

Photo Credit: West End Farmers Market (Vancouver) and Emily Lorenz



BC FARMERS' MARKET NUTRITION COUPON PROGRAM

2026 Launch and Orientation



Agenda

- Listen and Learn – Indigenous Reconciliation
- FMNCP Program Overview and Operations
- BCAFM 2026 Marketing
- Nutrition Card Operations
- Accessibility Tool Kit
- Program Advocacy
- Receive Your Materials



BC FARMERS' MARKET
NUTRITION COUPON PROGRAM



Photo credit: Lillooet Farmers Market and Emily Lorenz

“ These coupons have made an immense difference for my family. Instead of choosing between paying bills and buying fresh food, I can nourish my kids with healthy, local produce. It has changed our lives.”

- Katherine, Vernon BC
Single, Indigenous, mother of three



**BC FARMERS' MARKET
NUTRITION COUPON PROGRAM**

Photo Credit: Lillooet Farmers Market & Emily Lorenz

EQUITY, JUSTICE, DECOLONIZATION STATEMENT OF PURPOSE

BCAFM is committed to knowledge sharing for the gathering, raising and growing of food, mitigating the impacts of climate change, and works towards eradicating poverty and inequitable gatekeeping. BCAFM is committed to also approaching these through a decolonization lens. BCAFM is committed to Indigenous Reconciliation and Indigenous Food Sovereignty in BC and the interconnections between farmers markets and thriving Indigenous communities. BCAFM will focus its EJDI actions to actively engaging in movements to ensure all BC residents have sufficient income and resources so they can afford to buy healthful and culturally appropriate foods; prioritize dismantling systemic barriers that restrict access to spaces and knowledge for growing, raising and gathering food.



JOURNEYING TOGETHER ON COMMON GROUND
 LISTENING • LEARNING • RELATIONSHIP BUILDING

FOOD, LAND, & RESPONSIBILITY



S'OLH TEMEXW TE IKW'ELO. XOLHMET TE MEKW'STAM IT KWĒLAT.
 THIS IS OUR LAND. WE HAVE TO TAKE CARE OF EVERYTHING THAT BELONGS TO US.

TEACHINGS COURTESY OF...
 KWÁKWA'ĒL SIMIA WENDY NAHANE
 COUNCILLOR LOREN MUTH - CH'YÁGTĒL (TEACHTEN)
 SI-YÉMYA (NAXALHTS'Í) • DR. ALBERT (SONNY) MCALSIE



BCAFM Listen + Learn Indigenous Reconciliation Survey



<https://form.jotform.com/261185229222049>

About

Farmers' Market Nutrition Coupon Program



**BC FARMERS' MARKET
NUTRITION COUPON PROGRAM**



Photo Credit: Riley Park Market (Vancouver) and Emily Lorenz

FMNCP Objectives

- Increase access to healthy local food for lower-income pregnant people, families with children and seniors/elders
- To improve the health of lower-income British Columbians



FMNCP Objectives

To improve the economic prosperity of British Columbia farmers who sell at BC farmers' markets.





Photo provided by Port Alberni Farmers Market



Supported by
the Province of British
Columbia

Timeline

**First Day:
Monday, June 15**

**Last Day:
Sunday, Dec 20**

**16 weeks at \$27/week
Up to 27 weeks to redeem**

NEW
for 2026

**Nutrition Card
expands to
53+ communities**



2026 BC FARMERS' MARKET NUTRITION COUPON PROGRAM

Community Partner: Please keep this top portion for reporting purposes.

