



ARTISAN FARMERS' MARKETS + THE FARMERS' MARKET NUTRITION COUPON PROGRAM

ABOUT THE PROJECT

THE ISSUE:

The Artisan Farmers' Markets and BC Associaton of Farmers' Markets (BCAFM) want to increase the number of low-income households participating in the markets

SIGNIFICANCE:

- Gain a better understanding of food security barriers
- Improve community food security, where "all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes self-reliance and social justice"
- Help the BCAFM make informed decisions in order to increase market accessibility

ABOUT THE MISSION

"To connect consumers directly with local farmers, small food producers, and artisanal makers in order to support the community's financial, social and environmental objectives." ¹

3 LOCATIONS

Burnaby, Lonsdale, Ambleside¹

16 WEEKS

From May until October¹

TYPES OF VENDORS¹

Farms

Plants + Flowers

Meat and fish

Prepared foods

Jewelers

Crafters

Body Products

Food Service/Trucks

Liquor

Non-Profit Community Group

Other

ABOUT THE

DURING THE SUMMER OF 2019

463,592 TOTAL COUPONS

given out³

93% redemption rate³

4,139 HOUSEHOLDS

received coupons³

200+ LOW-INCOME HOUSEHOLDS

enrolled in Greater Vancouver³

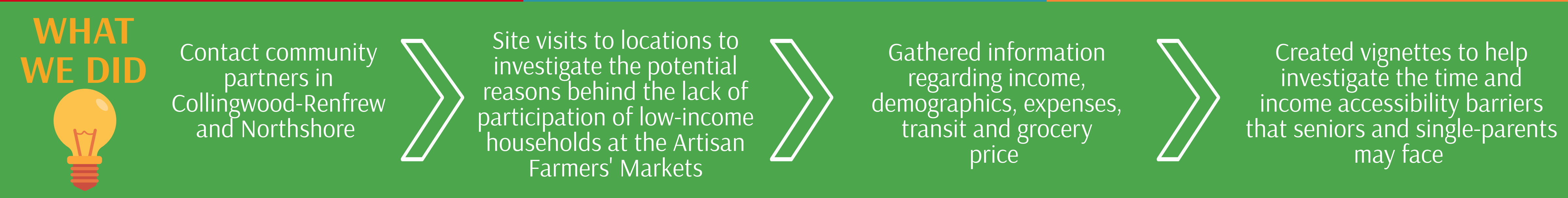
\$335 PROVIDED

to each household enrolled³

7 COUPONS

worth \$3 each per household per week (\$21)³

Households that qualify to enroll in the program are commonly lower-income families, pregnant women, and seniors.²



BURNABY VIGNETTE

NORTHSHORE VIGNETTE

BUDGET

Monthly Pre-Tax⁴ \$ 2,701.92

Income (\$ 524.58)⁶

Income Tax \$1,075.08⁷

Child Care Tax Benefits

Tax Credits \$ 77.53

Net Income: \$3,329.95

Rent: (\$1,097.00)⁸

Child Care: (\$1,100.00)⁷

Clothing: (\$ 173.00)⁹

Health Care: (\$ 196.00)⁹

Transportation: (\$ 131.00)¹⁰

Savings: (\$ 100.00)

Money left: \$532.95

JANE DOE

AGE: 34

ETHNICITY: Chinese

FAMILY/DEPENDENTS: 5-year-old daughter 7-year-old son

WEEKLY GROCERY BUDGET: \$122.99

GROCERY LIST¹²

Fruits + Vegetables 27.03 lbs

Dairy 13.8 L

Eggs 10.5 eggs

Meat/Fish 6.21 lbs

Whole-Grains 4.63 lbs

Non-Whole Grains 3.33 lbs

Fat Products 1.63 lbs

TOTAL WEIGHT: ~58 lbs

BUDGET

Monthly Pre-Tax⁴ \$ 1,754.58

Income (\$ 335.83)⁶

Income Tax \$ 1,418.75

Net Income: \$ 1,418.75

Rent: (\$ 646.00)¹¹

Clothing: (\$ 173.00)⁹

Health Care: (\$ 196.00)⁹

Transportation: (\$ 98.00)¹⁰

Money left: \$305.75

JOHN DOE

AGE: 68

ETHNICITY: Aboriginal

FAMILY/DEPENDENTS: None

WEEKLY GROCERY BUDGET: \$70.56

GROCERY LIST¹²

Fruits + Vegetables 12.87 lbs

Dairy 4.49 L

Eggs 3.5 eggs

Meat/Fish 4.03 lbs

Whole-Grains 1.96 lbs

Non-Whole Grains 1.87 lbs

Fat Products 0.93 lbs

TOTAL WEIGHT: ~27 lbs

RESULTS	BURNABY ARTISAN FARMERS' MARKET	CONSUMER'S PRODUCE	SAFEWAY
time in transit	21 min	16 min	17 min
time spent walking	10 min	6 min	7 min
money spent	\$112.81 after subtracting \$21.00 coupons	\$105.69	\$127.49

