



PROJECT OVERVIEW

TITLE: Regional Farmers' Market Logo and Signage Project

Date: June 2011

PROJECT DESCRIPTION:

Farmers' Markets within the Regional District of Bulkley-Nechako (RDBN) have formed the Bulkley-Nechako-Stuart Farmers' Markets (BSNFM). Working together through meetings facilitated by the RDBN, the group has fostered cooperativeness versus competitiveness. The project hired a Project Coordinator, held a logo contest and selected a Regional Farmers' Market Logo. Signage and banners with the Regional Logo will be installed and the RDBN website will host the Regional Farmers' Market Information.

RATIONALE:

Historically, the agricultural industry has played an important role in settling the region. The number of families deriving an income from agriculture is diminishing; however, there has been an increased interest in the production of local food. This project supports local food producers and has the ability to increase economic activity for vendors. As local producers become more successful financially, diversification of the local economy occurs and producers look to expand their markets.

The project will contribute to the achievement of the following recommendations found in the OBAC Agriculture Strategy.

Recommendation 1: Develop infrastructure that supports the agriculture sector and removes barriers to its further development and diversification .

Recommendation 4: Increase the demand for locally and regionally produced foods.

PARTNERS:

The Regional District of Bulkley-Nechako, Bulkley-Nechako-Stuart Farmers' Markets (Smithers, Houston, Burns Lake (two markets), Southside of Francois Lake, Fort Fraser, Fort St. James and Vanderhoof).

TIMELINES:

June 2011 – June 2012

RESOURCES:

OBAC contributed \$8,183 and the Nechako-Kitimaat Development Fund contributed \$3,587 to the project.

REGIONAL STRATEGIES: Agriculture Strategy

ACTIVITY

Select a logo and install signs to increase public knowledge and awareness of Farmers' Markets within the Regional District of Bulkley-Nechako.

OUTPUTS

*14 Highway Signs installed
8 promotional banners
Website additions*

INTERMEDIATE OUTCOMES

Increased public knowledge and awareness of Farmers' Markets within the Regional District of Bulkley-Nechako.

OUTCOMES

Strengthened agriculture sector, increased consumption of locally produced foods and, economic diversification