

BC Farmers' Markets win major award

October 15, 2009 - Vancouver, BC - The BC Association of Farmers' Markets is being recognized with a prestigious Better Business Bureau Torch award. The association which represents the majority of farmers' markets across the province won the Advancing Marketplace Trust Award.



"We were delighted to have the award go to an organization that support micro-agricultural entrepreneurs," says Lynda Pasacreta, BBB President and CEO. "We all hear about global change through big ideas like the Hundred Mile Diet and choosing to eat organic food. Now, we can recognize the people who help to market these food alternatives in our communities at farmers' markets."

The Torch Awards' selection committee recognized BC Association of Farmers' Markets for giving back to the community with its food coupons for low income families. The program offers 15 dollar vouchers and education programs which allow low income families to buy fresh fruit, produce, dairy and meat products at BC markets. "It's a win-win situation," said Mary Forstbauer, president of the B.C. Association of Farmers' Markets. "It's helping families to eat more healthy while helping farmers stay farming."

Forstbauer accepted the award at an awards gala at the Four Seasons Hotel Vancouver on Friday. "I'm very pleased with this is a recognition, on behalf of all the farm families in the province and the markets that they sell at."

The BBB of Mainland BC is a not for profit promoting an ethical marketplace where buyers and sellers can trust each other.

BBB's mission is to be the leader in advancing marketplace trust. BBB accomplishes this mission by: Creating a community of trustworthy businesses, setting standards for marketplace trust, encouraging and supporting best practices, celebrating marketplace role models, and denouncing substandard marketplace behaviour.

For more information:

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