



October 19, 2016

Revelstoke Farm and Craft Market  
C/O Tamaralea Nelles  
PO Box 2814  
Revelstoke, BC  
V0E 2S0

To the Board of the Revelstoke Farm and Craft Market,

We are writing to you as a long-standing and valued member of the BC Association of Farmers' Markets (BCAFM), which currently represents 135 farmers' markets across BC.

As a grassroots member driven organization, BCAFM members have collectively endorsed the "make it, bake it, grow it" philosophy and practices since the founding of the Association in 2000. These unique, core values differentiate and distinguish farmers' markets from other types of markets and retail outlets. As such, BCAFM and its member markets strive to uphold these values with integrity, which both customers and others producers have come to expect at BC farmers' markets.

As you may recall, during our annual membership application process, BCAFM members agree to comply with the definitions and bylaws of the Society, including the requirement that member markets be comprised exclusively of vendors that make, bake, grow or raise, the products they sell. For background, below is the definition of a farmers' market as it is written in our current bylaws:

"farmers' market" means a market comprised exclusively (100%) of vendors who make, bake, grow or raise the products they sell, of which a majority of the vendors are selling farm products of British Columbia origin. These markets must be British Columbia non-profit organizations, whether incorporated or not, with at least 6 vendors, that operate for 2 or more hours per day for a minimum of 4 markets in a year;

In the event that a member farmers' market is found to be in violation of this bylaw and the make it, bake it, grow it requirement, the BCAFM's current practice is to issue a warning letter. For example, if a BCAFM member market is identified as allowing imported farm or other products to be resold at the market, the market will be issued a warning letter. If the violation continues, the market will not be granted BCAFM membership the following year. Consequently, the market will lose the benefits associated with BCAFM membership, including:

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- Removal from and ineligibility to participate in the BCAFM Farmers' Market Nutrition Coupon Program. (As of October 18<sup>th</sup>, 2016, \$7,881 worth of Farmers' Market Nutrition Coupons were redeemed with vendors at the Revelstoke Farm and Craft Market);
- No access to the BCAFM's discounted group rate on farmers' market insurance for farmers' market staff, directors and vendors;
- Removal from BCAFM networking and communications including sector updates, newsletter and farmers' market list serve;
- Exclusion from BCAFM advocacy activities, marketing and promotions, including the provincially distributed brochure (which is distributed to your local and surrounding visitor centres), BCAFM's online market finder and provincially funded promotional campaigns such as the Ministry of Agriculture's Buy Local Program;
- No access to discounted member rates on BCAFM training opportunities or resource materials such as the annual BC Farmers' Markets Conference, Market Management Certificate Program or Board Governance Manual; and
- Ineligibility to vote in the BCAFM AGM.

We sincerely value the continued commitment and adherence to the make, bake, grow philosophy by the Revelstoke Farm and Craft Market. Supporting these values, directly supports BC small farmers, food producers and artisans, and provides British Columbians with access to high-quality, local, in season goods. We look forward to continuing to work with you and your market team to support a vibrant and thriving farmers' market in Revelstoke.

Please feel free to contact us if you have any questions or concerns regarding this letter. The BCAFM can be reached at [info@bcfarmersmarket.org](mailto:info@bcfarmersmarket.org) or by phone at 604-734-9797.

Sincerely,

Heather O'Hara  
Executive Director  
BC Association of Farmers' Markets

Wylie Bystedt  
President, Board of Directors  
BC Association of Farmers' Markets

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