Date: _____

Issued to: _____

2026	BC FARMERS' MARKET NUTRITION COUPON PROGRAM	BC FARMERS' MARKET NUTRITION COUPON PROGRAM	BC FARMERS' MARKET NUTRITION COUPON PROGRAM
	This coupon can be spent on: <ul style="list-style-type: none"> FRESH VEGETABLES, FRUITS & HERBS DAIRY & EGGS FOOD PLANTS NUTS 	This coupon can be spent on: <ul style="list-style-type: none"> FRESH VEGETABLES, FRUITS & HERBS DAIRY & EGGS FOOD PLANTS NUTS 	This coupon can be spent on: <ul style="list-style-type: none"> FRESH VEGETABLES, FRUITS & HERBS DAIRY & EGGS FOOD PLANTS NUTS
	<div style="text-align: center;"> </div> VENDORS DO NOT GIVE CHANGE EXPIRES ON DEC 20, 2026	<div style="text-align: center;"> </div> VENDORS DO NOT GIVE CHANGE EXPIRES ON DEC 20, 2026	<div style="text-align: center;"> </div> VENDORS DO NOT GIVE CHANGE EXPIRES ON DEC 20, 2026
2026	BC FARMERS' MARKET NUTRITION COUPON PROGRAM	BC FARMERS' MARKET NUTRITION COUPON PROGRAM	BC FARMERS' MARKET NUTRITION COUPON PROGRAM
	This coupon can be spent on: <ul style="list-style-type: none"> FRESH VEGETABLES, FRUITS & HERBS DAIRY & EGGS FOOD PLANTS NUTS 	This coupon can be spent on: <ul style="list-style-type: none"> FRESH VEGETABLES, FRUITS & HERBS DAIRY & EGGS FOOD PLANTS NUTS 	This coupon can be spent on: <ul style="list-style-type: none"> FRESH VEGETABLES, FRUITS & HERBS DAIRY & EGGS FOOD PLANTS NUTS
	<div style="text-align: center;"> </div> VENDORS DO NOT GIVE CHANGE EXPIRES ON DEC 20, 2026	<div style="text-align: center;"> </div> VENDORS DO NOT GIVE CHANGE EXPIRES ON DEC 20, 2026	<div style="text-align: center;"> </div> VENDORS DO NOT GIVE CHANGE EXPIRES ON DEC 20, 2026
2026	BC FARMERS' MARKET NUTRITION COUPON PROGRAM	BC FARMERS' MARKET NUTRITION COUPON PROGRAM	BC FARMERS' MARKET NUTRITION COUPON PROGRAM
	This coupon can be spent on: <ul style="list-style-type: none"> FISH, SEAFOOD & MEAT FRESH VEGETABLES, FRUITS & HERBS DAIRY & EGGS FOOD PLANTS NUTS 	This coupon can be spent on: <ul style="list-style-type: none"> FISH, SEAFOOD & MEAT FRESH VEGETABLES, FRUITS & HERBS DAIRY & EGGS FOOD PLANTS NUTS 	This coupon can be spent on: <ul style="list-style-type: none"> HONEY FISH, SEAFOOD & MEAT FRESH VEGETABLES, FRUITS & HERBS DAIRY & EGGS FOOD PLANTS NUTS
	<div style="text-align: center;"> </div> VENDORS DO NOT GIVE CHANGE EXPIRES ON DEC 20, 2026	<div style="text-align: center;"> </div> VENDORS DO NOT GIVE CHANGE EXPIRES ON DEC 20, 2026	<div style="text-align: center;"> </div> VENDORS DO NOT GIVE CHANGE EXPIRES ON DEC 20, 2026

2026 Coupons

2026 BC FARMERS' MARKET NUTRITION COUPON PROGRAM

Community Partner: Please keep this top portion for reporting purposes.

Date:

Issued to:



Additional Paper Version

Feeding Futures

Most likely to be seen in these communities

- Vanderhoof
- Burns Lake
- Delta
- Kimberley
- Invermere
- Golden
- Penticton (Nutrition Cards)

Administering the Farmers' Market Nutrition Coupon Program



Credit: BC Farmers' Market
Trail & Thomas Nowaczynski

Your Role and Responsibilities



West End Farmers Market (Vancouver) and Emily Lorenz



Impact on BC Farmers in 2025

1,211 farmers/producers redeemed coupons and were reimbursed 100%

Participants spent an average of \$10 of their own money each market visit.

- Income from coupons \$3.7M
- Est. Income from participants \$1.7M.
- Total direct funds to BC farmers \$5.4M.

ENROLL VENDORS

- At every farmers market the vendor attends.
- There is an additional, simple registration for Nutrition Card Markets



BC FARMERS' MARKET NUTRITION COUPON PROGRAM

Vendor Enrollment Form

NAME OF VENDOR

BUSINESS NAME

EMAIL

I have read the BC Farmers' Market Nutrition Coupon Program guidelines, and I agree to follow the rules for accepting FMNCP coupons.

I agree to share my contact information with the BC Farmers' Markets to receive updates and information about vendor opportunities. (Optional)

Print Name

Date

Signature



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 2026, the program will run in over 90 communities, helping more than 12,000 families, seniors/elders, and pregnant people buy healthy food.

Questions or Need More Information?

Ask your farmers' market manager or contact us, BC Farmers' Markets:

nutrition@bcfarmersmarket.org

bcfarmersmarket.org/coupon-program



The BC Farmers' Market Nutrition Coupon Program is supported by the Province of BC.



How to Prepare Your Stall



- ◆ Clearly display the "Accepted Here" sign at eye level
- ◆ Display your pricing clearly
- ◆ Consider creating product bundles priced in multiples of \$3.
- ◆ For 2026, we have 2 valid versions of the coupon



INFORMATION FOR ELIGIBLE VENDORS

Guidelines for Accepting Coupons

Follow these rules to accept coupons:

- ✓ **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.
- ✓ **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 15 and December 20, 2026. They expire after that date or after the market season ends, whichever comes first.
- ✓ **Accept 2026 coupons only:** Coupons from previous years are not valid.
- ✓ **Market-redemption use:** Coupons can only be used at participating farmers' markets—not at farm stands or other locations.
- ✓ **Hand in coupons at the same market:** Submit the coupons you accept to the same market where you received them.
- ✓ **Understand reimbursement:** Your market manager will explain how to 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 <input checked="" type="checkbox"/> 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/ elders, 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.



INFO FOR VENDORS WITHOUT ELIGIBLE ITEMS



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	Coupons CANNOT be used to buy <input checked="" type="checkbox"/> 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	

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 BCAFV 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

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.

WEEKLY ONLINE REPORT - for Paper Coupons ONLY

Coming to you via reminder email or find the link on the Program Portal

FMNCP - Farmers Markets Week One Report [June 15 - June 21]

Please report the number of coupons you redeemed at your market during the dates listed above.

