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March 5, 2021

Bob Simpson
Mayor, City of Quesnel
410 Kinchant Street
Quesnel, BC V2J 7J5

Dear Mayor Simpson & Council,

We would like to share with you the exciting results of the 2020 BC Farmers' Market Nutrition Coupon Program in Quesnel. BC Association of Farmers Markets (BCAFM) delivers this provincial program and is extremely proud of its deep impact on both people and farmers across BC, particularly at this time during the COVID pandemic.

Over the last year, this valued program connected with 75 communities making fresh, healthy, local foods more accessible to 15,890 British Columbians and directly benefited 940 farmers across British Columbia.

In 2020, a total of **\$12,507** was invested directly in **Quesnel** through the Program.

Our partner in your community, the **North Cariboo Aboriginal Family Program Society - Community Kitchen** provided lower-income pregnant women, families and seniors with coupons to purchase fresh fruits, vegetables, cheese, eggs, nuts, fish, meat and herbs direct from farmers at your local farmers' market.

As a result, program participants from Quesnel 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 sustain their farms.

Our Request To You

Our community partners, participants and farmers are grateful for this Program in your community. If you agree, we kindly ask you to send a thank you letter to the Honourable Adrian Dix, Minister of Health. Your encouragement and feedback can strengthen support for ongoing funding for the Farmers' Market Nutrition Coupon Program and ensure we continue to build healthier BC communities together.

Opportunity to Meet?

If you were like to learn more about the Program, the work of your local farmers market and community partners, we would be pleased to organize an online meeting. Please contact the program manager, Peter Leblanc at peter@bcfarmersmarket.org set this up.

We look forward to working with your community again in 2021!

With gratitude,

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

Vickey Brown
President, Board of Directors
BC Association of Farmers' Markets

BC Association of Farmers' Markets

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