



February 2, 2026

Dear Mayor Barbara Desjardins and Council,

Last year in March 2025, the Ministry of Health renewed funding support for the 2025 BC Farmers' Market Nutrition Coupon Program season. BCAFM is proud to deliver this incredible program and share its positive impact in your community.

### **A Positive Impact in Esquimalt**

The BC Farmers Market Nutrition Coupon Program is addressing nutrition needs, affordability and food security for lower-income pregnant people, families with children, and seniors/elders in your community.

We collaborate with *Esquimalt Neighbourhood House* who provide program participants with \$27 a week for 16 weeks to purchase fresh, local foods – including fruits, vegetables, cheese, eggs, nuts, fish, meat, herbs, and honey—directly from BC farmers at your local farmers' market.

We've tallied up the results, and more than **36** lower-income households redeemed **\$15,552** in coupons at *Esquimalt Farmers Market* in 2025.

Your community members received access to healthy food while fostering stronger community connections. At the same time, local farmers, with the additional sales, can sustain and grow their farms, strengthening our local and regional food systems and contributing to a healthier, more connected community.

### **Our Request to You**

BCAFM does not have secured funding for the 2026 program season and beyond. We are asking for your support to secure continued funding for this powerful program. Sending a letter to The Honourable Josie Osborne, BC Minister of Health, would go a long way in demonstrating the importance of continued and expanded funding investment for the BC Farmers' Market Nutrition Coupon Program in your riding.

We look forward to continuing this meaningful work with your community.

**With gratitude,**



Heather O'Hara  
BCAFM Executive Director



Wylie Bystedt  
Chair, BCAFM Board of Directors

**BC Association of Farmers' Markets**

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