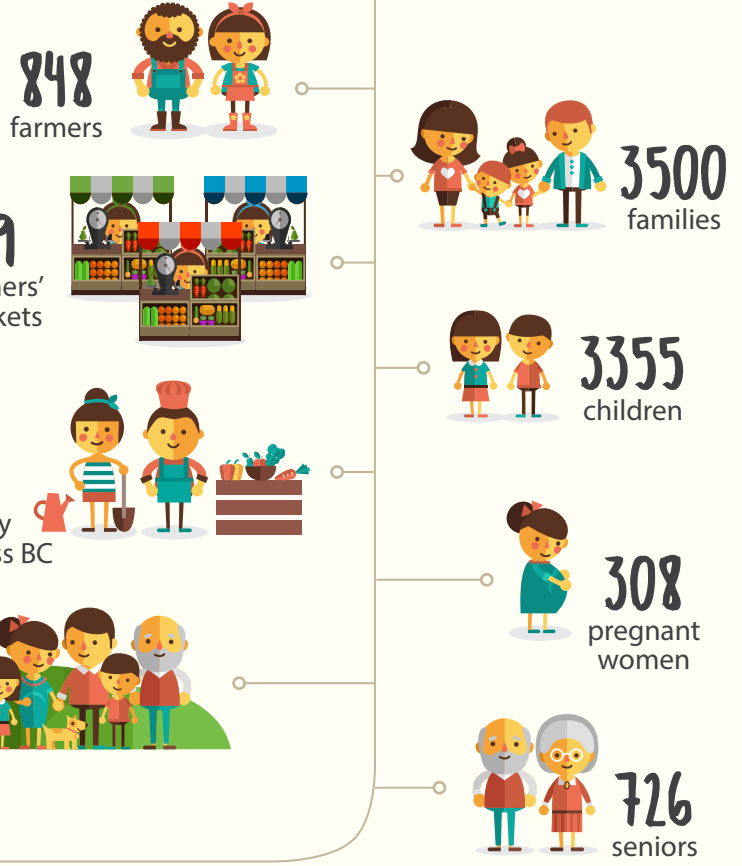


BC FARMERS' MARKET NUTRITION COUPON PROGRAM



WHO DOES IT BENEFIT?



HOW DOES IT WORK?

Program participants receive \$15 in coupons per week for 16 weeks to purchase: fruit, vegetables, meat, fish, cheese, eggs, nuts and herbs at BC farmers' markets.

Community partners* offer participants activities to build their food knowledge and skills: cooking, planting a garden, visiting a farm, learning about new vegetables and healthy eating.

\$560,000*
WORTH OF COUPONS

NUTRITION COUPON PROGRAM BENEFITS COMMUNITY



\$560,000 worth of locally grown food to participants



\$560,000 to local farmers who grow food close to home



over \$1 million in social and economic benefits to BC communities