



# BC ASSOCIATION OF FARMERS' MARKETS

FARMERS' MARKET MATTERS  
NEWSLETTER

Summer 2007 – Volume 2, Page 1

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## MESSAGE FROM THE PRESIDENT

Welcome to Summer 2007 – Volume 2 of **BC FARMER'S MARKET MATTERS**.

I am pleased to announce that the first issue of **BC FARMERS' MARKET MATTERS** distributed in June was a resounding success! Many markets contacted me personally to thank the association for keeping them informed and updated.

At this time of the year we all work 24/7 on our farms, businesses and at home. I suspect that most of us lead very hectic lives and may often forget to acknowledge those who help us along the way. I'd like to take this opportunity to thank all volunteers, including those who work at individual markets and of course each member of the BCAFMs Board of Directors, for their hard work. I believe that volunteers are the lifeblood of our organization and their support is invaluable.

I am pleased to let you know BCAFMs is committed to serving the needs of our members. In a snapshot, the BCAFMs offers our members new opportunities that include participating in the innovative Farmers' Market Food and Nutrition Coupon Program, Chef's Shop at the Farmers' Markets program and September's EAT BC! promotion. Your Board of Directors is also working with the Investment Agriculture Foundation of BC (IAF) to develop a funding program for BC farmers' markets.

Look for new and exciting changes to the BCAFMs website over the next few months. The new site will be more visually appealing, easier to navigate and will improve communications with consumers, market managers and vendors. As you can see there are advantages to being a member of the BCAFMs, so help spread the word and encourage new members to join the BC Association of Farmers' Markets.

Happy Selling,

Mary Forstbauer  
President, BCAFMs





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**2007  
BC Pesticide Return**  
~ Dispose of your unwanted pesticides ! ~



**WHERE & WHEN:**

**Northern BC**  
 Prince George ---- September 25<sup>th</sup>  
 Quesnel ----- September 24<sup>th</sup>, 25<sup>th</sup> & 26<sup>th</sup>  
 Smithers ----- September 24<sup>th</sup>  
 Vanderhoof ----- September 21<sup>st</sup>, 22<sup>nd</sup>, 24<sup>th</sup> & 25<sup>th</sup>  
 Williams Lake ---- September 24<sup>th</sup>, 25<sup>th</sup> & 26<sup>th</sup>  
 Toll Free: 1-800-474-6133

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**Vancouver Island**  
 Comox Valley ---- October 1<sup>st</sup>  
 Duncan ----- October 2<sup>nd</sup>  
 Victoria ----- October 3<sup>rd</sup>  
 Toll Free: 1-800-663-7867 and ask for 250-387-3205

Details available at  
<http://www.al.gov.bc.ca/pesticides/>

(cont. from bottom left) Any agricultural/commercial pesticide will be accepted but fertilizers, treated seed and domestic pesticides will not. All pesticides will be collected by Newalta Waste Management for safe disposal (incineration).

### Send in Your Market Photo's Now!

Look for a listing of all BCAFM member markets on Tourism British Columbia (TBC)'s website: [www.hellobc.com](http://www.hellobc.com). Just click on "Things to Do" and scroll to "Festivals and Events" to find your market.

Most of the information on [www.hellobc.com](http://www.hellobc.com) was lifted from BCAFM's website, so it is important for your listing to be as up to date as possible. Please take a moment to check your market on [www.bcfarmersmarket.org](http://www.bcfarmersmarket.org) and make any necessary changes by clicking on "Update Market Profile". The BCAFM will work with Tourism British Columbia to update this information on their website.

Right now, the BCAFM is offering four member markets the opportunity to submit two photographs of your market to add to your listing on [www.hellobc.com](http://www.hellobc.com). One market from four regions will be selected. The first four markets to submit two high resolution photographs of your market to Jaclyn Laic at [Jaclyn@dccnet.com](mailto:Jaclyn@dccnet.com) will be accepted.

The [www.hellobc.com](http://www.hellobc.com) website is expected to attract over 5 million hits this year!



### Free Pesticide Disposal!

CropLife Canada, along with the BC Ministry of Environment, BC Ministry of Agriculture and Lands, Environment Canada, Health Canada's Pest Management Regulatory Agency and the BC Agriculture Council are providing a **free obsolete pesticide disposal** for all agricultural producers and growers on Vancouver Island and Northern BC this fall. (cont. top of page)



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### Key BCAFM Contacts:

#### General Enquiries:

Mary Forstbauer  
President, BCAFM  
Email:  
[info@bcfarmersmarket.org](mailto:info@bcfarmersmarket.org)  
Ph: 604-794-3999

#### Special Project Enquiries:

Jaclyn Laic  
BCAFM "Special Projects"  
Email: [Jaclyn@dccnet.com](mailto: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](mailto: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](http://www.bcfarmersmarket.org).

### Farmers Market Nutrition and Coupon Pilot Project

The Farmers' Market Nutrition and Coupon Project (FMNCP) is the first project of its kind in Canada. Funded by the provincial government, this one-time pilot project will provide coupons to eligible low-income families that can be used for buying fresh farm 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 will be distributed throughout the summer.