Enter the total for each coupon **band** colour. If you didn't collect any of a certain colour, enter 0.

After you submit the form, you'll get a confirmation email. Keep this email for your records—it also includes a link you can use to edit your response later if needed.

You can only submit ONE report per week, per market.

Please submit reports promptly to avoid running out of funds.

Due: Monday June 22

* Indicates required question

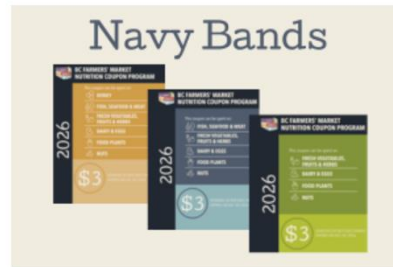
Email *

Your email

What is the name of your Farmers Market? *

Choose

Number of \$3 Coupons Received- NAVY Bands *



Your answer

Number of \$3 Coupons Received- ORANGE Bands



Your answer

Number of \$10 Fruit and Vegetable Vouchers



Your answer

Columbia Basin Trust \$10 Vouchers
(Columbia Basin markets only)

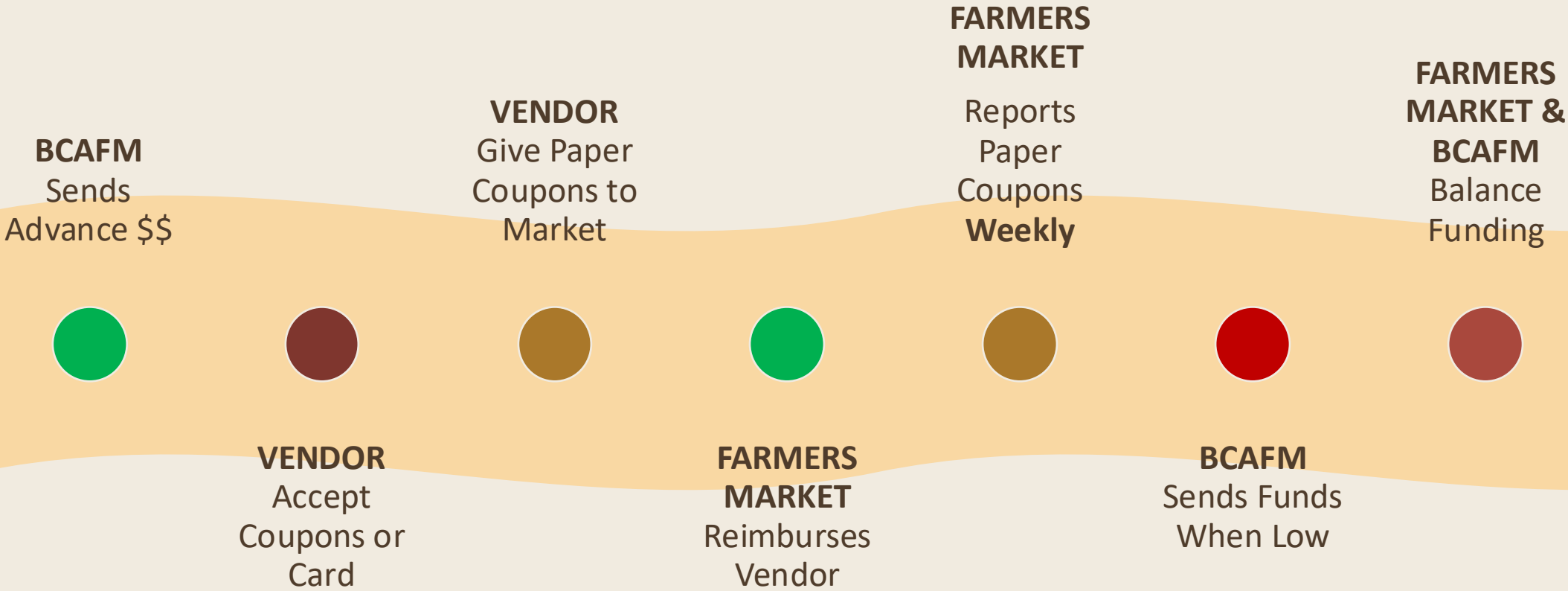


Your answer

Do you have any additional comments, questions or stories to share?

Your answer

Farmers Markets Money Flow



END OF SEASON LIST OF VENDORS



 **BC FARMERS' MARKET
NUTRITION COUPON PROGRAM**

Vendor Enrollment Form

NAME OF VENDOR

BUSINESS NAME

EMAIL

- I have read the BC Farmers' Market Nutrition Coupon Program guidelines, and I agree to follow the rules for accepting FMNCP coupons.
- I agree to share my contact information with the BC Farmers' Markets to receive updates and information about vendor opportunities. (Optional)

