

Team Seal Lovers 

Food Card Program

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Background





Team Seal Lovers 
British Columbia

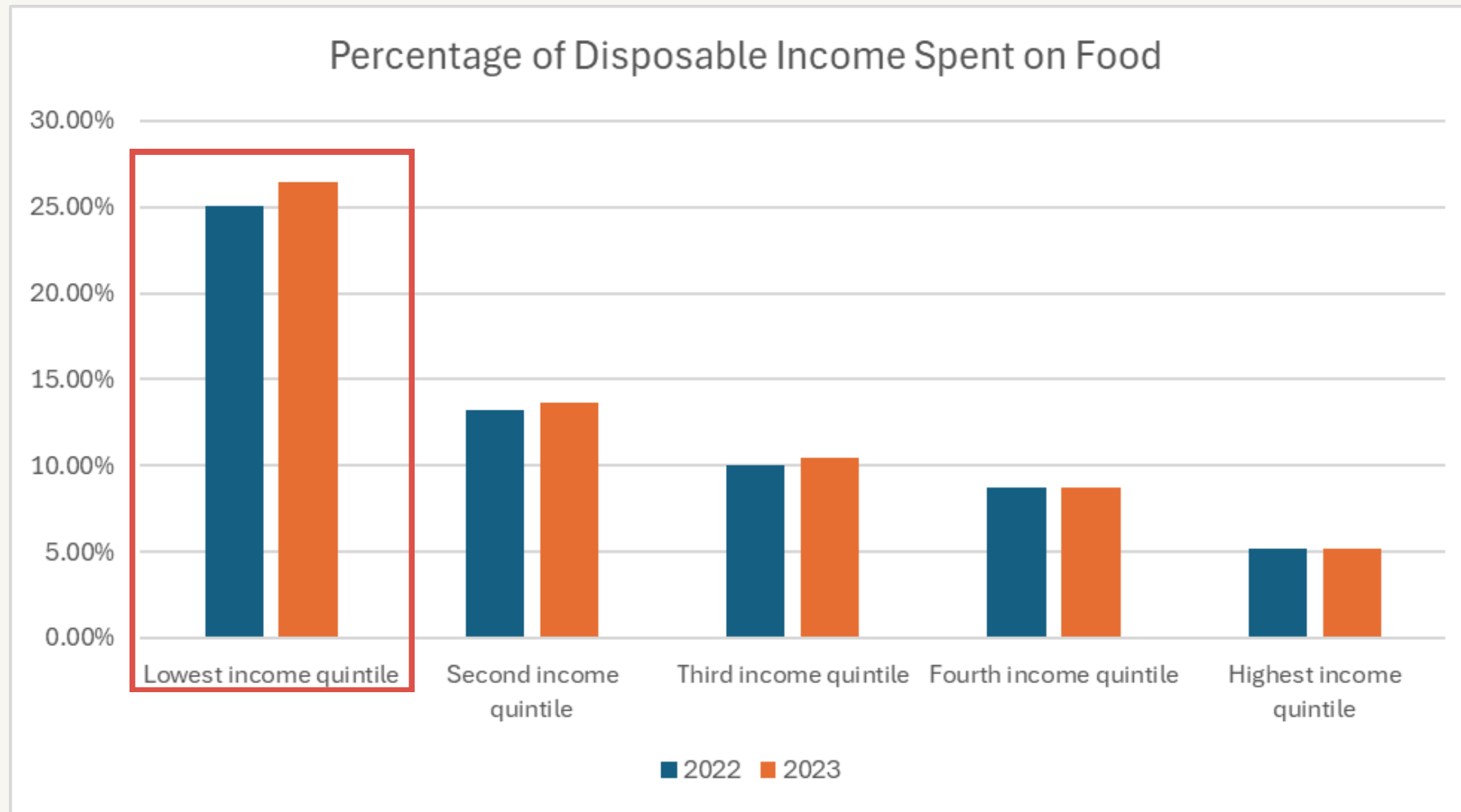
food costs

vulnerable groups

supporting local

 solution 

Background – Disposable Income Spent on Food



- income-based issue is linked to **poverty + material deprivation [2]**
- systemically marginalized populations experience disproportionately **high rates of food insecurity** in BC [2]
- food-insecure households rely on income from wages, salaries or self employment [2]

From Statistics Canada 2022-2023 [1]

Background – Existing Programs in BC

Supplemental Nutrition Assistance Program (SNAP) [3]



Nutrition North Canada (NNC) [4] [5]



Government of Canada

BC Associations of Farmers Markets (BCAFM) Nutrition Coupon Program [6]



