



FARMERS' MARKET VOUCHER PROGRAMS

The Farmers' Market Nutrition Program
“does more than any other public or private effort to connect low-income families with affordable, locally grown food.”
(Winne, p. 156)



Presented to: PCFN
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Date: Jan. 17, 2013



Farmers' Market Vouchers are....

coupons provided to a defined group of people and redeemable for food purchases at farmers' markets. Market vouchers are used as a way to support both community members and local food producers.

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Why Organize a Coupon Program?

- Bring new customers to the market
- Increase sales and profits for vendors
- Attract new vendors, thus expanding the size of the market
- Develop new partnerships with community groups and agencies
- Increase support in the community for the market
- Support low-income families
- Contribute to a general improvement in community health

(BC Association of Farmers' Markets)



The vouchers may be:

- provided to community members in general, people living on low incomes or people experiencing certain health conditions or risks
- redeemable for either limited or unlimited varieties of market products
- stand-alone projects or tied to a skill-building/educational component

Target Populations

- people living on low incomes
- pregnant women/new mothers/ children/
families
- seniors
- people with specific medically-defined
health conditions (e.g. obesity, diabetes)

The vouchers themselves can vary with regard to:



- format (paper, plastic, coins/tokens, debit-type card)
- amount
- what they are redeemable for
- frequency and duration (year long, just summer season)



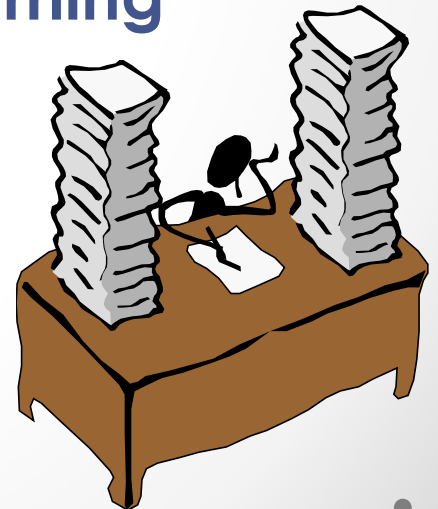
Partners

- **Government Departments**
- **Funding Organizations, Foundations**
- **Lead Community Organization**
- **Partner Community Organizations**
- **Market Manager/Administration**
- **Market Vendors**
- **Participants**
- **Public**



Administration

- determining participant eligibility, supplying the vouchers, reconciling with/compensating vendors
- training/education of users, farmers, community
- skill-building or educational programming
- promotions, advertising
- records, evaluations

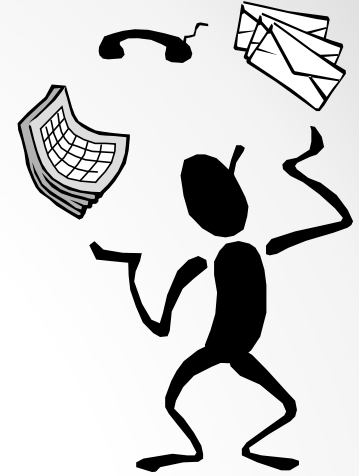


Funding

- **Government**
- **Organizations, foundations**
- **Community**
- **Fundraising**
- **Vendors**



Challenges



- **funding**
- **payments (esp. with terminals),**
- **access to markets (e.g. location, transportation)**
- **market season**
- **volunteer/staffing**
- **coordination between community organization, vendors/market administration, program users, public**

The Particulars

- **BC Farmers' Market Nutrition and Coupon Program Resource Kit**
- **Examples of Market Voucher Programs**

Discussion



- How might the CFN use this information?
- What further types of information would you find useful?
- Other questions/comments??

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