Print Name _____ Date _____

Signature _____

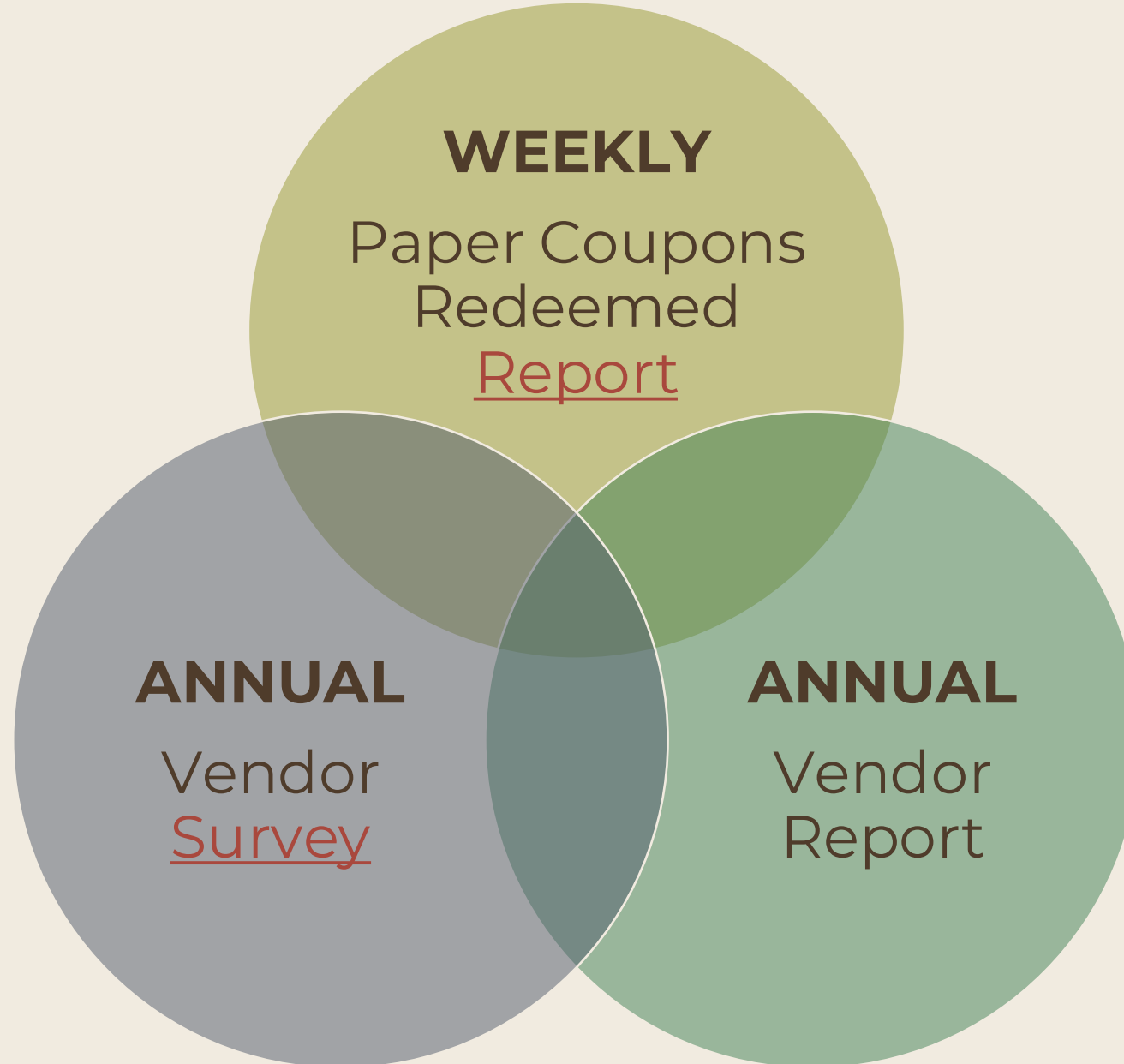
2023 Report on vendors who enrolled in the BC Farmers' Market Nutrition Coupon Program					
Return to nutrition@bcfarmersmarket.org by no later than December 1st, 2023					
Farmers' Market:			Submitted by:		
	Personal Name	Business Name	Email	Phone	Consent to receive communications from BCAFM?
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					

Mark
s Cla

When you report – we know when you need more funds.

