

FRESH TO FAMILIES IMPACT REPORT



The Fresh to Families Program is Vancouver Farmers Markets' own expansion project of the Farmers Market Nutrition Coupon Program, a province-wide healthy eating initiative led by the BC Association of Farmers Markets (BCAFM) and the BC Ministry of Health.

The IMPACT

2023

Families Served **180**



Total Coupon Value Redeemed **\$77,760**



Our Partners

2023

- VANCOUVER COASTAL HEALTH Healthiest Babies Possible Program
- MOSAIC Building Blocks
- VANCOUVER FAMILY CONNECTIONS Circles of Care and Connection
- KITSILANO NEIGHBOURHOOD HOUSE Connecting Neighbours. Creating Communities

Total Coupon Redemption at our Markets - Including Fresh to Families

2022-23

\$20,571

Riley Park Summer

\$21,108

False Creek

\$93,252

Trout Lake

\$20,991

Mount Pleasant

\$27,867

West End

\$36,117

Hastings Park

\$49,638

Downtown

\$87,918

Kitsilano

\$41,847

Riley Park Winter

SCAN TO DONATE



Stories of Nourishment

The farmers market has inspired our family to plant more and more each spring & summer season in growing our own vegetables at home. Thank you so much for your support. We really appreciate it.

I am so grateful for the coupon program. I am so grateful. It made such a difference for me and my child. So thank you, truly from the bottom of my heart.

Thank you for giving the chance to my son to try fresh and delicious fruits and veggies and some of them were his first tries!

Hi there, our family really enjoyed the farmers market coupon experience of shopping and learning more about The fruits and vegetables and different ways to prepare meals.