



CSRD
FEB 14 2025
RECEIVED

February 7, 2025

Dear Director Natalya Melnychuk,

We're excited to share great news about **Sorrento** 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 Sorrento

During the 2024 season, **South Shuswap Health Services Society- Copper Island Health And Wellness Centre** 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 **\$23,574** with local farmers at the **Sorrento Village Farmers Market**.

In **Sorrento** over **57** 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 | bcfarmersmarkettrail.com