



VFM Strategic Plan | 2022-2026

Our vision is **a resilient local food network that values people and the land**

To make our vision a reality **we create vibrant and welcoming markets that build community, feed people, and support small farms and producers**

OUR STRATEGIC PRIORITIES



Strengthen Markets

Our markets are recognized and supported on municipal and provincial levels as vital infrastructure



Empower Community

Our markets and digital spaces are catalysts for education and action



Enhance Access

Our markets are accessible to neighbours and producers who face barriers to participation

Develop Organizational Capacity

Updated systems and policies improve productivity, support creativity, increase transparency and enhance equity

In guiding our work, we prioritize

Local

We work in neighbourhoods and support producers who make, bake, grow and harvest in BC

Sustainable

We seek health and endurance for the land and our communities, stewarding resources (human, financial, creative, environmental) with integrity and respect

Community-Centred

We pursue inclusive communities by bringing together urban and rural dwellers, organizations and businesses, producers and neighbours