



For Immediate Release

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BC Association of Farmers' Markets Names New Executive Director

(Vancouver, British Columbia) – The BC Association of Farmers' Markets (BCAFM) board of directors announced the selection of Heather O'Hara as the organization's new executive director. O'Hara started in her new position last week.

"The board is very pleased to welcome Heather to the team," said BCAFM board president Wylie Bystedt. "She brings a passion for farming and food, and an expertise in social enterprise that will serve to grow and support B.C.'s farmers' markets."

O'Hara has an extensive background in business and non-profit leadership. For eight years, she served as executive director of Potluck Café Society, an award-winning social enterprise that built a successful business, while creating jobs and providing healthy, fresh food for people living in Vancouver's Downtown Eastside.

"I'm thrilled to join the BCAFM, and look forward to supporting our diverse farmers' market sector along with the next wave of small business vendors that are leading innovation in B.C.'s food and farming sector," said O'Hara. "I'm a strong believer that innovation, inclusion and diversity are key to growth, so I'll be immersing myself in the needs of our member communities in the coming months."

O'Hara has worked with a number of organizations in B.C. to support social enterprise development, including Vancity Community Foundation, and CityStudio. To deepen her knowledge of farming, she is currently enrolled as a part time student in the Kwantlen Polytechnic University Tsawwassen First Nation Farm School program.

The BC Association of Farmers' Markets is a registered B.C. society that represents over 135 farmers' markets across the province. Its mission is to develop, promote and strengthen the capacity of farmers' markets. The BCAFM was founded in 2000 and operates out of Vancouver. Visit www.bcfarmersmarket.org to learn more, and find your local farmers' market.

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