

WHAT ABOUT THOSE LITTLE \$2.00 COUPONS AT THE LOCAL SUPERMARKET?



We often receive questions about these little \$2.00 coupons on display at local supermarket checkouts.

The B.C. sharing program was designed and sponsored by the B.C. government, B.C. food producers, and the Canadian Association of Food Banks, B.C. branch, and administrated by the B.C. Dept. of Agriculture. It was part of a larger program called the 'buy B.C.' program, which has now been cut by the government. However, private corporate sponsors and the Canadian Association of Food Banks-B.C. branch have since taken over the administrative costs of the coupon program to ensure it continues.

The B.C. sharing program has been extremely successful in raising support and awareness for local food banks as well as creating additional sales for supermarkets and B.C. producers.

Whenever you as a customer are at the store checkout, you simply tear off 1 or more coupons from the pad on display, give it to the cashier who scans it in, and the \$2.00 cost per coupon is added to your grocery bill. The supermarket converts the value of coupons sold to an equal value in Gift Certificates for their store and gives these to the local food bank in their community. The local food bank can then use the gift certificates to purchase B.C. products for the food bank.

In the case of the Langley Food Bank, we use most of the certificates to purchase milk, eggs, cheese, meat, and various canned goods.

We are very grateful for the supermarkets that support the program: Save on Foods, Pricesmart, Canada Safeway, the Real Canadian Superstore, and IGA. They absorb all of the in house costs of administering the program within their stores.