Farmers Market	Total \$3 Coupons Redeemed	\$ Value Regular Coupons	Total \$10 Fruit/Veg Vouchers	\$ Value F+V	Total \$10 CBT Childcare Vouchers	\$ Value CBT	Digital Coupon \$	Total Value Redeemed Coupons	% Redemption vs Payments	Total Payment to Market
Pender Island Farmers' Market	1134	\$3,402.00	0	\$0.00	0	\$0.00	\$19,734.58	\$23,136.58	88.99%	\$26,000.00
Peninsula Country Market	11091	\$33,273.00	0	\$0.00	0	\$0.00		\$33,273.00	97.65%	\$34,073.00
Penticton Farmers' Market	29344	\$88,032.00	9	\$90.00	0	\$0.00	\$15,302.82	\$103,424.82	96.54%	\$107,136.82
Port Hardy Farmers and Artisans Market	596	\$1,788.00	0	\$0.00	0	\$0.00		\$1,788.00	71.52%	\$2,500.00
Powell River Farmers' Market	9861	\$29,583.00	0	\$0.00	0	\$0.00		\$29,583.00	92.45%	\$32,000.00
Prince George Farmers' Market	32625	\$97,875.00	8	\$80.00	0	\$0.00		\$97,955.00	89.05%	\$110,000.00
Qualicum Beach Farmers Market	12426	\$37,278.00	6	\$60.00	0	\$0.00		\$37,338.00	96.76%	\$38,588.00
Quesnel Farmers Market	6403	\$19,209.00	0	\$0.00	0	\$0.00		\$19,209.00	96.00%	\$20,009.00
Ripple Farmers Market	166	\$498.00	0	\$0.00	0	\$0.00		\$498.00	100.00%	\$498.00
Salt Spring Island Farmers' Market	22571	\$67,713.00	6	\$60.00	0	\$0.00		\$67,773.00	96.82%	\$70,000.00
Scotch Creek Farm & Craft Market	294	\$882.00	0	\$0.00	0	\$0.00		\$882.00	74.62%	\$1,182.00
Sechelt Farmers and Artisans Market	13347	\$40,041.00	6	\$60.00	0	\$0.00		\$40,101.00	97.33%	\$41,201.00
Sicamous Farmers Market	264	\$792.00	3	\$30.00	0	\$0.00	\$5,739.18	\$6,561.18	95.63%	\$6,861.18

TWO REPORTS - ONE SURVEY



Mail PAPER Coupons to BCAF Every Two Months

June and July	August and September	October and November	December
Mail first week of August	Mail first week of October	Mail first week of December	Mail when <u>market is done</u> or December 21st

FARMERS MARKETS

1. Bundle paper coupons by week

2. Label bundle



FARMERS MARKETS

Pack coupons with dignity and grace



Credit: BC Farmers M



PREPARE FOR CANADA POST

Include packing sheet

Attach prepaid label



BC Farmers' Market Nutrition Coupon Program

Include this packing sheet with your coupon return package

JUNE & JULY

Abbotsford Farm and Country Market

Contact Name:

Contact Email:

Week 1: June 20-26	Week 2: June 27-July 3	Week 3: July 4-10	Week 4: July 11-17
# Pink Coupons:	# Pink Coupons:	# Pink Coupons:	# Pink Coupons:
# Purple Coupons:	# Purple Coupons:	# Purple Coupons:	# Purple Coupons:
# Brown Coupons:	# Brown Coupons:	# Brown Coupons:	# Brown Coupons:
Week 5: July 18-24	Week 6: July 25-31		
# Pink Coupons:	# Pink Coupons:		
# Purple Coupons:	# Purple Coupons:		
# Brown Coupons:	# Brown Coupons:		

CANADA POSTES POSTES CANADA Return Retour 2
RPG | PRG

Expedited Parcel™ | Colis accélérés^{MC}

TO: / À: BC ASSN OF FARMERS MARKETS
208 - 1089 BROADWAY WEST
VANCOUVER BC V6H 1E5

SIGNATURE

V6H 1E5

TRACKING NUMBER 8092 4559 9605 0527 N° DE REPÉRAGE

Sender warrants that this item does not contain non-mailable matter.
L'expéditeur garantit que cet envoi ne contient pas d'objet inadmissible.

FROM: / DE: Sender's Name
Nom de l'exp. :

Sender's Address
Adresse de l'exp. :

8092 4559 9605 0527 Retain for your records / Conservez votre copie

FMNCP Return

COMMUNITY PARTNERS



Credit: BC Farmers' Market Trail

Enroll participants based on your allocation

1 spot = 1 household
1 spot ≠ multiple households

+ an additional step for community partners with Nutrition Cards



BC FARMERS' MARKET NUTRITION COUPON PROGRAM

Recipient Enrollment

For Record-Keeping Only.

This form is for the records of the organization giving you the coupons. Information about your household will be shared with the BC Association of Farmers' Markets (BCAFM) anonymously (without your name).

Coupon Recipient's Name:

[Empty text box for name]

About Your Household

Including yourself, how many people in your household are:

Pregnant ____ Seniors/Elders ____ Under 19 years old ____
Total number of people in your household ____

Are you or anyone in your household Indigenous? (Optional)

- First Nations Métis Inuit Other

Agreement

By signing below, I confirm that I am eligible to take part in the BC Farmers' Market Nutrition Coupon Program and agree to follow the program guidelines. I understand that:

- Coupons are meant for lower-income households
- I will only use the coupons for myself and my household
- I will not sell, trade, or give my coupons to anyone else
- I will only sign up for and receive coupons from one partner organization

Signature: _____

Date: _____

- Explain the program
- Distribute “How To Guide”

We provide these brochures in English and many other languages



BC FARMERS' MARKET NUTRITION COUPON PROGRAM

How to Use Your Farmers' Market Coupons

You can use your coupons with eligible vendors at your local farmers' market. Visit bcfarmersmarkettrail.com/markets to learn which farmers' markets accept coupons.



 Look for these signs



About the Coupons

- ◆ Coupons can be used until the market(s) closes for the season or until December 20, 2026.
- ◆ Vendors **cannot give change** for coupons.
- ◆ Coupons **cannot be sold, traded, or transferred**.
- ◆ If you don't use all your coupons, please return them to your community partner.

