
NEWS RELEASE

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Ministry of Health
BC Association of Farmers' Markets

\$2M supports expanded farmers' market coupon program

KAMLOOPS – A successful program that provides lower-income families, pregnant women and seniors with coupons for locally produced food is receiving an additional \$2 million investment, Health Minister Terry Lake announced today.

“We know that having access to healthy, fresh foods makes a huge difference in health,” said Lake. “Unfortunately, for some British Columbians, it can be hard to access these nutritious necessities. This program will help us improve the health of B.C. families by offering improved access to locally produced food for those most in need.”

The Farmers' Market Nutrition Coupon Program runs from July through October 2013 and is administered by the BC Association of Farmers' Markets. The program offers \$15 worth of coupons each week to individuals and families enrolled in the nutrition and skills building programs offered by community agencies associated with each participating market – participants must be enrolled with these community agencies to participate in the program.

“Here in B.C., we are fortunate to have access to diverse, vibrant farmers' markets, which provide a wide variety of healthy, local foods,” said Agriculture Minister Pat Pimm. “This program helps us to support those local markets and farmers, while also improving access to local, fresh food for low-income families.”

This year, the program has added 13 new markets for a total of 34 participating markets located throughout the province. Coupons are treated like cash at the participating markets and can be used to purchase a variety of B.C. food products including fruit, vegetables, meat, fish, eggs, nuts, dairy and herbs.

“This program had great success last year, and we are thrilled that it is expanding this year, with additional markets and communities participating,” said Jon Bell, president, BC Association of Farmers' Markets. “The program is really a win-win, for both local producers and local families.”

The program is expected to support about 1,300 families and 400 seniors in 2013 and will continue to expand. The \$2 million in funding provided through the Provincial Health Services Authority in 2013 builds on an initial \$2 million investment in 2012.

The BC Association of Farmers' Markets accepts joint applications from farmers' markets and community agencies on a yearly basis for the Farmers' Market Nutrition Coupon Program.

“We are so pleased to be participating in the Farmers’ Market Nutrition Coupon Program,” said Suzan Goguen, executive director with the Seniors Outreach Society. “Each week, our seniors are able to use the coupons to visit their local market, where they can access fresh, nutritious food and engage with their community – this helps their overall health and well-being tremendously.”

To participate in the program, farmers’ markets partner with a community agency that works to provide nutrition, cooking, or healthy lifestyle skills building programs to lower income British Columbians. Participants then gain the skills and knowledge needed to help them eat healthier and make the most of their local farmers’ markets.

The BC Association of Farmers’ Markets is a provincially registered, non-profit association, which represents farmers’ markets throughout the province. At member markets, the focus is on selling locally grown or processed farm-fresh foods and vendors must either make, bake or grow the products they sell.

Learn More:

For more information on the Farmers’ Market Nutrition and Coupon Program, Farmers Appreciation Week, or to locate a farmers’ market in your community, visit: www.bcfarmersmarket.org

For more information on Healthy Families BC, visit: www.healthyfamiliesbc.ca

A backgrounder follows.

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BACKGROUND

Farmers' markets participating in the coupon program

*Denotes a new market for 2013

FRASER HEALTH

Abbotsford Farm and Country Market

Location: Saturday market is held outside the United church at Montrose Ave. and George Ferguson Way, downtown Abbotsford. Wednesday market is held at Thunderbird Civic Plaza behind Abbotsford City Hall.

Hours: Saturdays, 9 a.m. to 1 p.m. Wednesdays, 4 p.m. – 7 p.m.

Cooking & Skill Building Program: Abbotsford Community Services, Best for Babies

Burnaby Farmers' Market*

Location: Burnaby City Hall in the north parking lot at 4949 Canada Way at Deer Lake Parkway

Hours: Saturdays, 9 a.m. to 2 p.m.

Cooking & Skill Building Program: New Hope Community Kitchen (Salvation Army)

Coquitlam Farmers' Market

Location: In the parking lot of Dogwood Pavilion, 624 Poirier St.

Hours: Sundays, 9 a.m. to 1 p.m.

Cooking & Skill Building Program: Healthy Babies Program

Langley Community Farmers Market*

Location: Langley Campus, Kwantlen Polytechnic University - 20901 Langley Bypass

Hours: Wednesdays, 2 p.m. to 6 p.m.

Cooking & Skill Building Program: Langley Seniors Resource Society

Mission City Farmers Market*

Location: Mission Community Library Parking Lot - 33247 Second Avenue

Hours: Saturdays, 9 a.m. to 1 p.m.

