



BC ASSOCIATION OF FARMERS' MARKETS

BC FARMERS' MARKET MATTERS
NEWSLETTER

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MESSAGE FROM THE PRESIDENT

BCAFM is excited to bring you this third issue of Market Matters! We have had a busy summer and fall. Our farm has been selling at markets in Vancouver and the Fraser Valley. What a lot of fun especially in the liquid sunshine that the Fraser Valley offers us! I, along with some other farmers' market vendors, was invited to set up a market stand for the TV series' the "Bionic Woman". It was interesting to be a part of the movie set.

BCAFM has moved forward from the debt that we experienced last year. We thank Brent Warner and Donna Anaka, Ministry of Agriculture and Lands, for believing in the association enough to encourage us to apply for grants for special projects. The Farmers' Market Nutrition Coupon Program has been very successful bringing new customers to the farmers markets while teaching them how to incorporate fresh fruits and vegetables into their diets.

We look forward to a new look on our web page www.bcfarmersmarket.org as we have received a grant to update and make some changes. Visit the web page to see what you find.

We thank Jaclyn Laic for all the work she has been doing for the BCAFm. She is the editor of "Market Matters" and she is the driving force behind special projects that we have done and will undertake over the next year.

Taking part in Eat BC! was a great experience and to have it move to areas outside of the Vancouver-Lower mainland was rewarding as it shows that some restaurants really want to support local farmers.

We look forward to 2008 as we prepare for BC150 Anniversary. BCAFm has received approval for funding so that the markets in the province can "*remember the past and celebrate the future of Agriculture*" in British Columbia.

Remember that Farmers Markets can be the heart and soul of your community. It is up to each of us to remember that ***Farmers' Markets Matter***. Go to council meetings, become a part of your local Chamber of Commerce, attend Business Improvement Association meetings. Let the community know that you care about local economy and that your farmers market in your town is supporting local economy.

Have a great fall!

Mary Forstbauer
President, BCAFm





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2007 British Columbia Farmers Markets' Directories

If you have any copies remaining from the 2007 season, you may wish to keep them on hand for 2008. It is not likely that a 2008 version will be produced. Although the 2007 directories were very well received, they were expensive to produce. For tracking purposes, we kindly request markets to send Mary Forstbauer an e-mail at info@bcfarmersmarket.org to let her know how many 2007 brochures you have left.

New Meat Inspection Regulation & Farmers Markets

The new Meat Inspection Regulation in BC became effective Sept 30, 2007, (details can be found at: http://www.qp.gov.bc.ca/statreg/reg/F/349_2004.htm).

In essence, the regulation states that all food animals for public consumption must be slaughtered in a licensed facility, and that no un-inspected meat may be sold.

We know that very little meat is sold at Farmers' Markets, but thought that all farmers should at least be aware of the provisions of this regulation. As you know, frozen meat can be sold at Farmers' Markets, but now this new standard requires the meat to be inspected. If any participants in the markets want to sell properly slaughtered and handled meat, it would be helpful for them to have on hand identification of the slaughter facility and butcher they are using, in the event of a public health inspector visits.

If you have any questions, please don't hesitate to contact Ken Cooper, Interior Health Authority Specialist at: 250.868.7899.



Above: Gary Savard makes balloon animals at the Abbotsford Farmers' Market.
Left: An arrangement of flowers by Heavenly Bouquet.



PICTURE THIS...

If you have any photos of your Farmers Market that you would like us to include in an upcoming issue of our Newsletter: please email them ASAP to Jaclyn@dccnet.com.



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Key BCAFM Contacts:

General Enquiries:

Mary Forstbauer
President, BCAFM
Email:
info@bcfarmersmarket.org
Ph: 604-794-3999

Special Project Enquiries:

Jaclyn Laic
BCAFM "Special Projects"
Email: Jaclyn@dccnet.com
Ph: 604-575-4944 or
778-227-7774

Nutrition and Coupon Program Enquiries:

Anna Kirbyson
Nutrition and Coupon
Program Coordinator
Email:
Anna.kirbyson@shaw.ca
Ph: 604-876-5560

Check Out Our Website!