Questions?

Ask your farmers' market organizer or community organization.

What Can You Buy with Coupons?

Green Coupons



FRESH VEGETABLES, FRUITS, AND HERBS



DAIRY AND EGGS



VEGETABLE AND FRUIT PLANTS



NUTS

Blue Coupons



FISH, SEAFOOD, AND MEAT



FRESH VEGETABLES, FRUITS, AND HERBS



DAIRY AND EGGS



VEGETABLE AND FRUIT PLANTS



NUTS

Yellow Coupons



HONEY



FISH, SEAFOOD, AND MEAT



FRESH VEGETABLES, FRUITS, AND HERBS



DAIRY AND EGGS




VEGETABLE AND FRUIT PLANTS



NUTS

Coupons CANNOT Be Used To Buy

 Coupons can't be used to buy FOODS THAT ARE PREPARED OR PROCESSED. This includes things like dried fruit, jams, pickles, sandwiches, bread, baked goods, or beverages.



BC FARMERS' MARKET NUTRITION COUPON PROGRAM

How to Use Your Nutrition Card

What You'll Get

- ◆ You will receive a **Nutrition Card**.
- ◆ Your nutrition funds are loaded onto your card by your community partner.



How It Works

- ◆ Use your card to buy eligible food at participating farmers' markets.
- ◆ Vendors will scan the QR code on your card to take payment.
- ◆ You can shop with any vendor who sells eligible food items.
- ◆ Your community partner will add funds to your card regularly. They will tell you when funds are added.

Nutrition Card Brochure

Where You Can Use It

- ◆ Use your card at participating farmers' markets in BC.
- ◆ Ask your community partner for the list of participating farmers' markets.

Look for these signs



When to Use Your Funds

- ◆ You can use your funds from June 15th until your local market season ends or December 20th, 2026.
- ◆ Any money left on your card after this date will expire.

Check Your Balance

- ◆ Visit <https://allotomat.com/check> and scan the QR code on the back of your card.
- ◆ You can also ask a vendor for your balance after making a purchase.
- ◆ If you want, your community partner can add your email, so you receive receipts and see your balance.



Important Things to Know

- ◆ You can only receive coupon funds from one community partner.
- ◆ If you do not use your funds, they may be given to another participant.
- ◆ If you have trouble using your card, contact your community partner.

Lost or Unused Cards

- ◆ If your card is lost or stolen, contact your community partner right away so they can freeze it and issue a new one.
- ◆ If you are not planning to use your card, please let your community partner know so it can go to someone else in need.
- ◆ Please return your card at the end of the market season or when you are finished using it.

Need Help?

Contact your community partner with any questions. You can also email:

nutrition@bcfarmersmarket.org



What Can You Buy with Coupons?

Green Coupons

- FRESH VEGETABLES, FRUITS, AND HERBS
- DAIRY AND EGGS
- VEGETABLE AND FRUIT PLANTS
- NUTS

Blue Coupons

- FRESH VEGETABLES, FRUITS, AND HERBS
- DAIRY AND EGGS
- VEGETABLE AND FRUIT PLANTS
- NUTS

Yellow Coupons

- HONEY
- FISH, SEAFOOD, AND MEAT
- FRESH VEGETABLES, FRUITS, AND HERBS
- DAIRY AND EGGS
- VEGETABLE AND FRUIT PLANTS
- NUTS

Coupons CANNOT Be Used To Buy

Coupons can't be used to buy **FOODS THAT ARE PREPARED OR PROCESSED**. This includes things like dried fruit, jams, pickles, sandwiches, bread, baked goods, or beverages.

- **Distribute Paper Coupons**
- **Provide and Reload Nutrition Cards** – mostly automatic



Check In/Support

Connect with participants to support success and reduce barriers



Participants shop at Farmers' Markets



Weekly Reporting of Paper Coupons

Coming to you via reminder email or find the link on the Program Portal



FMNCP - Community Partners Week One Report [Jun 15- Jun 21]

Please report the number of coupon SHEETS you distributed to participants during the dates listed above.

If you gave out sheets ahead of the program start date, you can include them in this report.

After you submit the form, you'll get a confirmation email. Keep this email for your records—it also includes a link you can use to edit your response later if needed.

You can only submit ONE report per week, per organization.

Due: Monday June 22

* Indicates required question

Email *

Your email

What is the name of your organization *

Choose

How many coupon SHEETS did you distribute? *



Your answer

What (if any) food literacy activities did you undertake this week?

Your answer

Do you have any other questions, challenges or stories to share?

Your answer

Two FMNCP Grants Available

Transportation Grant

Up to \$300 to support participants getting to the market

Vegetable & Fruit Grant

Up to \$100 to buy veggies and fruit from your market for your activities

Two Reports - One Survey

ONE TIME

Participant
Survey

EVERY WEEK

Paper Coupon
Sheet
Distribution
Report

ONE TIME

Participant
Report

Target Populations



TARGET POPULATIONS

Ministry of Health Funded Coupons

Pregnant Persons

The participant should be pregnant at time of enrollment. You can continue to support them for the remainder of the season even if they are no longer pregnant.

