



# BC ASSOCIATION OF FARMERS' MARKETS

## July is #MeetMyMarket month at BC Farmers' Markets! Introduce a friend to *your* market for a chance to win big.

*Bring a friend to your favourite BC farmers' market in July and you could win a three night getaway for two to Sparkling Hill Resort in the Okanagan – plus more!*

VANCOUVER: June 29, 2015- [The BC Association of Farmers' Markets](#) is excited to announce that July is **Meet My Market** month at farmers' markets across the province!

Throughout the month of July, anyone in BC can participate in **Meet My Market** month by bringing a friend to their local BC farmers' market and entering a grand prize giveaway via social media or in person at participating markets. **Meet My Market** month kicks off on July 1 and runs until July 31, 2015.

"There's no doubt that people in BC are passionate supporters of their local farmers' markets. With **Meet My Market** month, we're encouraging our loyal visitors to introduce a friend to *their* market - and to show off the beautiful in season foods, and the great neighbourhood experience they love," says Elizabeth Quinn, Executive Director at the BC Association of Farmers' Markets.

Across the province, more than 125 farmers' markets offer an abundance of locally grown food and locally made goods, along with community fun including live music, children's activities, cooking classes, artisan workshops and a place for neighbourhoods to come together.

"Farmers' markets are pretty much a second home for me," says Rachele Zelaney, farmer and owner of [Zelaney Farms](#) in Vernon, BC. "My family has been growing food for the Vernon community and selling at our local markets for more than 25 years. We're very excited to meet some new faces at our booth during **Meet My Market** month in July!"

Says BC Agriculture Minister Norm Letnick, "There's something special about every farmers' market and I encourage everyone to share their favourite with a friend, as well as visiting a few more! When you visit your local farmers' market you can see and taste what BC has to offer and all while supporting local jobs and businesses."

"Vancity is thrilled to be supporting this initiative and encouraging British Columbians to show off the bounty of local food available at farmers' markets. Promoting a viable and sustainable food system is something that Vancity is invested in, and farmers' markets are an excellent vehicle to support local food security, a healthier environment and more resilient local economies. I can't wait to introduce a few of my friends to my local market this summer," says Moira Teevan, Community Investment Manager at Vancity and campaign supporter.

Funding support for **Meet My Market** month is provided, in part, by the BC Government's Buy Local Program; delivered by the Investment Agriculture Foundation of BC with funding from the BC Ministry of Agriculture, Vancity and the BC Association of Farmers' Markets.

Celebrate **Meet My Market** month this July and you could win big! Here's how:

1. At participating markets: Simply bring a friend to your favourite BC farmers' market and fill out a ballot at the info booth. Many markets are offering additional incentives such as a free coffee or baked treat.
2. Via social media: Snap a photo at your favourite BC farmers' market and post it on social media, tagging @bcfarmersmarket and add #MeetMyMarket to enter. Not on Instagram or Twitter? No problem. You can also enter via the [BCAFM Facebook Page](#).
3. All entries will be automatically entered to win one of two grand prizes: A three-night getaway (+ wine touring) for two to [Sparkling Hill Resort in the Okanagan](#). Social media entrants will also be eligible to win one of five weekly random prize draws for \$50 to spend at the farmers' market of their choice.

**Follow Meet My Market month:**

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