For detailed information on what the BCAFM is doing and to view the BCAFM strategic plan, various reports, and for information on new health regulations for BC farmers' markets, please visit:

www.bcfarmersmarket.org.

Report on Farmers' Market Nutrition and Coupon Pilot Project

Overview:

In 2007, the Farmers' Market Nutrition and Coupon Project (FMNCP) is was the first project of its kind in Canada. Funded by the provincial government, this pilot project provided coupons to eligible low-income families to buy farm fresh products directly from BC farmers at farmers markets in Vancouver, Courtenay, Kelowna, Prince George and Coquitlam. In each community, a total of \$7,000 in farmers' market coupons were distributed this summer.

Objectives:

- To increase access to fresh BC-produced farm products to low-income pregnant women and low-income families with children..
- To work with existing cooking and skill building (CSB) programs to distribute the coupons and provide learning/skill building opportunities.
- To expand the awareness, use of and sales at farmers' markets.

Outcomes:

- Participants were accessing the coupons and using them at local markets.
- The program benefited low-income families, particularly those in the 0-6 age group;
- Farmers were participating and contributing beyond the basic requirements of the project;
- Participants were introduced to new local foods and some are learning how to prepare local foods

What's next?

Data collection is currently being undertaken for the final evaluation report which will be completed by the end of 2007. We will then develop a plan for the expansion of the project and secure funding for the upcoming season! If you are interested in next years program (2008) please email Anna Kirbyson at: anna.kirbyson@shaw.ca for more information!



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Year Round Farmers' Markets in Vancouver!

Vancouver's farmers markets are growing by leaps and bounds to meet the soaring public demand for locally-grown and prepared foods – even in the winter! After discussion and planning with vendors in the spring of 2006, we launched once-a-month indoor/outdoor farmers markets that ran on the 1st Saturday of the month from November to April to coincide with the timing of the Winter Farmers' Market in White Rock.

The success of the Winter Farmers' Markets was due to pre-season planning with vendors who ensured that we would have enough agricultural products represented to customers. Market vendors responded by planting for the winter season, preserving their summer crops for sale in the winter, developing value-added items (wool yarn, juices, dried herbs, frozen fruit) and harvesting previously uncultivated plants and products that grow on their farm or are by-products (dried wild raspberry leaves, nettles, lamb and beef suet, sheep pelts, etc).

For some farmers, access to a busy winter market now means they can alter their growing plans with confidence to include crops specifically for winter harvesting under cold-frames or hoop-houses, devising systems for cold storage and growing products to be preserved for winter sale (customers couldn't get enough of frozen fruit and vegetables!).

Some Numbers:

- Market sales: averaged \$35 000 total sales/market (4-hr market). 80% of sales were agricultural
- Vendors: averaged 36-38 vendors (8 outdoors, 30 indoors)
- 60% farm vendors, 40% prepared foods/household consumable crafts (eg. Soaps)
- Customers: 1200 – 1300/day (long opening time line-ups, some 5-10 minute lineups into the hall until mid-market)
- Products represented: free-range and grass-fed meats, wild fish & seafood, apples, pears, nuts, eggs, cheeses, leafy winter greens, root crops, onions, squashes, frozen berries & tomatoes, mushrooms, dried & fresh herbs, seaweeds, seasonal plants, breads, pickles, preserves, juices, dried fruits, sweets, baked goods, wool, soaps.

Farmers told us that their sales at the winter farmers markets keep income coming in at a time when they normally wouldn't have had it. They've also said that the Winter Farmers Markets have given them a great opportunity to develop new products they wouldn't have otherwise. The Winter Farmers Markets kept an awareness of farmers markets in the mind of the public year-round, and showed consumers that there is BC-produced food available after October (and a great variety of it!).

This year we'll be forging ahead with 2 markets each month, on the 2nd and 4th Saturday of November April hopefully with additional street space and an even wider variety of vendors including crafters. We encourage other BC Farmers Markets to explore the opportunity winter markets bring to your communities! If you have questions or would like more information on the "ins and outs" of starting Winter Farmers Markets, we would be more than happy to pass on what we've learned so far! Contact Tara, Roberta or Sarah at Vancouver Farmers Markets: 604-879-3276.



