



BC ASSOCIATION OF FARMERS' MARKETS

TOP 5 REASONS TO BE A FARMERS' MARKET VENDOR:

- 1 Grow your business by accessing high-value markets.
- 2 Experiment with new ideas.
- 3 Learn about new trends.
- 4 Meet and interact "face to face" with your customers, and share your stories with them.
- 5 Connect with market managers, chefs, retailers and other vendors to network, learn new skills and grow your business.



ABOUT THE BC ASSOCIATION OF FARMERS' MARKETS

The **British Columbia Association of Farmers' Markets (BCAFM)** was founded in 2000 in response to a greater need for networking and communication among Farmers' Markets in British Columbia.

The purposes of the BCAFM are to support British Columbia producers of agricultural products, food products and crafts – and to promote, educate, encourage, develop and support farmers' markets in communities across BC.

The BCAFM works directly with farmers' markets. Along with other benefits and industry events, the BCAFM hosts an annual conference that offers invaluable education and networking opportunities, useful business tools and timely information.

CONTACT THE BCAFM TODAY!

Please visit: www.bcfarmersmarket.org or email info@bcfarmersmarket.org to find out more.



BC ASSOCIATION OF FARMERS' MARKETS

www.bcfarmersmarket.org

Grow with Us!

www.bcfarmersmarket.org



Local Flavours, Familiar Faces



GROW WITH US!

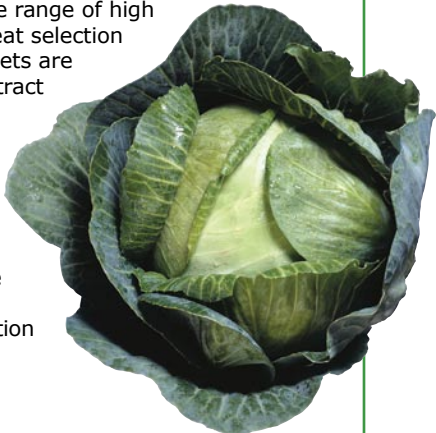
Are you new to farming? Do you want to increase your sales? Do you want repeat customers? Do you want to increase your profits? Do you sell high quality or unique products? Are you a "people" person? If you have answered "yes" to any of these questions, then...

WE WANT YOU TO SELL AT A LOCAL FARMERS' MARKET!

Farmers' markets are increasing in popularity across British Columbia. Over the past 10 years, the number of markets has grown considerably – and consumer demand for local, fresh and healthy foods is growing at an even faster rate.

Many farmers' markets are looking for new vendors to draw more customers to their markets. Customers prefer to shop at markets that offer a wide range of high quality products with great selection and variety. Other markets are looking for crafters to attract additional customers.

To ensure that member markets of the [BC Association of Farmers' Markets \(BCAFM\)](#) have sufficient vendors, we are inviting all eligible vendors to contact the BCAFM for more information about this opportunity.



GROW YOUR BUSINESS, SALES AND PROFITS

Interested in growing your business? Then you should consider selling your products at one of our member markets.

As a vendor, you'll have an opportunity to increase your cash flow and interact directly with your consumers – while providing a great community service by bringing fresh products from your farm to your customers.

Often, selling at farmers' markets provides a greater cash return than through wholesale marketing. Of course, there's also the added benefit of getting to know your customers – and the pride and joy of directly interacting with the people who enjoy your products.

The requirement? There's only one: **you need to make, bake, grow or raise the products yourself and then sell your products at the market.**

Take advantage of the new trend towards going and growing local – as more and more consumers are making the farmers' market a one-stop shopping experience.

BC Farmers' Markets... a great opportunity to grow your business!



THE MARKET OPPORTUNITY

With more than 100 farmers' markets throughout British Columbia, finding one or more markets at which to sell your products is easy!

Farmers' markets operate in every type of BC community – from major cities to suburbs and rural communities – and also vary in size and sophistication. Most markets are open from May through October – though many also offer evening, winter and special occasion (e.g. Christmas) markets.

Farmers' markets may be looking for a wide variety of products – including locally grown or processed fruits, vegetables, meat, poultry, dairy, eggs, baked goods, specialty foods, herbs, flowers, plants, arts & crafts and so much more! Markets offering a wide range of products tend to attract more customers.

Indeed, more shoppers are visiting local farmers' markets that offer a wide selection of products, unique products and unparalleled freshness – in addition to the fun and personal service found at farmers' markets. Farmers' markets provide a special experience for vendors and customers.

Along with helping to grow your existing business, farmers' markets can act as incubators for new business ideas – serving as low-cost, low-risk places to experiment with new products and processes.

So, join other local vendors in taking advantage of this "market" opportunity – especially as BC farmers' markets gain in popularity around the province.