



BC ASSOCIATION OF
FARMERS' MARKETS

MAYOR'S OFFICE

VICTORIA, B.C.

January 20, 2017

Lisa Helps
Mayor, City of Victoria
1 Centennial Square
Victoria, BC V8W 1P6

Dear Ms. Helps,

We are very pleased to share with you the positive results of the BC Farmers' Market Nutrition Coupon Program (FMNCP) in Victoria last year.

We partnered with the **James Bay Community Market, Moss Street Community Market, Oaklands Sunset Market, Victoria Native Friendship Centre, The Cridge Centre for the Family** and the **Ministry of Social Development Family and Youth Partnership** who provided lower-income pregnant women, families and seniors with coupons to purchase fresh fruits, vegetables, cheese, eggs, nuts, fish, meat and herbs at their local farmers' market. Over the year, a total of \$21,229 was invested in Victoria through this Program.

This amazing program connected with 54 communities throughout the province, making fresh local foods more accessible to over 4,200 households and 9,400 British Columbians.

Participants in Victoria ate more local foods, learned about healthy eating, and felt connected to their community. At the same time, the local food system was strengthened with farmers in your community benefitting from additional revenue to help their farms flourish.

We were touched when one of the participants wrote to tell us, "It's made an enormous difference to my diet, my health, gaining self esteem and overcoming stigmatization."

Your local market and partners would appreciate the opportunity to meet with you to share the stories and highlight the Program's impact in Victoria.

If you are pleased with this Program, we ask that you write Honourable Terry Lake, Minister of Health requesting him to continue funding the FMNCP so that we can continue building healthier BC communities.

We look forward to working with your community in 2017!

In appreciation,

Heather O'Hara
Executive Director
BC Association of Farmers' Markets

Wylie Bystedt
President, Board of Directors
BC Association of Farmers' Markets