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CHEF FRIENDLY FARMERS' MARKETS!

DID YOU KNOW ... that your farmers' market can gain sales by tapping into the restaurant business?

BCAFM's Chef Friendly Farmers' Markets Program is designed to encourage more chefs to shop at BCAFm farmers' markets and buy fresh food direct from the farmer for their restaurant. In addition to buying from vendors, several participating chefs have also chosen to support their local farmers' markets by participating in events and on-site cooking demos. The benefits are altogether widespread and delicious!

PROGRAM HIGHLIGHTS: Five BCAFm member farmers' markets have signed up for this program already and we welcome the addition of many others. As a vendor, Mary Forstbauer was very proactive all market season by displaying restaurants' menus featuring her farm's products at her booth. The menus she displayed attracted the attention of many market customers, who were delighted to know that local chefs are frequenting their farmers' market to source locally grown foods and beverages for their restaurants. These displayed menus also captured the attention of other chefs shopping at the market, who liked the idea of having their restaurant promoted at the farmers' market.

USE ME!!! If your market would like to "tap into" the Chef Friendly Farmers' Markets program, please contact me, Jaclyn Laic, at 604-575-4944 or e-mail jaclyn@dccnet.com. While I am here to share program tools, templates and resources, I am also available to help coordinate market events with chefs and present the program to your farmers' market and/or community.

BRAG A LITTLE ... If your market is already working with chefs, please contact us so we can celebrate your success and provide other markets with tips on how to execute their own chefs program. The best way to celebrate is to write a short article describing your chef related activities or event and pair it with a couple photographs and send to: jaclyn@dccnet.com for feature within the next BCAFm newsletter.



THANK-YOU!

This September, the Eat BC! campaign encouraged all British Columbians to choose locally grown and processed foods at restaurants, grocery stores and BC farmers' markets. More than one million consumers were exposed to the campaign via television, radio, online and newspaper communications. [Click here](#) to view the 2007 Eat BC! "food fashion show" media launch in Vancouver.

A total of six BCAFm member markets took part in the 2007 Eat BC! campaign. We are very grateful to all participating markets and vendors for their support and patience, and look forward to growing the campaign with them again (and several more markets) next year. This year, each participating market received posters, buttons, flags, contest entry forms and aprons for distribution to each vendor within their market. A planning session will be held in January 2008, in Vancouver, to address growth and logistics for Eat BC! 2008 in BC Farmers' Markets. If you would like to participate in Eat BC! 2008 planning, please contact Jaclyn Laic, Project Manager at 604-575-4944.

Funding for Eat BC! has been received from the BC Investment Agriculture Foundation, the BC Ministry of Agriculture and Lands and several industry sponsors. Eat BC! is an initiative of the BC Restaurant and Foodservices Association and the BC Agriculture Council. For more information, please visit www.eatbc.com.



The Thompson Okanagan media launch for Eat BC! 2007 took place at Kelowna Farmers' Market.



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Farmers' Market Conference Notice!

Event: Farmers' Market's Local Food and Community Development Conference

Description: Learn how to create irresistible and successful farmers' market. Workshop speakers: Keynote Speaker Randii MacNear, Lee Fuge, David Mincey, Bruce Fatkin, Mary Forstbauer, Jaclyn Laic and Brent Warner. Space is limited to 100 participants. Pre-registration is required by November 21.

Date: November 23-24, 2007, 8:30 a.m.-4:00 p.m.

Location: Friday session - Quw'utsun Cultural and Conference Centre (across trans Canada from Duncan Mall), Saturday session is at Providence Farm 1843 Tzhouhalem Rd., Duncan Duncan, BC

RSVP: Judy Mills at 746-2631 or 1 866-746-2508.

CELEBRATE BC 150 YEARS!

Organize "Festivals" to showcase Your Unique & Special Offerings!



The BC150 Years program provides your market with an exciting opportunity to tell your unique and special stories and to invite your local community to celebrate in your achievements by organizing one or more *Festivals* in 2008.

All markets, regardless of size, and in all regions of the Province are encouraged to take this opportunity to shine in your communities.