Families with Children

Priority is for families with children up to the age of 6, however families with children up to age 19 may be included.

Seniors/Elders

We do not provide an age cutoff to qualify as a senior/elder. Partners are welcome to set their own age cutoff at their discretion or allow people to self-identify.

For allocations that are funded with external funding, recipients must be lower income, but they are not required to be in the target populations, though they may!



BC FARMERS' MARKET NUTRITION COUPON PROGRAM

+



tomat







Barry's experience as a vendor

Barry's Bees, Pender Island Farmers Market

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

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

- The Nutrition Card 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 to

Last year

Current year

Last month

All time

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

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

WHAT THE VENDOR NEEDS



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.



- **VENDORS**
Processing a Transaction at the Market

- **Market Managers**
How to Set Up Your Account



FMNCP x Tomat

How to Set Up Your Account

Market Managers

Community Partners

FMNCP x Tomat
Setting Up Participants



Community
Partners



Tools & Resources

6 Regional Coordinators

The Interior, Mandy Drescher

Kootenay/Columbia Basin, Erna Jensen

Fraser Valley and Metro Vancouver, Melika Mallakzadeh

The North and Cariboo, Jutta Schoenhardt

Vancouver Coastal, Emily Lorenz

Vancouver Island and Gulf Islands, Kerri Fulop

Program Portal – Your 24/7 Concierge

BC FARMERS' MARKETS

buyBC | Search ... **SEARCH** | **GET UPDATES**

[Find a BC Farmers' Market](#) | [Why BC Farmers' Markets](#) | [Contact Us](#)

[For Markets & Vendors](#) | [Events](#) | [Membership](#) | [Coupon Program](#) | [About Us](#)

Supporting Farmers' Markets

Farmers' markets are quintessentially grassroots – formed from the ground up as a collective of common interests, passions, and a desire to enjoy locally sourced food.

[WHY BC FARMERS' MARKETS](#)

- How It Works
- Where it Operates
- Buy Coupons
- Get Involved
 - Community Partners
 - Farmers' Markets
 - Individuals
 - Support the Program
- Partner Portal