The Farmers' Market Nutrition and Coupon Pilot Project (FMNCP) is about:

- Promoting the health of BC families by providing low-income pregnant women and low-income families an opportunity to buy fresh BC-produced farm products.
- Supporting our local farmers.
- Increasing the sale of fresh, BC-grown farm products at farmers' markets.
- Assisting coupon recipient families to buy directly from BC farmers in a family-friendly setting.

This project works closely with local cooking and skill building programs to help coupon recipient families to increase their nutrition knowledge and skills in preparing fresh BC farm products.

All coupon "money" stays within British Columbia and supports the local economy of our communities.

"Encouraging people to buy fresh produce directly from farmers at their local farmers' market provides strong support for the rural economy of this province and helps strengthen local communities," said Mary Forstbauer, president of the BC Association of Farmers' Markets.

"This unique project provides a 'win-win' situation for local farmers and for British Columbian families on low incomes who want to add more fresh foods to their diets," said Devorah Kahn, Food Policy Coordinator for the City of Vancouver. ...

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## Nutrition & Coupon Pilot Program (Continued from Page 3)

In addition to promoting increased consumption of fresh BC produce and farm products, the project will also help coupon recipients expand their food preparation skills and nutritional knowledge through connections with local cooking and skill building programs.

“By raising awareness of the importance of fresh wholesome foods for a healthy balanced diet and supporting the purchase of those foods, this project is taking steps to address the serious and growing problem of childhood obesity in this province,” said Brent Warner, an industry specialist with the BC Ministry of Agriculture and Lands.

Markets who may be interested in participating next year are encouraged to contact Anna Kirbyson, FMNCP Project Manager at 604.876.5560 or 604.868.3110 (cell), [anna.kirbyson@shaw.ca](mailto:anna.kirbyson@shaw.ca). Watch for updates!

### How it will work:

- Coupon recipients will be identified by community agencies in the pilot communities.
- From July 7 to October 14, 2007 coupon recipients will be given \$15 worth of coupons every week in \$1.00 denominations.
- The community agencies will record the coupons that have been distributed and the recipients on a weekly basis.
- Coupon recipients will use these coupons at the farmers' market in their community to purchase fresh BC-produced farm products.
- The market vendors will exchange the coupons with the market manager for cash at the end of the market day.
- Market managers will collect and record the coupons that have been exchanged on a weekly basis.
- Coupon recipients will receive information about how to incorporate nutritious, fresh BC-produced farm products into their eating habits. For example, how to prepare and store local, fresh vegetables and fruit. They will also be provided with information





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## Helping You Connect With BC Chefs: Chef Friendly Farmers' Markets Program Is Here!

Your market can gain sales by tapping into the restaurant business. The Chef Friendly Farmers' Markets Program is designed to encourage more chefs to shop at the farmers' markets and to buy fresh food direct from the farmer for their restaurant.

### How to make your market chef friendly – TIP #1: *Take Advantage of Available Program Materials*

We have several program materials to help you create a “chef friendly” atmosphere at your market. These materials include:

- Program invitations for vendors and chefs
- A PowerPoint presentation that will help chefs and vendors learn more about the program and decide the best way to participate at your market (the presentation can be printed out or viewed electronically).
- A program press release that can be adapted to suit your local media
- A chef tour sheet to help chefs identify vendors at your market whom they would like to work with
- A fresh sheet template for your market to distribute to chefs weekly or monthly
- A jpeg copy of the official Chef Friendly Farmers Market logo for use at your market

To receive your program materials, please contact Jaclyn Laic at [jaclyn@dccnet.com](mailto:jaclyn@dccnet.com) or call 604-575-4944.

Each newsletter will contain tips for making your market more “chef friendly”. Already have chefs at your market? Send us details and/or photos so we can celebrate and learn from your success!

## Helping You Connect With BC Chefs: EAT BC!



**It's almost here and now is the time for BC Farmers' Markets to register and participate.**

From September 14 to 30, 2007 all BCAF members are invited to join the Eat BC! province-wide promotion. In 2007 we are expecting that up to 100 restaurants and one major food retailer to promote locally grown and processed foods using the Eat BC! theme.

Throughout BC, television, radio, and print will encourage consumers to buy local foods and beverages. In 2006, this promotion garnered over \$78,000 in media coverage. 2007 promises to be successful and your market is invited to contact Jaclyn Laic at 604-575-4944 **before August 15, 2007** to register your market for this promotion – don't miss out! **Promotional materials are available for the first 5 markets that register. Vendor registration forms are also available for those that would like to work with BC chefs during the promotion.**

Funding for Eat BC! has been received from the Investment Agriculture Foundation. Eat BC! is an initiative of the BC Restaurant and Foodservices Association and the BC Agriculture Council.



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## BCAFM Farmers' Markets are Invited to Participate in BC 2008 With a "Festival" that Honours the Past and Celebrates the Future!!!

