-cash working capital		
Accounts receivable	(211,220)	96,557
Prepaid expenses	(11,354)	24,068
Accounts payable and accrued liabilities	(4,595)	32,602
Deferred revenue	25,387	(23,355)
Deferred contributions	<u>238,996</u>	<u>(4,099,687)</u>
	12,024	(3,990,444)
Cash flows from (used in) investing activity		
Term deposits	<u>(474,315)</u>	<u>(350,000)</u>
Increase (decrease) in cash during the year	(462,291)	(4,340,444)
Cash, beginning of year	<u>550,835</u>	<u>4,891,279</u>
Cash, end of year	<u>88,544</u>	<u>550,835</u>

The accompanying notes are an integral part of these financial statements.

BC Association of Farmers' Markets

Notes to the Financial Statements

December 31, 2025

1. Organization and nature of operations

The BC Association of Farmers' Markets (the "Association") was incorporated on November 21, 2000 under the *Societies Act* (British Columbia). The Association's purpose is:

- a) To support British Columbia producers of agricultural products, food products and crafts.
- b) To promote, educate, encourage, develop and support farmers' markets in the communities of British Columbia.
- c) To educate the public to choose healthy British Columbia grown agricultural products to ensure a secure food system, to reduce the carbon footprint and to ensure the viability of farming into the future.
- d) To represent the farmers' markets of British Columbia in all matters in which they are generally interested.
- e) To advocate to industry, government, agencies, commissions and boards on matters which impact and interest the members.

The Association is exempt from income taxation under Section 149 of the *Income Tax Act* (Canada) as long as certain criteria continue to be met.

2. Significant accounting policies

Basis of presentation

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO") which necessarily involves the use of estimates. The financial statements have, in management's opinion, been properly prepared within reasonable limits of materiality and within the framework of significant accounting policies summarized below.

Use of estimates

The preparation of financial statements in accordance with ASNPO requires management to make estimates and assumptions that affect the amounts reported in the financial statements and notes. Management believes that the estimates utilized in preparing the financial statements are reasonable; however, actual results may differ from these estimates. Significant estimates made by management include allowance for doubtful accounts.

Cash

Cash is comprised of deposits on account including high interest rate saving accounts.

Term deposits

Term deposits are recorded at amortized cost and consist of guaranteed investment certificates ("GICs").

Revenue recognition

The Association follows the deferral method of accounting for contributions. Under the deferral method, restricted contributions are deferred and recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or when receivable if the amount can be reasonably estimated and collection is reasonably assured. Sponsorship revenue received in advance of the sponsorship event is recorded as deferred revenue.

Interest income is recognized as revenue when earned.

BC Association of Farmers' Markets

Notes to the Financial Statements

December 31, 2025

3. Term deposits

The term deposits are recorded at amortized cost and consist of GICs bearing interest at rates of 2.30% and 2.15% (2024 - 2.50%) per annum, with maturity dates of May 15, 2026 and December 23, 2026 respectively (2024 - December 23, 2025).

4. Credit facility

The Association has a Vancity operating credit facility available for use authorized to a maximum of \$ 30,000, bearing interest at Vancity's prime rate plus 2% per annum. The security consists of a general security agreement creating a security interest against all present and after acquired personal property.

5. Accounts payable and accrued liabilities

Accounts payable and accrued liabilities includes GST/HST payable of \$ 598 (2024 - \$ Nil).

6. Deferred contributions	2025	2024
	\$	\$
Coupon program - Government		
2024 coupon program	-	214,979
2025 coupon program	281,568	
Coupon program - Non-government		
2025 coupon program	35,234	-
2025 coupon program - expansion	94,578	-
Other coupon contributions	59,806	24,667
Other	<u>17,456</u>	<u>10,000</u>
	<u>488,642</u>	<u>249,646</u>

The Association entered into agreements to receive additional funding of \$ 820,000 between May 31, 2026 to May 31, 2028.

7. Financial instruments

Financial instruments consist of cash, accounts receivable, term deposits and accounts payable and accrued liabilities.

Credit risk

The Association is exposed to credit risk in respect of its cash, accounts receivable and term deposits due to the potential for counterparties to default on their contractual obligations to the Association. Credit risk exposure is minimized by dealing with counterparties who are believed to be creditworthy.

Interest rate risk

The Association's term deposits bear interest at fixed rates and therefore do not subject the Association to interest rate cash flow risk. The Association's savings account bears interest at a floating rate and therefore subjects the Association to interest rate cash flow risk.

BC Association of Farmers' Markets

Notes to the Financial Statements

December 31, 2025

8. Internally restricted

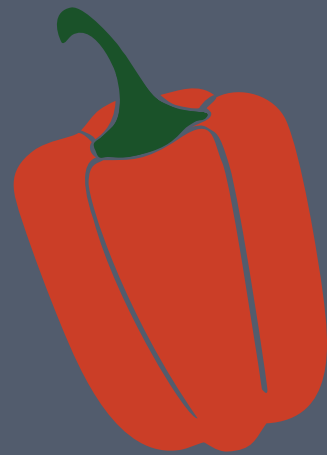
The Association currently holds designated funds as a contingency reserve.

9. Remuneration paid to employees

During the fiscal years ending December 31, 2025 and 2024, total remuneration paid to employees was as follows:

	\$	\$	\$	\$	2025 #
	Total	CPP	EI	Total	Number of
	<u>wages</u>	<u>expense</u>	<u>expense</u>	<u>cost</u>	<u>employees</u>
Executive Director	136,691	4,034	1,509	142,234	1 FTE
Program staff	239,672	13,706	5,320	258,698	4.60
Coupon program manager	97,479	4,034	1,905	103,418	1 FTE
Coupon program staff	170,373	8,939	3,936	183,248	3.15
Other	<u>19,749</u>	<u>521</u>	<u>304</u>	<u>20,574</u>	0.70
	663,964	31,234	12,974	708,172	

	\$	\$	\$	\$	2024 #
	Total	CPP	EI	Total	Number of
	<u>wages</u>	<u>expense</u>	<u>expense</u>	<u>cost</u>	<u>employees</u>
Executive Director	126,914	3,867	1,469	132,250	1 FTE
Program staff	252,526	13,396	5,794	271,716	5.70
Coupon program manager	104,221	4,056	1,469	109,746	1 FTE
Coupon program staff	167,325	8,372	3,883	179,580	3.65
Economic Impact Study Staff	<u>22,942</u>	<u>1,229</u>	<u>533</u>	<u>24,704</u>	1.75
	673,928	30,920	13,148	717,996	



Contact Us

BC Association of Farmers' Markets (BCAFM)

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Websites bcfarmersmarket.org
bcfarmersmarkettrail.com

Facebook BCAFm
Twitter @BCFarmersMarket
Instagram @BCFarmersMarket



THE BC
FARMERS'
MARKET
TRAIL

