



**February 7, 2025**

Dear Mayor Victor I. Cumming and Council,

We're excited to share great news about **Vernon** and the impact of the BC Farmers' Market Nutrition Coupon Program in 2024. This cherished initiative is making a meaningful difference in your community, just as it is in nearly 100 other communities across the province. Thanks to funding from the Province of British Columbia, the BC Association of Farmers' Markets has proudly delivered this program for over a decade.

### **In Vernon**

During the 2024 season, **Archway Society for Domestic Peace and North Okanagan Friendship Center** played a vital role in providing lower-income pregnant people, families with children, and seniors/elders with nutrition coupons. With these coupons they purchased fresh, local foods — including fruits, vegetables, cheese, eggs, nuts, fish, meat, herbs, and honey—directly from BC farmers at your local farmer's market.

These local residents redeemed **\$80,136** with local farmers at the **Vernon Farmers Market**.

In **Vernon** over **179** lower-income households benefited from better access to local, fresh foods while connecting to their community. This program is addressing nutrition needs, affordability and food security for those who participate.

At the same time, local farmers received an economic boost, helping them sustain and grow their farms, strengthening our local and regional food system, and contributing to a healthier, more connected community.

### **How You Can Help**

We currently do not have funding secured for the 2025 program season and beyond. We are asking for your support to secure ongoing funding for this valuable program. A letter to the BC Minister of Health, The Honourable Josie Osborne, would go a long way in demonstrating the importance of continued and expanded funding investment for the BC Farmers' Market Nutrition Coupon Program.

We are eager to continue this meaningful work with your community in 2025 and in the future.

With gratitude,

Heather O'Hara  
BCAFM Executive Director

Wylie Bystedt  
Chair, BCAFME Board of Directors

### **BC Association of Farmers' Markets**

208 - 1089 West Broadway Vancouver, BC V6H 1E5  
604-734-9797 | [bcfarmersmarket.org](http://bcfarmersmarket.org) | [bcfarmersmarkettrail.com](http://bcfarmersmarkettrail.com)