



# BC ASSOCIATION OF FARMERS' MARKETS

**MARCH 7, 2014**

**For Immediate Release**

## **Winners of the BC Farmers' Markets Awards**

**VANCOUVER, BC** – The winners of the first annual BC Farmers' Markets Awards were announced Saturday, March 1<sup>st</sup>, 2014 at the BC Association of Farmers' Markets (BCAFM) Conference in Vancouver. Farmers, artisans, chefs, and farmers' market organizers from across the province gathered to honour and celebrate excellence in farmers' markets across BC.

“This is a great initiative to recognize the people who make local food available at a grassroots level in British Columbia,” said Elizabeth Quinn, BCAFM Executive Director.

“Farmers' markets are the places where farmers meet consumers face to face, so building that connection in their own communities is the goal for BCAFM members,” explained BCAFM President, Jon Bell. “It is wonderful and heartwarming to see so many farmers, and in particular younger farmers, participating in the awards and being recognized for their efforts in achieving that goal.”

### **Farmers Market of the Year Award Winners:**

- [Sorrento Village Farmer's Market](#) (small category, 7-20 vendors per week)
- [South Cariboo Farmers' Market](#) in 100 Mile House (medium category, 21-60 vendors per week)
- [Vernon Farmers' Market](#) (large category 61+ vendors per week)
- [UBC Farm Community Market](#): Special Achievement Award

The winning markets were selected from the 19 nominated markets. The review panel considered how each farmers' market added value to their communities and connected producers to consumers through fresh, local foods.

### **Farmers Market Manager of the Year**

Bruce Fatkin of the [Abbotsford Farm & Country Market](#) was selected as market manager of the year. Bruce has managed the Abbotsford Market since 2006 and brings with him a passion and background in sustainable agriculture and community economic development. “I was surprised and thrilled to be named Market Manager of the Year,”

explained Fatkin, “and I am humbled to be chosen from among a group of talented and dedicated, high-caliber managers who nurture and maintain farmers’ markets in BC. I share the award with our Board of Directors, the volunteers, vendors, customers and community supporters at the Abbotsford market, because taking this market from its start-up a mere ten years ago to the vibrant weekly event it is today has been a team effort.”

### **Farmers’ Market Vendor of the Year**

[The Taves Family Farm Applebarn](#) in Abbotsford was selected as Farmers’ Market Vendor of the Year. The Taves come from a tradition of family farming in the southern lands of the Fraser Valley, where the family has been farming and growing food for their community for three generations.

Nominations were reviewed by Dr. David Connell, Associate Professor with the School of Environmental Planning at the University of Northern British Columbia; Donna Anaka, Industry Development Officer, Domestic Marketing & Promotions Unit, Innovation and Adaptation Services Branch, Ministry of Agriculture; and Brent Warner, Professional Agrologist, Owner of White Loaf Ridge (Canada) and formerly Industry Agritourism and Marketing Specialist with the BC Ministry of Agriculture.

The Farmers' Market Awards Ceremony and Banquet was part of the 2014 BCAFM Conference, "Leading the Local Food Revolution," which ran from February 28th - March 2nd, 2014.

For more information visit the BCAFM website at [www.bcfarmersmarket.org](http://www.bcfarmersmarket.org) or call 604-734-9797

The BCAFM is a not-for-profit association that represents over 130 farmers’ markets across the province and works to support, develop and promote farmers’ markets in all regions of BC.

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