Cooking & Skill Building Program: Long-term Inmates Now in the Community Society

Port Coquitlam Farmers Market*

Location: 2252 Leigh Square, off Shaughnessy Street between McAllister and Wilson avenues

Hours: Thursdays, 3 p.m. to 7 p.m.

Cooking & Skill Building Program: Wilson Centre Seniors Advisory Association

Royal City Farmers' Market

Location: Tipperary Park, 4th Street and Royal Ave., New Westminster

Hours: Thursdays, 3 p.m. to 7 p.m.

Cooking & Skill Building Programs:

Burnaby Family Life

Sprit of the Children Society

Surrey Urban Farmers' Market

Location: North Surrey Recreation Centre Courtyard - 10275 - 135th St.

Hours: Wednesdays, 1 p.m. to 6 p.m.

Cooking & Skill Building Programs:

Oak Avenue Neighbourhood Hub

Umoja Operation Compassion Society

Surrey Family and Youth Partnership

INTERIOR HEALTH

Armstrong Farmers' Market*

Location: Interior Provincial Exhibition grounds, 3371 Pleasant Valley Rd.

Hours: Saturdays, 8 a.m. to 12 p.m.

Cooking & Skill Building Program: Okanagan Boys and Girls Clubs

Cranbrook Farmers' Market*

Location: 10th Avenue S. between 1st and 2nd Streets S., adjacent to Rotary Park

Hours: Saturdays, 9 a.m. to 1 p.m.

Cooking & Skill Building Program: Community Connections Society of Southeast BC

Kamloops Regional Farmers' Market*

Location: Wednesday market is held in the 400 block of Victoria Street, in front of the library;
Saturday market is held in the 200 block of St Paul Street and the Stuart Wood schoolyard

Hours: Wednesdays, 8 a.m. to 2 p.m. and Saturdays, 8 a.m. to 12 p.m.

Cooking & Skill Building Programs:

Seniors Outreach Society

Interior Community Services

Kelowna Farmers' and Crafters' Market

Location: Dilworth and Springfield Roads

Hours: Wednesdays, 8 a.m. to 1 p.m. and Saturdays, 9 a.m. to 1 p.m.

Cooking & Skill Building Programs:

The Bridge Youth and Family Services

Kelowna Community Food Bank Society

Nelson Farmers' Market

Location: 400 block Baker Street

Hours: Wednesdays, 9:30 a.m. to 3 p.m.

Cooking & Skill Building Programs:

Kootenay Kids Society's Farms to Families (The Family Place)

Seniors Coordinating Society

Penticton Farmers' Market

Location: 100 block of Main Street

Hours: Saturdays, 8:30 a.m. to 12 p.m.

Cooking & Skill Building Program: Okanagan Boys and Girls Club

Revelstoke Farmers' Market

Location: Grizzly Plaza

Hours: Saturdays, 8:30 a.m. to 1 p.m.

Cooking & Skill Building Program: Community Connections of Revelstoke

South Cariboo Farmers' Market*

Location: 100 Mile House Community Hall, Birch and 3rd Street, 100 Mile House

Hours: Fridays, 8:30 a.m. to 1:30 p.m.

Cooking & Skill Building Programs: Cariboo Family Enrichment Centre

Vernon Farmers' Market

Location: Wesbild Centre parking lot, 3445 - 43rd Ave.

Hours: Mondays, 8 a.m. to 1 p.m. and Thursdays, 8 a.m. to 1 p.m.

Cooking & Skill Building Programs:

First Nations Friendship Centre

Canada Prenatal Nutrition Program

NORTHERN HEALTH**Bulkley Valley Farmers' Market**

Location: Central Park Building Parking Lot (corner of Highway 16 and Main Street), Smithers

Hours: Saturdays, 8 a.m. to 12 p.m.

Cooking & Skill Building Programs:

Smithers Pregnancy Outreach Program

Smithers Salvation Army

Hazelton Community Market

Location: Hazelton Area Visitor Information Centre, Highways 16 and 62, New Hazelton

Hours: Sundays, 10 a.m. to 2 p.m.

Cooking & Skill Building Program: Storytellers Foundation

Pleasant Valley Community Market

Location: Steelhead Park on Highway 16 behind the Flyrod, Houston

Hours: Fridays, 10 a.m. to 3 p.m.

Cooking & Skill Building Program: Houston Link to Learning

Prince George Farmers' Market

Location: 3rd and George Street, Prince George

Hours: Saturdays, 8:30 a.m. to 2 p.m.

Cooking & Skill Building Programs:

Baby's New Beginnings Pregnancy Outreach Program

Prince George Native Friendship Centre

Prince George Family and Youth Partnership

Quesnel Farmers' Market

Location: Helen Dixon Centre Grounds, corner of Kinchant Street and Carson Avenue, Quesnel

Hours: Saturdays, 8:30 a.m. to 1 p.m.

