



March 5, 2021

Lyn Hall
Mayor, City of Prince George
1100 Patricia Blvd
Prince George, BC V2L 3V9

Dear Mayor Hall & Council,

We would like to share with you the exciting results of the 2020 BC Farmers' Market Nutrition Coupon Program in Prince George. 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 **\$41,571** was invested directly in **Prince George** through the Program.

Our partners in your community, the **Ministry of Social Development and Poverty Reduction - Family Youth Partnerships - Prince George, Prince George & District Elizabeth Fry Housing Society - Let's Get Started and Baby's New Beginnings** and **The Prince George Native Friendship Centre** 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 Prince George 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,

A handwritten signature in black ink, appearing to read "Heather O'Hara".

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

A handwritten signature in black ink, appearing to read "Vickey Brown".

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

BC Association of Farmers' Markets

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