

NEWS RELEASE

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New Farmers' Market Incubator Program

KAMLOOPS, B.C. – Community Futures Thompson Country has launched a Farmers' Market Incubator program for entrepreneurs looking to test or grow their product/business. The program will be piloted at the Clearwater Farmers' Market with hopes of growing accessibility at other rural markets throughout the region.

"The Clearwater Farmers' Market and Yellowhead Community Services are thrilled to partner with Community Futures Thompson Country on this initiative – the Incubator Program will provide support to emerging 'locally-grown' businesses and strengthen our local food system", Joanna Hurst, Clearwater Farmers' Market Manager.

Funding from The Economic Trust of the Southern Interior will allow the incubator to run throughout the 2021 Farmers' Market season and provide subsidized supports to eligible vendors including, but not limited to, the use of a tent and table, mentorship, 1-on-1 business support and access to business planning resources.

Food producers and processors will have access to additional opportunities to help them enhance business viability. Areas of support will include distribution cooperatives, co-packing arrangements and safety certifications.

"The Covid-19 Pandemic has demonstrated the importance of local food security. The market incubator is a great opportunity to support local agriculture and entrepreneurship. We look forward to growing the program and our partnership with Yellowhead Community services," Blair Gray, General Manager, Community Futures Thompson Country.

Program details: <https://communityfutures.net/business-services/farmersmarketincubator/>; for more information, please contact:

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