



BC ASSOCIATION OF FARMERS' MARKETS

For Immediate Release

1st Annual BC Farmers Appreciation Week

Vancouver, BC September 13, 2010 - British Columbians, hungry for farm fresh produce, can celebrate their local farmer at the first annual BC Farmers Appreciation Week (FAW) at the Kelowna Farmers' and Crafters' Market, Saturday September 18th from 8:00am – 1:00pm, located at Springfield Road and Dilworth Drive. Several other farmers markets in BC will be hosting events as well.

The BC Association of Farmers' Market is excited to launch the first ever BC Farmers Appreciation week, in partnership with Save-On-Foods, a major sponsor, and the Kelowna Farmers' Market. The Honourable Steve Thomson, MLA and Minister of Agriculture and Lands will meet farmers at the market, participate in the "farmers" parade and say a few welcoming words.

"We hope to make this an annual celebration of farmers, their hard work and to thank them publicly for the fresh, healthy food they provide," said Mary Forstbauer President of the BCAFM. BC has the most diverse agricultural industry within Canada.

"This is a call to action to British Columbians" says, Elizabeth Quinn, manager of the BCAFM "We're asking people to come out to their local farmers' market, enjoy the festivities, the fresh BC grown and prepared foods, the parade, and cake to thank BC farmers for bringing us healthy, quality and fresh food."

"As Western Canada's largest independent grocery retailer, we're proud to be the number one supporter of local growers, ranchers and suppliers throughout BC and AB, doing business with more than 1200 different growers and producers in both provinces," said Save-On-Foods spokesperson Julie Dickson Olmstead. "We're very proud to say that when in season, more than 85% of the fresh fruits and vegetables we sell are grown locally and over 2,000 Western Family items, including Western Family beef and Western Family chicken, just to name a few, are produced here at home. Our local partners are important part of our business, and we're pleased to join in this opportunity to publicly thank them for all that they do," she added.

In BC, farmers make up only 1.6% of our population, yet, this small percentage produce an estimated 48% of all foods consumed in B.C. "Whether or not we are aware of it, British Columbians depend on BC farmers and BC farmland" says Elizabeth Quinn.

Farmer Appreciation Week runs September 18 – 25 and will be celebrated at select farmers' markets across BC. To find a farmers' market near you, visit www.bcfarmersmarket.org.

The BC Association of Farmers' Markets is a not-for-profit association, representing 93 farmers markets including 1000 farmers. The Association is committed to developing and strengthening the capacity of BC farmers markets in communities throughout BC. One key priority is to encourage the public to choose healthy BC grown agricultural products to maintain our secure food system, reduce the carbon footprint and ensure that we can keep BC food on BC plates for our children and grandchildren to enjoy.

Visit <http://www.bcfarmersmarket.org/ind/faw.htm> for more information about FAW and farming in BC.

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