The BCAFm can help you come up with exciting ideas, a plan and some funding to celebrate the Province's 150th Anniversary by organizing one or more *Festivals* and using the BC150 word mark in your promotional materials through 2008. The *Festivals* are meant to be fun, engaging and memorable. Now is an excellent time to build a legacy for your market.

All paid full members of the BCAFm in 2008 will receive a variety of perks including a market banner at no charge, courtesy of the BCAFm.

We want to hear positive and interesting stories about the people at your markets to submit to the BC150 Year website which attracts thousands of visitors. If your story is not selected by the BC150 Year program, the BCAFm will make every effort to post it the BCAFm's website.

A contractor who will work specifically on this program will be available to help you out soon, so watch for an announcement shortly at www.bcfarmersmarket.org.

Additional program details can be found at www.bc150.gov.bc.ca.





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MARKET OF THE MONTH:

Kelowna Farmers' & Crafters' Market Society

The Kelowna Farmers' Market plays a big part in the growth and economy of the local community. It is our responsibility as a community to honor and support that culture, so that our future families can continue to enjoy.

The Kelowna Market has 100 voting members and up to 130 day vendors; at the height of the season we have 165 vendors on a Saturday and 135 on Wednesdays. We are open outdoors from April thru October and indoors November thru December every Saturday. In January we are open every second Saturday till the end of March.



We celebrate each month at the Kelowna Market with festivals. Our most popular festivals are the Kids' Market Days. We have free entertainment all day with a huge Castle Bouncer, a children's band, free market balloons, and a fresh bag of cut veggies for each child to enjoy while watching the entertainment. We encourage all our vendors to take part in the festivities of the day; some vendors dress up in costumes and give away samples of their products.



Our most popular festival for the whole family is our pumpkin festival. 160 kids decorated their own pumpkin to take home, and we also had on display a 700 lb pumpkin, which we decorated as a horn of plenty. The most popular for the adults and kids was the gourd-bowling for prizes and market bucks. Vendors supplied the products for the prizes. Every hour the Kelowna Pipe Band marched through the market for all to enjoy!

We plan festivals in every month we are open for the outdoor markets. This year we had a company bring their ATM on-site so our customers could enjoy the convenience of cash on-site. We found that customers did not always carry cash especially for shopping for crafts. Many customers commented on this new convenience of the cash machine.

For the past 5 years we have had full-page colour ads in our local paper. Vendors sponsor the ad at a cost of \$10 or \$50 for a business-card size ad and last year we had three full-page ads. We found advertising in full-page ads made a huge impact on bringing new customers to the market



Bob Callioux Market Manager- kelownafarmersmarket@shaw.ca.



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Subscription Information:

BCAFM Now has a List Serve!

To **Subscribe** please email: Majordomo@eatlocal.org with the words: "Subscribe Vancouver-Farmers' Markets"

To **Unsubscribe** please email: Majordomo@eatlocal.org with the words: "Unsubscribe Vancouver-Farmers' Markets"

You do not need to put anything in the subject box!

Treasurer's Report – *Del Myers*

BCAFM YTD financial report		Oct 16/2007	
Opening balance, 1 January 2007		\$ 2,871.97	
Income, YTD			
Voting memberships		\$ 11,950.00	
Associate memberships		\$ 300.00	
Grants		\$ 169,407.82	
Coupon admin		\$ 10,122.58	
Other		\$ 453.93	
Total		\$ 192,234.33	
Expenses, YTD			
2005 plastic bags		\$ 4,715.96	
2006 convention		\$ 9,969.63	
2006 strategic plan		\$ 2,762.07	
Old advertisements		\$ 1,019.00	
2005 accounting		\$ 1,911.20	
Cell phone		\$ 126.30	
FMO books		\$ 210.58	
Bank charges		\$ 47.88	
Web maintenance		\$ 285.00	
Grant project expenses		\$ 98,161.15	
Other		\$ 263.50	
Total		\$ 119,472.27	
Balance, 15 October 2007		\$ 75,634.03	
Grant projects:	Income	Expenses	Balance
Coupon project	\$ 130,000.00	\$ 85,521.73	\$ 44,478.27
Strengthen project	\$ 19,500.00	\$ 3,561.60	\$ 15,938.40
Website project	\$ 11,000.00	\$ 170.00	\$ 10,830.00
Economic impacts	\$ 8,907.82	\$ 8,907.82	\$ 0.00
totals	\$ 169,407.82	\$ 98,161.15	\$ 71,246.67
Surplus (end balance less grant balance)			\$ 4,387.36





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TIPS FOR RESOLVING CONFLICT

Unless you are a “Super Hero”, it’s likely that you have conflict somewhere in your life. Once we find ourselves in a conflict situation, whether it is in our business or professional lives, most of us tend to feel anxious. Many of us want our problems to disappear. We can reduce stress by learning new skills and engage in a little “self talk” to help us to deal more effectively with conflict.