THE BC
FARMERS'
MARKET
TRAIL



2026 BCAFM Membership Update





Toolkit

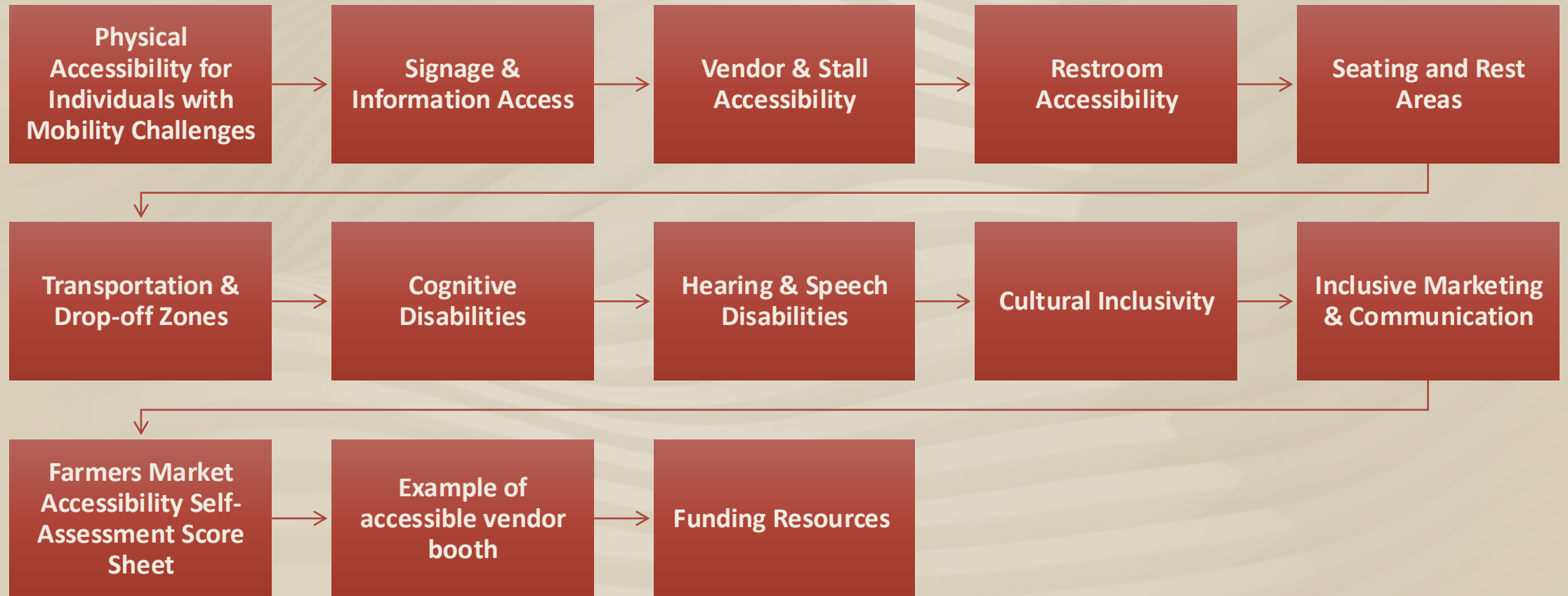


BC Association of Farmers' Markets

Accessibility at the Farmers Market

Accessibility at the Farmers Market – Toolkit & Scoresheet

What's Inside the Toolkit



Appendix A: Example of accessible booth



Farmers Market Accessibility Self-Assessment Score Sheet

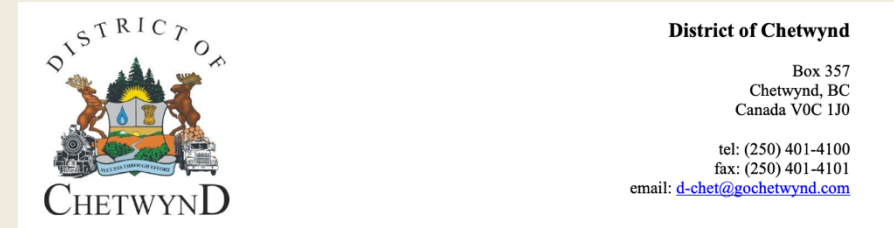
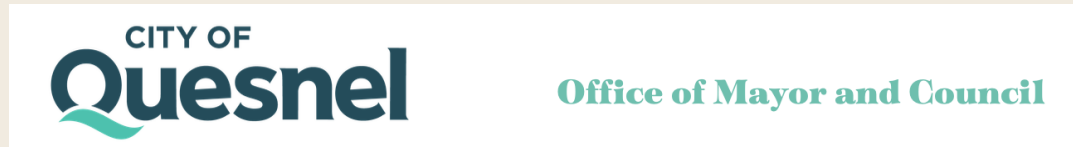
Instructions: For each section, score the market from 1 to 5, with 1 being the least accessible and 5 being fully accessible. Use the comment section to provide examples or describe areas for improvement.

Physical Space Accessibility

Criteria	Score (1-5)	Comments/Notes
Entrances & Exits: Wide enough for wheelchairs, walkers, and strollers? Ramps available where needed?		
Pathways: Are paths within the market smooth, well-maintained, and free of obstacles?		
Rest Areas: Is there seating available at regular intervals? Are there shaded areas?		
Parking: Are there designated accessible parking spaces near the entrance? Is there clear signage?		
Restrooms: Are accessible restrooms available and easy to locate?		
Booth Accessibility: Are vendor booths set up to be easily accessible to all, with counters at appropriate heights for wheelchair users?		
Signage: Are signs clear, large, and easy to read? Is Braille available?		
Sound & Visual Accessibility: Is there a PA system for announcements or any visual aids for deaf/hard-of-hearing visitors?		

Big Massive Thanks for your Advocacy

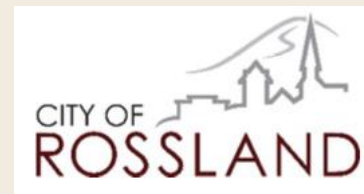
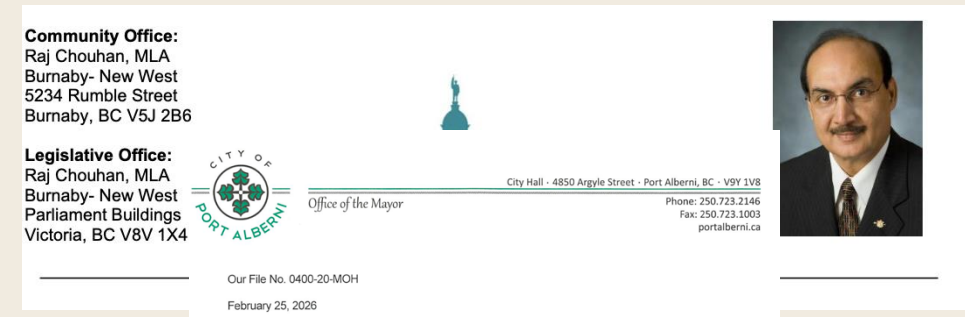
- Letters to the Minister of Health poured in from Farmers Markets, Community Partners and Participants.
- MLAs and Municipalities sent over 50 letters to the Ministry of Health.



I am a diabetic so this program has really helped me to get my blood sugar down. I wish I had this program sooner. I really appreciate it. Thank You!



Thank you so much for helping me to eat healthy over the summer - it meant the difference between eating cheap processed foods and fresh healthy fruits & vegetables!
Service Healy



Federal Advocacy – All Summer

Meet up with your Member of Parliament

Invite them to visit the farmers market for a including farmers and the community partners.

Talk to them about the value of your farmers markets, support for local agriculture and the budget recommendations we submitted in May.

Or attend their Bar-b-que if they can't make the market.



Jill McKnight, 2nd from left, former co-market manager of the Ladner Village Market and current Federal Minister of Veteran Affairs, photo by Dani Penalosa



West End Farmers Market (Vancouver & Emily Lorenz)



BC FARMERS' MARKET NUTRITION COUPON PROGRAM

Thank You!

Contact Us

nutrition@bcfarmersmarket.org
604-734-9797

bcfarmersmarket.org
bcfarmersmarkettrail.com

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