Cooking & Skill Building Program: North Cariboo Aboriginal Family Program Society

VANCOUVER COASTAL HEALTH**Ambleside Farmers' Market**

Location: In the parking lot behind the police station on Bellevue Avenue between 13th and 14th in Ambleside, West Vancouver

Hours: Sundays, 10 a.m. to 3 p.m.

Cooking & Skill Building Program: New Hope Community Kitchen (Salvation Army)

Lonsdale Quay Farmers' Market

Location: On the east plaza at Lonsdale Quay Market and Shops, 123 Carrie Cates Court at the foot of Lonsdale Avenue, North Vancouver

Hours: Saturdays, 10 a.m. to 3 p.m.

Cooking & Skill Building Program: New Hope Community Kitchen (Salvation Army)

Pemberton Farmers Market*

Location: Future site of the "Barn" at the Market Square parking area on Frontier Street in downtown Pemberton

Hours: Wednesdays, 4 p.m. to 7 p.m.

Cooking & Skill Building Program: Sea to Sky Community Services

Powell River's Open Air Farmers' Market*

Location: Paradise Valley Exhibition Park, 5200 McLeod Road

Hours: Saturdays, 10:30 a.m. to 12:30 p.m. and Sundays, 12:30 p.m. to 2:30 p.m.

Cooking & Skill Building Programs:

Powell River Family Place

Babies Open New Doors (BOND)

Sechelt Farmers' and Artisans' Market

Location: Cowrie and Shorncliffe, Sechelt

Hours: Saturdays, 9 a.m. to 2:30 p.m.

Cooking & Skill Building Programs:

Sunshine Coast Community Services Centre

Sechelt Health Unit

Sechelt Indian Band

Sechelt Seniors Centre

Squamish Farmers' Market

Location: Cleveland Avenue and Vancouver Street

Hours: Saturdays, 10 a.m. to 3 p.m.

Cooking & Skill Building Program: Sea to Sky Community Services

Vancouver Farmers' Markets:

Location: Trout Lake (East Vancouver), north parking lot of John Hendry Park between Lakewood and Templeton

Hours: Saturdays, 9 a.m. - 2 p.m.

Location: West End, 1100 block of Comox Street

Hours: Saturdays, 10 a.m. - 2 p.m.

Location: Main Street, 1000 block Station Street at Thornton Park in front to the Pacific Central Station at Station and Terminal

Hours: Wednesdays, 3 p.m. - 7 p.m.

Location: Kitsilano, 10th Ave. at Larch Street parking lot of Kitsilano Community Centre

Hours: Sundays, 10 a.m. - 2 p.m.

Location: Kerrisdale, East Boulevard between 37th & 41st Avenues, across from Point Grey Secondary

Hours: Saturdays, 10 a.m. - 2 p.m.

Cooking & Skill Building Programs:

Hastings Community Centre

Downtown Eastside Neighbourhood House

Collingwood Neighbourhood House - Renfrew-Collingwood Food Security Institute

VANCOUVER ISLAND HEALTH AUTHORITY**Comox Valley Farmers' Market**

Location: Comox Bay Farm, England Avenue, between 5th and 6th streets, Courtenay (Wednesdays); Comox Valley Exhibition Grounds, Headquarters Road, Courtenay (Saturdays)

Hours: Wednesdays, 9 a.m. to 1 p.m. and Saturdays, 9 a.m. to 12 p.m.

Cooking & Skill Building Program: Comox Valley Family Services Association

Duncan Farmer's Market*

Location: The City Square and Ingram Street, Duncan

Hours: Saturdays, 9:00 a.m. - 2:00 p.m.

Cooking & Skill Building Program: Cowichan Green Community Society

Moss Street Community Market

Location: Sir James Douglas Elementary, 401 Moss St., Victoria

Hours: Saturdays, 10 a.m. to 2 p.m.

Cooking & Skill Building Programs:

Victoria Native Friendship Centre

Victoria Family and Youth Partnership

Port Alberni Farmers' Market Association

Location: Downtown Port Alberni at the Harbour Quay

Hours: Saturdays, 9:00 a.m. to 12 p.m.

Cooking & Skill Building Programs:

Vancouver Island Health Authority

Integrated Health Network

Salt Spring Island Tuesday Farmers' Market*

Location: Centennial Park, Ganges

Hours: Tuesday: 2:00 p.m. - 6:00 p.m.

Cooking & Skill Building Program: Salt Spring Island Community Services

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