Learning new skills takes practice and time. Many of our habits and behaviors are ingrained, so change is not likely to occur overnight. It can take a bit of time and effort to become more self-aware and to find the motivation to change unwanted behaviors, beliefs, attitudes, and actions.

The purpose of this article is to provide you with a general overview of how to deal more effectively with conflict. Hopefully, you will pick up a few useful tips. Please note this article covers a few highlights of conflict resolution and is not intended to be comprehensive. Conflict resolution is a broad and complex topic and to learn more, you can check out the website of the Justice Institute of BC, Centre for Conflict Resolution at www.jibc.ca/ccrc/.

As you know, individuals are unique and will approach, react and deal with conflict in their own special ways. Some individuals react calmly whereas others “fly off the handle” and others allow conflict to roll off like “...water off a duck’s feathers.” If you are one of those folks whose blood pressure rises in conflict, you may want to learn how to manage conflict more effectively. Some general tips are:

- Try to be calm and not reactive. Your “hurt” feelings can influence how you present yourself and this may be negative.
- Place some distance between your feelings and the issue. Try to not get caught up in your emotion. Focus on the issue and the facts rather than on the other person.
- Look at the facts. Be aware of how your perceptions, feelings and judgments can cloud your perception of the real issue. Our perceptions are often influenced by factors such as our past, the environment and culture, in which we live, gender, age, etc.
- Try to depersonalize the conflict and not attach blame.
- Do not try to steer the discussion to serve your interests. Be open-minded and willing to listen and learn.

- Manage your feelings, emotions, and keep your thoughts and words in check. Take a few deep breaths and allow yourself time to pause and think before responding.
- Practice or role-play your conflict scenario with a friend or colleague before the “real” situation. Role-playing allows you an opportunity to learn and to be better prepared.

When you find yourself in a conflict that you wish to resolve, it’s always a good idea to set up a meeting with the other person(s). Meeting in person as opposed to using the phone or email to resolve conflict is preferable. Phone or email allows too much room for misinterpretation.

Agree on a date, time, the length of time required and a location that is convenient for both parties. As a courtesy, let the other person know in advance of the meeting, what you plan to discuss. If the other person declines your invitation or refuses to acknowledge you (tempers could be high!), then distance yourself from this scenario for now and give them a “reasonable” length of time to get back to you. Conflict “avoiders” often need additional time to clearly digest information and prepare for the meeting.

At the meeting, you can try to diffuse tension by making some “small talk.” Using an “ice-breaker” to enquire about how their family is, any upcoming vacation plans or any other light topic of discussion can help set the right tone. Some general tips for the initial meeting are:

- Identify the conflict.
 - Acknowledge the situation or the other person’s feelings by making a comment such as “I can see this is tough for you.” Be empathetic.
 - Clearly state your own point of view.
 - Invite the other person to state their point of view.
 - Keep checking with one another to make sure there is no misunderstanding of what is being said by saying “I understand you to be saying is” or “What I hear you saying is ...” Use your own words to describe your understanding of what the other person has just said. Be careful to not repeat their words verbatim or you may annoy them.
 - Be hard on the issues and not hard on the person.
 - Depersonalize the conflict and do not blame.
- (Continued)



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TIPS FOR RESOLVING CONFLICT (Continued from Page 9)

Conflict resolution requires good communications and listening skills. Verbal communications can lead to misunderstandings. For example, the same word can have different connotations depending upon the person's culture and background.

To minimize conflict, try to paraphrase what you understand the other person to be saying.

