

NOVA SCOTIA LOYAL SCHOOL VOUCHER PROGRAM

The Government of Nova Scotia is launching a new buy local program, Nova Scotia Loyal.

Nova Scotia Loyal will include:



A visual identity that inspires provincial pride and increases awareness for products that are grown, harvested, crafted, and manufactured in Nova Scotia.



A consumer incentive program to drive consumer demand and consumption of local products.

We are pleased to partner with the Farmers' Markets of Nova Scotia to launch a Nova Scotia Loyal School Voucher Program. A \$10 voucher will be sent home to each of the over 130,000 provincial public school students, to be used at a nearby farmers' market. This will help you and your family connect with farmers' markets and the incredible producers who sell there while local businesses benefit from increased sales. It's a win-win!

Here's how it works:



To find a farmers' market participating in this program near you, visit farmersmarketsnovascotia.ca/NSL



Each Nova Scotia Loyal Voucher has a maximum value of \$10 and is not redeemable for cash.



Vouchers can be used towards the purchase of any products at your farmers' market, with the exception of beverage alcohol products.

Looking for seasonal inspiration? You can access Simply Seasonal, a free cookbook by visiting farmersmarketsnovascotia.ca/cookbooks