



# BC FARMERS' MARKET NUTRITION COUPON PROGRAM



tomat

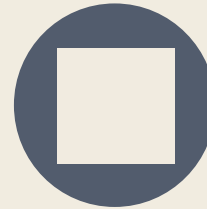
# WORKSHOP AGENDA



WELCOME AND  
INTRODUCTION



ABOUT TOMAT



DEMO



TONY FROM  
PENDER ISLAND



Q&A, WRAP-UP,  
AND NEXT STEP

# Governance of the Project

The Tomat platform is a non-profit project, based on the pooling of resources for the management, support and development of a digital solution between different food coupon programs.





# Project Leadership

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This project is led by the Collectif Récolte and includes a steering committee composed of 5 organizations managing coupon programs across Canada:

- BC Association of Farmers Markets (FMNCP)
- Carrrefour Solidaire (Quebec - Carte Proximité)
- Roots Community Food Centre (Thunder Bay, Ontario)
- Mobile Food Market (Halifax — Market Bucks)
- Islands Wellness Society (Haida Gwaii — Feed the People Foodbank)



## ABOUT

- Tomat replaces paper coupons with reloadable cards
- Partners can easily manage participant data, issue cards and set up automatic recurring funds according to customizable rules.





# ABOUT

The platform is secure and does not transfer any real funds — it records transactions with vendors and then reports are available to the vendor and market manager.

Funds are paid to the vendors by the farmers markets, as normal.

## Reconciliation report

Interval from 13/02/2026 to 20/02/2026

Last year Current year Last month All time

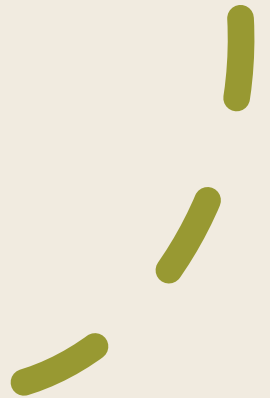
Name	Cash register	Amount owed
Quintessential Farm	Caisse - FMNCP Test Market / Quintessential Farm	\$25.36



# tomat

## WHY?

- 1) **Made in Canada!**
- 2) **Saves money.**  
Printing and shipping coupons
- 3) **Saves time.**  
No more counting and bundling
- 4) **Resolved \$3 denomination challenges.**  
i.e. giving change.
- 5) **Improves participant experience.**  
Reloadable cards, less stigma



# HOW?

A smart device capable of opening a website and with a working camera.

Wi-Fi or data connection (work arounds available for occasional outages).

Email address to set up account and use as login.

# At the Market...

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# The tomat Experience '25

Participant

“No math or counting coupons. Easier to carry.”

Participant

“Please make the card province-wide! It is so much easier than the coupons to use! Thank you, we love the program!”

Vendor

“Could charge the exact amount, could see at a glance what they had available, older participants found it easy - like a credit card - and they felt less stigma. Could see what was owed and match payment easily”

# Barry's experience as a vendor



*Barry's Bees, Pender Island*



## Pender Island Farmers Market

- Tony to speak about:
  - Their experience with the program
  - Lessons learned
  - Practical tips



# Discussion



Questions



Shared challenges



Ideas & solutions

# Wrap-Up & Next Steps

- Key takeaways

- Resources

- Contact information



# Thank you!

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