Throughout the discussion, be curious and ask questions. Curiosity will help you remain calm and focus on the issues and not your feelings. Ask open-ended questions using "how", "what", "when", and "where." Open-ended questions open up the dialogue and give both parties the information required to find common ground. Minimize using "why" as it can cause the other person to become defensive.

In addition, avoid asking close-ended questions that require just a "yes" or "no" response. Close-ended questions do not provide the other person with the opportunity to articulate what they have to say. Don't make the mistake of assuming that you know the answers to the questions before asking. Also, do not manipulate the situation by framing the question to get the answer that you want.

Listen attentively. Listening is a skillful art that requires much concentration. Listening is hard work! During the conversation, take moments to check in with the person speaking to paraphrase what you think they are saying.

Express yourself clearly. Be assertive rather than aggressive. For example, use "I" to express your feelings rather than using "you." Often when we use the word, "you" it can lead to "finger pointing." Clearly state your needs and expectations. Work towards arriving at a mutually agreeable solution.

Keep a positive attitude and be future-focused. Don't dwell on the negatives of the past. Learn from past mistakes and keep moving forward.

Near the end of your discussion, summarize what is important to both parties. Once the facts are on the table, it will be easier to come up with a solution. You want a solution to the problem that is acceptable to both parties.

Finally, you want to come to a resolution or at least to a temporary end to the conversation without a resolution.

If you do come to a resolution, put the terms of your agreement in writing and have both parties sign it. A written agreement is not only helpful in both professional and personal relationships. It can serve as a good reminder for the future, should a similar situation arise.

If you do not come to a resolution, you may want to look for ways to amend what has happened in the past and suggest new ideas to improve your relationship in the future; check to see if ideas work for both; and agree about who will do what. Continue to work with one another to create trust and minimize fear.

Good luck in resolving conflict! Be optimistic and remember that positive "self-talk" can go a long way!

BCAFM NEW MEMBERS SEARCH!!!

BCAFM will be looking for new board members for 2008. 2007 we have been working with only six board members and we should have eight.

If you are interested in serving on the BCAFm board of directors please let us know and we will advise you what has to be done. The commitment is for one two year term. We have one conference call per month and of course there is some committee work that you are welcome to volunteer for. Interested email info@bcfarmersmarket.org

BCAFM is looking for members who would like to volunteer some time to help the association be more useful to its members. If you are interested please email info@bcfarmersmarket.org

Investment Agriculture Funding is now available for delivering our strategic plan (<http://www.bcfarmersmarket.org/web/news.htm> 2006-2010 Strategic Plan. Contact info@bcfarmersmarket.org if you would like to move forward with a project covered that could qualify for funding.



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Reminder to Renew Your BCAFM Membership Today and Grow with Us

BCAFM is a member market association. Thank you to all markets that have renewed their membership for 2007. If you have not already joined, please consider becoming a part of a revitalized association that offers many membership perks. You can download a membership form from our web page at www.bcfarmersmarket.org. A friendly reminder to renew your membership online or phone Jaclyn Laic at 604-575-4944 to request a copy of the form.

BCAFM full membership benefits include:

- Reduced liability insurance costs
- Government advocacy
- Access to special programs and possibly access to funding
- Free website promotion
- Free brochure promotion
- Reduced annual conference fees
- Right to vote
- Access to bulk buying pricing for vendor bags
- Access to special pricing on Caravan Canopies
- Use of farmers' market signs for highways

BCAFM Also Offers Associate Memberships

Associate membership is limited to any person or organization (business, association, institution or government agency) that recognizes and supports the definition of "farmers' market", but is not operating a farmers' market. Associate members receive the same correspondence as voting members but do not vote. They receive discounts on BCAFM sponsored events. Associate memberships are only \$25 per year.

COMMUNICATION

If you would like to receive communication about BCAFM programs, services and upcoming promotions directly from BCAFM on a regular basis, the Association welcomes you to submit your contact information (name, phone number and or email) to info@bcfarmersmarket.org. Allowing BCAFM to communicate with you directly will ensure that you are kept up to date! BCAFM will not share your contact information with any other organization.

A **list-serve** has been created for all BCAFM managers and board members. We encourage you to subscribe by emailing majordomo@eatlocal.org.

