

Appendix A – Survey of Ontario Farmers' Markets

Survey of Ontario Farmers' Markets

The City of Peterborough invites you to participate in our farmers' market survey.

We welcome your insights, expertise and best practices that make your farmers' markets the success that they are.

If you would like to receive a summary of the information we collect, please include your email at the end of the Survey.

We invite you to participate in our Farmers' Market Survey. We welcome your insights, expertise, and best practices that make your Farmers' Markets the success they are.

If you have further feedback you would like to provide or have questions, please leave your contact information at the end of the Survey.

Thank you in advance for your participation in this process!

Sincerely,

City of Peterborough
Farmers' Market Review
Project Team

Appendix A – Survey of Ontario Farmers' Markets

Survey of Ontario Farmers' Markets

1. Where is your farmers' market located (e.g. City/Township)?

2. How many years has your farmers' market been in operation?

- ☐ 0 - 10 Years
- ☐ 11 - 30 Years
- ☐ 31 - 50 Years
- ☐ 51 - 100 Years
- ☐ 100 + Years

3. Does your farmers' market operate year-round?

- ☐ Yes
- ☐ No

4. How many vendors do you have at your farmers' market?

- ☐ 1 - 20
- ☐ 21 - 40
- ☐ 41 - 60
- ☐ 61 - 100
- ☐ 100 +

5. What items are sold at your farmers' market?

- ☐ Fruits and/or Vegetables
- ☐ Meat, Poultry, Dairy and Eggs
- ☐ Breads and Baked Goods
- ☐ Deli and Prepared Food

Appendix A – Survey of Ontario Farmers' Markets

- Honey, Maple Syrup and Preserves
- Artisan Crafts, Textiles and Handmade Items
- Holistic Beauty and Well-Being
- Seedling, Perennials and Flowers
- Other (please specify)

6. How does your farmers' market define "local" for goods and/or produce sold at your market?

Local includes anything grown or produced...

- Within the community (City/Township) where your Farmers' Market is located, or within any of the surrounding communities
- Within a 100 kilometre radius of your Farmers' Market
- Within the same geographic region (e.g. Central Ontario , Eastern Ontario, Northern Ontario, Western Ontario)
- Within the province of Ontario
- Within Canada
- Other (please specify)

7. What percentage of products sold at your market must be grown or produced locally?

- 100%
- 75% - 99%
- 50% - 74%
- 25% - 49%
- 1% - 24%

Appendix A – Survey of Ontario Farmers' Markets

- 0%
- Unknown

8. Does your farmers' market permit vendors to re-sell goods and/or produce at your market?

- Yes
- No
- Only if such goods or produce are not able to be grown or produced locally, or are out of season.

9. If reselling of goods and produce is allowed at your market, are there any restrictions that must be followed?

Check any of the following restrictions that apply to re-selling goods and/or produce at your farmers' market.

- Limitations are placed on the percentage of goods and produce that can be sold through re-selling
- Vendors wishing to re-sell goods and/or produce may only do so if such goods are not available locally
- Vendors wishing to re-sell goods and/or produce must first obtain the approval of the market Board
- Vendors wishing to re-sell goods and/or produce must first obtain the support of the other vendors.
- Signage must be used to identify any goods or produce that are not grown or produced locally
- Other (please specify)

10. As someone involved in or responsible for the operation of a farmers' market, which of the following approaches do you think best contributes to a successful farmers' market?

- Selling only locally grown/produced items
- Selling mostly locally grown/produced items with a small percentage of re-sale products allowed but only if those items are not available from a local vendor

Appendix A – Survey of Ontario Farmers' Markets

- Selling mostly locally grown/produced items with a small percentage of re-sale products allowed but with no restrictions on what those re-sale items may be
- Selling an open mixture of local and re-sale items with no requirements on how much must be local and no restrictions on how much may be re-sale items
- Undecided

11. As someone involved in or responsible for the operation of a farmers' market, which of the following approaches do you think is most preferred by visitors to your market?

- Selling only locally grown/produced items
- Selling mostly locally grown/produced items with a small percentage of resale products allowed but only if those items are not available from a local vendor
- Selling mostly locally grown/produced items with a small percentage of resale products allowed but with no restrictions on what those resale items may be
- Selling an open mixture of local and resale items with no requirements on how much must be local and no restrictions on how much may be resale items
- Undecided

12. Is your farmers' market on public or private property?

- City/Township property
- Private property
- Other (please specify)

13. Is your farmers' market incorporated?

- Yes
- No

14. How is your farmers' market governed/managed? Our farmers' market is governed/managed by...

- The City/Township
- A Management Committee appointed by the City/Township

Appendix A – Survey of Ontario Farmers' Markets

- A Board of Directors selected by the market vendors
- A Board of Directors appointed by the owner or under the terms of corporation
- A Cooperative, owned and run jointly by its members
- Other (please specify)

15. If your farmers' market is governed/managed by a Board of Directors, who does your Board membership include from the list below?

Our farmers' market Board of Directors includes...

- Vendors from our farmers' market
- Consumers from our farmers' market
- Community members at large
- Elected Officials
- Staff of the City/Township
- Other (please specify)

16. Through what means, if any, does the City/Township regulate your farmers' market? Check all that apply.

The City/Township...

- Does not regulate our farmers' market
- Is the operator of the farmers' market
- Regulates our farmers' market through a By-law that sets out the requirements our market must follow
- Regulates our farmers' market through a license agreement between our market and the City/Township
- Regulates our farmers' market through a lease agreement between our market and the City/Township

Appendix A – Survey of Ontario Farmers' Markets

- Other (please specify)

17. What do you think are the key ingredients to a successful farmers' market?

18. What do you think are the benefits that farmers' markets provide for their host communities?

19. Are there other farmers' markets in Ontario that you would recommend we also look to as a leader in the field of farmers' markets? Please provide the name(s) of other Ontario farmers' markets that you would recommend we contact.

19. Other comments:

21. If you have further information you would like to share, please provide your contact details:

Name:

Phone:

22. If you would like to receive a summary of our Survey results, please provide your email below:

If you have any documents or resources that you believe would be helpful to share (e.g. governance/strategic documents, operating/licensing/leasing agreements, vendor rules or protocols etc.), please forward those documents to the following email:

Appendix A – Survey of Ontario Farmers' Markets

communications@peterborough.ca

Thank you for participating in the City of Peterborough's Farmers' Markets Survey!