In 2008, British Columbia will be celebrating 150 years of cultural diversity, community strength and personal achievements. You are invited to apply for funding to participate in the 2008 celebration by initiating a minimum of a one-day "*Feastival*" and publicizing the 2008 celebration throughout the season.



**Event Length:** 1 market day or more for the big community splash, although every market day should promote the 2008 message of 'Honoring The Past and Celebrating the Future' continually through signage, banners etc.

### Program Criteria:

- Only full member markets of the BCAFm may apply for funding.
- 2 or more markets in each of the 6 provincial tourism regions (Vancouver Island, Vancouver, Thompson Okanagan, Northern BC, Cariboo Chilcotin and Kootenay Rockies) will be selected for at least 12 markets.
- The "*Feastival*" must showcase your farmers' market as a whole.
- All expenses for reimbursement must be pre-approved in writing by the BCAFm.

### Suggested Activities:

- Creating a "*Feastival*" from the past to the future (be creative!).
- Offering food samples or selling Food Bites to shoppers.
- Providing a "free" cake-cutting ceremony to shoppers to honour British Columbia's 150<sup>th</sup> celebration.
- Inviting chefs to demonstrate recipes honouring the past and celebrating the future.
- Creating banners, vendor buttons, balloons and other tools that bear the 2008 word mark prominently, etc. (This would be a great way for BCAFm to promote itself)
- Promoting the "*Feastival*" on your website and/or advertising in local papers, radio stations, on signs, etc.

### Expression of Interest Requested:

- A full information package will be sent to you and contain the details on preparing your proposal.
- Please contact Donna Anaka, BC Ministry of Agriculture and Lands at 604-660-2945 or email [donna.anaka@gov.bc.ca](mailto:donna.anaka@gov.bc.ca) with any questions.





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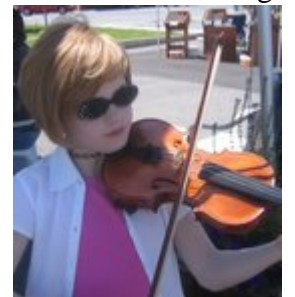
## MARKET OF THE MONTH

### CONGRATULATIONS ABBOTSFORD FARM AND COUNTRY MARKET!

Congratulations to the Abbotsford Farm and Country Market for setting an all-time sales record on Saturday June 16<sup>th</sup>. The market eclipsed a previous daily gross sales total by almost \$2000.00



“Our Vendors have been enjoying strong support from Market customers,” states Market Manager Bruce Fatkin. He then adds, “Since midway through the 2006 season reported vendor sales have been steadily growing with many of our sellers setting individual records along the way. We opened the current season this May right where we closed of last October and the Market continues to grow!”



expect and receive the very best that the Valley has to offer. The Market is truly a showplace for local “product” and is an excellent venue for showcasing those products.

Interested vendors are invited to contact market manager Bruce Fatkin at 604-996-1542 for information and an application or download the 2007 market application form at [www.abbotsfordfarmandcountrymarket.com](http://www.abbotsfordfarmandcountrymarket.com).



**If you have any great News Story's please send some information and pictures to [Jaclyn@dccnet.com](mailto:Jaclyn@dccnet.com). We want to help celebrate your success!**

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## Treasurer's Report – *Del Myers*

The BCAFM is pleased to announce that all past debts have been paid off and we have sufficient funding to move forward with a number of initiatives designed to serve the needs of our membership base. If you have any specific questions regarding the finances of the BCAFM, please contact Del Myers at: [delmyers1@telus.net](mailto:delmyers1@telus.net)

## 2007 BCFM Brochure – Help Increase Sales!

Just a friendly reminder to all market managers and coordinators to prominently display the 2007 British Columbia Farmers' Markets brochures at your market. These high quality brochures were designed to help you to attract more customers to your market and to build awareness of farmers' markets among local residents and tourists. Please take a moment to display a sufficient number of brochures at your booth and distribute them to vendors who wish to make them available to customers. Additional brochures are available at no cost and can be ordered through any BCAFM director.



## Subscription Information

### **BCFM Now has a List Serve!**

**To Subscribe** please send an email to: [Majordomo@eatlocal.org](mailto:Majordomo@eatlocal.org) with the words: "Subscribe Vancouver-Farmersmarkets"

**To Unsubscribe** please send an email to: [Majordomo@eatlocal.org](mailto:Majordomo@eatlocal.org) with the words: "Unsubscribe Vancouver-Farmersmarkets"

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





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## Reminder to Renew Your BCAFM Membership Today

BCAFM is a member market association. Thank you to all markets who have renewed and signed up for the 2007 season. If you have not already signed up please consider renewing or becoming a member of BCAFM to support Farmers' Markets in BC. You are able to download a membership form from our web page [www.bcfarmersmarket.org](http://www.bcfarmersmarket.org). A friendly reminder to renew you membership online or phone Jaclyn Laic at 604-575-4944 to request a form be mailed to you.

Your full membership benefits include:

- Reduced liability insurance costs
- Government advocacy
- Access to special programs
- 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 \$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](mailto: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](mailto:majordomo@eatlocal.org).

