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Coupons for farmers' market

Low-income families in Kelowna will now have better access to local, nutritious food, thanks to \$750,000 the province has given to expand the farmers' market nutrition and coupon project.

The expansion will benefit 50 Kelowna families by providing \$15-per-week coupons that can be used to buy fresh produce and foods from the Kelowna Farmers' and Crafters' Market.

The program not only benefits the families receiving the coupons, but also those providing the produce.

"Many low-income families have never been to a farmers' market, and farmers have seen a rise in sales from the coupons on a weekly basis," said Kelowna Farmers Market manager Bob Callioux.

As well as coupons, healthy children initiatives parent support groups will work with participating families to teach them how to prepare healthy, nutritious meals using the fresh food.