

Haida Gwaii Market Food Coupon Program

Haida Gwaii



Who We Are

Masset Market Collective Society supports community entrepreneurs and non-profit organizations working in island food security, the arts, recreation and culture. We manage and administer funds for programming that serves all five island farmers/community markets to help build capacity between us all and better serve all residents on Haida Gwaii.



Project Overview

This project supports all Haida Gwaii communities by providing food coupons to low-income families, seniors, and vulnerable residents. Distributed through community service partners and redeemable at local markets, the program aims to issue 1,500 coupons based on need. It will also fund Food Safe certification for 10 new vendors and hire a coordinator to oversee implementation.

Key Highlights

In partnership with 10 community organizations, our project improved access to local food for over 650 low-income families, seniors, children, and pre- and post-natal mothers across Haida Gwaii through a coupon program at five farmers' markets. We also hosted an all-island food meeting with 23 vendors and partners to strengthen collaboration—leading to the Tomat digital coupon pilot with Island Wellness as a key action from that discussion.



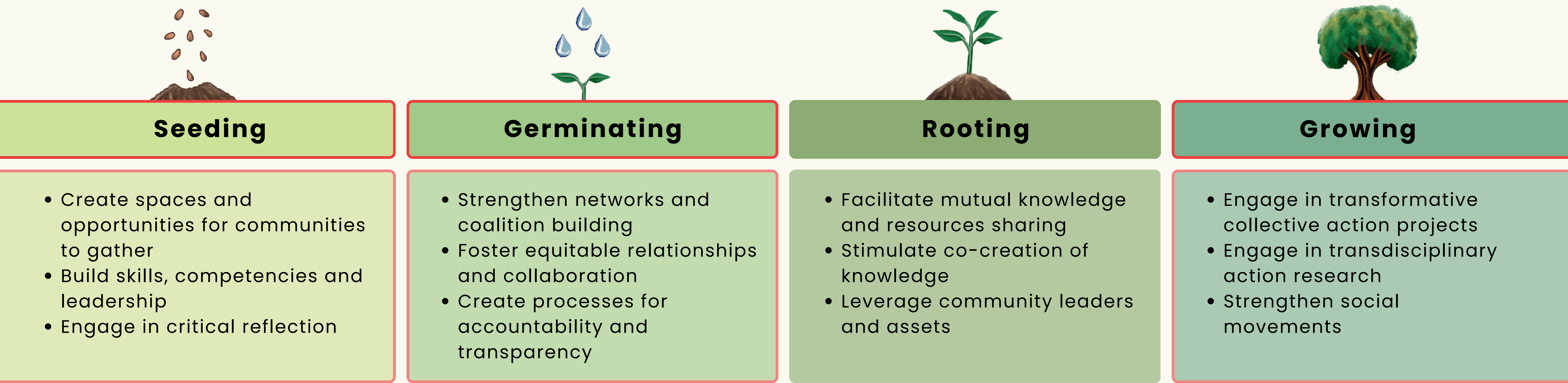
Stories of Impact

The coupon program has made food available at local farmers markets more accessible to lower income residents across Haida Gwaii, reaching seniors, families, and students. Teachers noted how students enjoyed meeting vendors and trying new foods. Vendors benefited from expanded opportunities, and the community appreciated the diversity of local food products available to them at the markets.

Next Steps

Cork-based reusable coupons enable Masset Market to recirculate food coupon funding or donations into the future. The Tomat digital food coupon pilot with Island Wellness (info.allotomat.com) helps identify participation barriers and support needs. Both strategies help reduce overhead costs and improve redemption rates that will guide future funding and program adaptations.

Stages of Food Systems Transformation



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