RESULTS	LONSDALE ARTISAN FARMERS' MARKET	FOXY FARM MARKET	LOBLAW'S CITY MARKET
time in transit	17 min	16 min	20 min
time spent walking	5 min	4 min	8 min
money spent	\$51.19 after subtracting \$21.00 coupons	\$62.36	\$63.26

CONCLUSIONS

Some alternative stores may be more affordable and transit accessible

Individuals may not be going to the markets because they are unaware of them due to distance

The Farmers' Markets may be more affordable than what was originally thought

WHAT'S NEXT?

SHORT TERM

Talk to individuals at community centers about the markets, and present findings to BCAFm

MEDIUM TERM

Develop a plan to help individuals reach the Farmers' Markets more easily through transit, such as a shuttle bus

LONG TERM

Execute the plan which will bring more awareness to the markets and increase participation

1. Artisan Farmers Market Society. (2019). Artisan Farmers' Markets - Ambleside, Lonsdale and Burnaby. Retrieved from <https://www.artisanmarkets.ca/>. 2. BC Association of Farmers' Markets. (2019). BC Farmers' Market Nutrition Coupon Program. Retrieved from <https://bcfarmersmarket.org/coupon-program/how-it-works/>. 3. Interview questions to Community Partner: BCAFm organisation - Peter - program manager for the coupon program 4. Statistics Canada. (2017, September 13). Low-income cut-offs, before tax (LICO-BT - 1992 base) for economic families and persons not in economic families, 2015 (Dictionary, Census of Population, 2016). Retrieved from https://www12.statcan.gc.ca/census-recensement/2016/ref/dict/tab/14_3-eng.cfm. 5. Hamm, M. W., & Bellows, A. C. (2003). Community Food Security and Nutrition Educators. Journal of Nutrition Education and Behavior, 35(1), 37-43. doi: 10.1016/s1499-4046(06)60325-4 6. Statistics Canada. (2017, September 13). Low-income cut-offs, after tax (LICO-AT - 1992 base) for economic families and persons not in economic families, 2015 (Dictionary, Census of Population, 2016). Retrieved from https://www12.statcan.gc.ca/census-recensement/2016/ref/dict/tab/14_3-eng.cfm. 7. Government of Canada. (2019, June 18). Child and family benefits calculator (Canada Revenue Agency). Retrieved from https://apps.cra-arc.gc.ca/ebci/fbce/prot/ntr/request_locale=en_CA. 8. Co-operation Housing Federation of BC. (2019, June 1). Centennial Park Housing Co-operative. Retrieved from <https://www.chf.bc.ca/find-co-op/co-op/?id=00115000115wKA>. 9. The Metro Vancouver. (2015). Housing and Transport Cost Burden Study. Housing and Transport Cost Burden Study. The Metro Vancouver. Retrieved from <http://www.metrovancouver.org/services/regional-planning/PlanningPublications/HousingAndTransportCostBurdenReport2015.pdf>. 10. TransLink. (2019). Fare Pricing. Retrieved from <https://www.translink.ca/Fares-and-Passes/Fare-Pricing.aspx>. 11. Draft: Rental and Affordable Housing Strategy. (2016, February). Retrieved from https://www.dnv.org/sites/default/files/edocs/draft-affordable-housing-strategy.pdf?fbclid=IwAR1BdoK3sqyOKeE_53BR6edksNSLmcTXPEmboZPegOUmMZW5mQyx44rAP4. 12. Canada, H. (2009, February 2). Government of Canada. Retrieved from <https://www.canada.ca/en/health-canada/services/food-nutrition/food-nutrition-surveillance/national-nutritious-food-basket/questions-answers-2008-national-nutritious-food-basket.html?fbclid=IwAR2JskSVdgPOQr8Sjb4YtIoLUJcBEuLRQdIPKRYrszce7L9nBFP2SLblw>.