



MAY 14 2018

MAYOR'S OFFICE

1109000

Her Worship Lisa Helps  
Mayor of the City of Victoria  
1 Centennial Sq  
Victoria BC V8W 1P6

MAY 17 2018

VICTORIA, B.C.

Dear Mayor Helps: *Lisa*

Thank you for your letter of February 21, 2018, acknowledging the positive results of the British Columbia Farmers' Market Nutrition Coupon Program in Salmon Arm in 2017. Simply put, I could not agree with you more about the benefits of the Farmers Market Nutrition Coupon Program.

On that note, our government is not only continuing to support the program, but also expanding it. Specifically, we are increasing its budget by three quarters of million dollar to fund the first increase to the coupon's value since its inception, and to increase the number of participants.

As a result, the total amount of the BC Farmers' Market Nutrition Coupon will increase by nearly a hundred dollars, from \$240 per participant household to \$336, provided in weekly coupons for four months. By March 2020, the number of expectant mothers participating in the program will also increase by 450, and the number of participating households is expected to rise from 3708 to 4,158.

The Honourable Lana Popham, Minister of Agriculture, and myself are thrilled to increase its positive impact on families and local food producers and promote our agriculture sector. We know that this additional investment will pay off dividends in terms of promoting population health, food security and the local economy.

This decision reflects both our long time commitment to this program, and strong support for this program articulated by municipalities, farmers markets, participants and community partners across the province.

Yours sincerely

Adrian Dix  
Minister

pc: Honourable Lana Popham, Minister of Agriculture  
Ms. Wylie Bystedt, President, BC Association of Farmers' Markets