

# 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

Strengthening Food Security

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

- BCAFM BC Farmers' Market Nutrition Coupon Program
- VCF Vancity Community Foundation

## Total Coupon Redemption at our Markets - Including Fresh to Families

Contribution to Vendor Sales

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.