Proposal



FoodCard Partnership Program

For Consumers

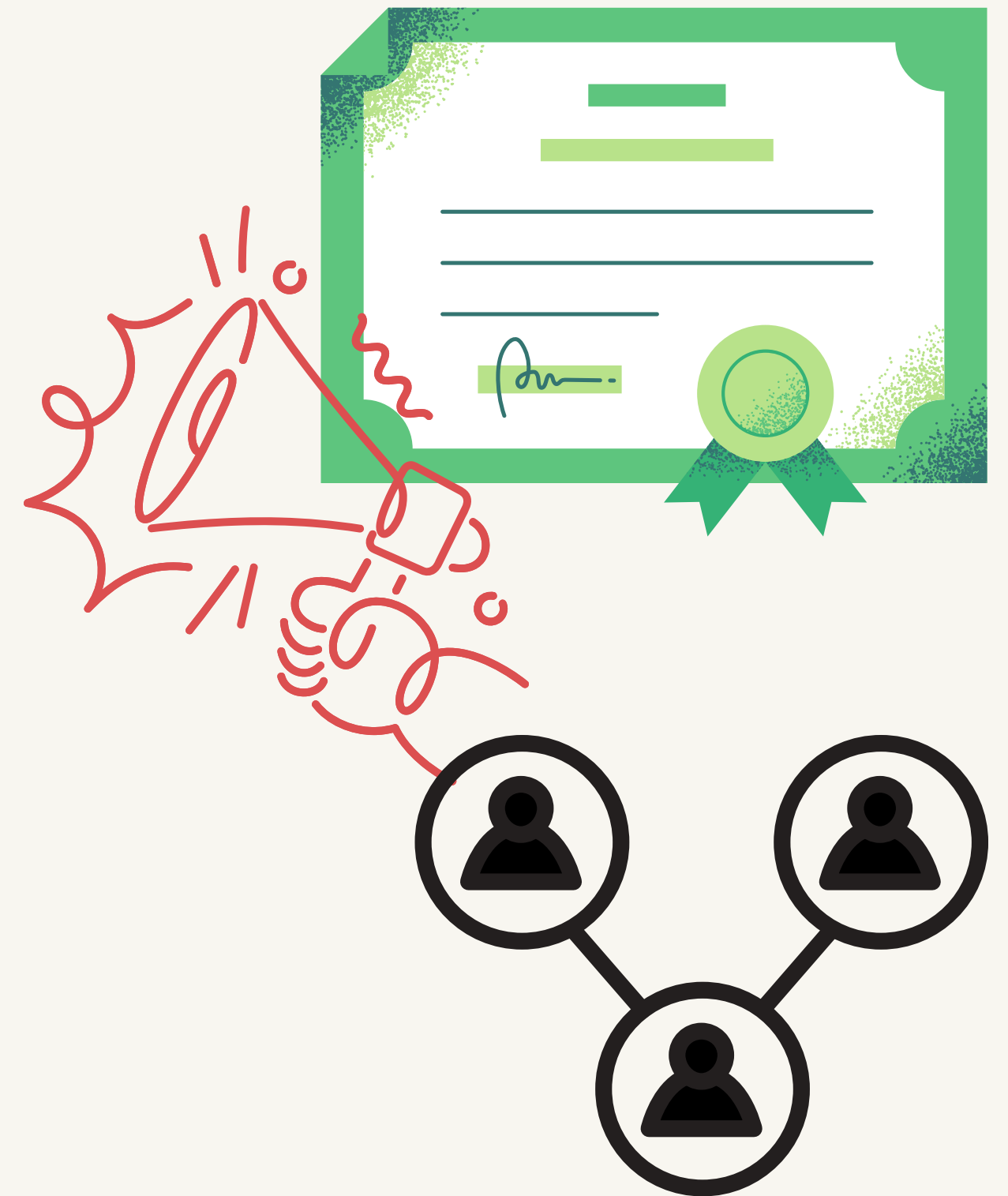
- FoodCard for low-income households
- Weekly grocery allowance
- Provide affordable grocery options



FoodCard Partnership Program

For Retailers

- Stores register to be FoodCard Partners
- Eligibility requirements
- Various benefits for businesses to join
 - Tax breaks
 - FoodCard Partner certification
 - Greater exposure
 - Connections to suppliers



FoodCard Partnership Program

For Communities

- Encourage learning and cultural diversity
- Support local businesses owned and operated by marginalized groups
- Create trust between local businesses and consumers



Objectives/Goals

- Uplift households
- Support small businesses
- Provide affordable options
- Build diverse communities



FoodCard Partnership Program

Comparison with Other Programs

Supplemental Nutrition Assistance Program (SNAP)

- Consumer choice freedom
- Support local businesses
- Improve communities for all

BCAFM Nutrition Coupon Program

- Not limited to Farmer's markets
- Larger benefit amount
- Year round support

Nutrition North Canada (NNC) [4]

- Consumer-focused
- Business incentives rather than direct tax cuts or subsidies



FoodCard Partnership Program

Limitations

- Mainly targets urban areas
 - Rural communities
 - Indigenous communities
 - Food deserts
- The mixing problem: large gap in the food insecurity rates by participation status [7]



Implementation



Pilot Program



The pilot program is the initial phase of the project that will run-through a period of **two** years.

The project will target **100 households in Vancouver** and will subject these households to the low-income requirement for eligibility.

Within Vancouver, the project will aim to partner with 10 small **independent community grocery stores** to execute the distribution of goods

Partnered stores will be licensed to make monetary claims on the transacted subsidised goods.

Monetary breakdown of Pilot Program

Food Card subsidy	\$1,064,000
Card costs	\$15
Staff salary	\$560 000
Estimated tax break losses	\$200,000
Total	\$1 824 015

100 families for 2 years average
of \$95 household/week

\$0.15 x 100 pieces

Main director - 100K-120K
External - 80K
Internal - 80K

The economic burden
of food insecurity:
estimate of **\$1.794
Billion [8]**

Deliverables





FoodCard Holders

Eligibility

Usage

Benefits



FoodCard Partner Businesses

Eligibility

Ineligibility

Benefits

Obligations



Conclusion

- Food insecurity in BC
- FoodCard Program
- Implement with pilot program (2 years)



References

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- Martin, K. S., Ghosh, D., Page, M., Wolff, M., McMinimee, K., & Zhang, M. (2014). What role do local grocery stores play in urban food environments? A case study of Hartford-Connecticut. *PloS one*, 9(4), e94033. <https://doi.org/10.1371/journal.pone.0094033>