

A regional alliance to sustain access to fresh produce and support local agriculture.

Brome Lake, June 1st, 2026 – The public markets of Brome Lake, Sutton, and Frelighsburg are announcing an unprecedented collaboration to deploy and sustain the *Carte proximité* program across their respective territories. This initiative, now part of a broader movement bringing together eight markets across the Eastern Townships¹, aims to provide a concrete response to food insecurity while strengthening the revenue of local agricultural producers.

Launched in 2020 by the [Carrefour solidaire de Montréal](#) and already well established in Montréal, the *Carte proximité* program allows households in need to purchase fresh, healthy, and locally grown food using a prepaid card. Each month, an amount adjusted to household size is loaded onto the cards in circulation. These funds can then be spent directly through a simple QR code at participating vendors. This alliance also marks the beginning of a collective effort to embed the program for the long term, attracting the partners and funding needed to ensure that each market season renews this commitment to families and producers across the region.

The project currently benefits from the financial support of the Brome-Missisquoi Pact, along with several other funding sources that provide an operational foundation for the coming years. That said, funding the cards themselves remains the central challenge that market coordinators will face in the years ahead.

"By making fresh food more accessible to families while generating direct economic benefits for local producers, the *Carte proximité* represents a concrete, human, and sustainable model of community support."

— Lee Patterson, Mayor of Brome Lake

The integration of these three hubs into the full network of eight participating markets across the Eastern Townships speaks to the relevance of this social short-circuit model. Beyond promoting healthy eating, the *Carte proximité* injects funds directly into the rural economy as every dollar loaded onto a card flows back to farmers and producers in the region.

For more information, please visit our website: lacbrome.ca/marche-public-de-lac-brome
lacbrome.ca/farmers-market

— 30 —

Source :

Claire Citeau
Community Life Coordinator
Town of Brome Lake

450-243-6111
claire.citeau@lacbrome.ca

¹ Lac-Mégantic, Granby, Sherbrooke, Sutton, Lac-Brome, Frelighsburg, Bolton-Est and Dudswell