

Appendix C – Summarized Responses from Surveys of Ontario Farmers’ Markets

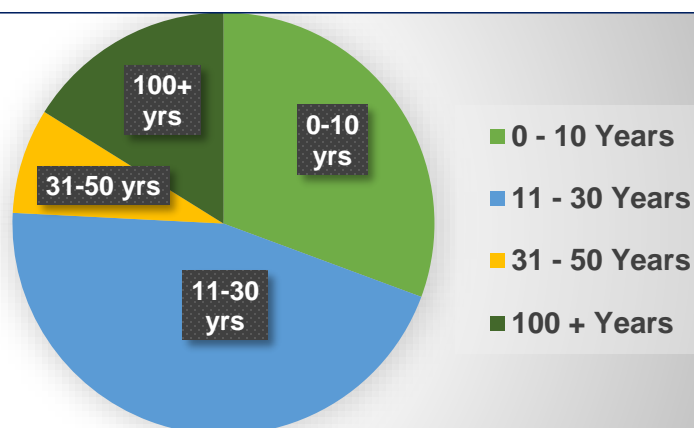
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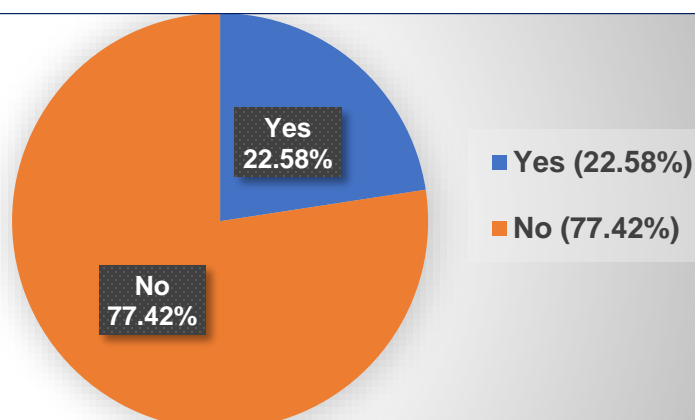
#1 Where is your farmers' market located (e.g. City/Township)?

Locations A - C	Locations D - H	Locations K - R	Locations S - Z
Alexandria	Desbarats	Kingston x2	St. Catharines
Aurora	Eganville	Lakefield	Stratford
Bayfield	Elmvale	Lindsay	Thunder Bay x 2
Belle River	Elora	London	Toronto x 6
Belleville	Etobicoke	Milton	Uxbridge
Bradford	Flesherton	Orangeville	Vanleek Hill
Brampton	Fonthill	Ottawa	Wasaga Beach
Brantford	Gananoque	Oxdrift/Dryden	Windsor
Cambridge	Grimsby	Palmerston	Welland
Campbellford	Guelph	Pembroke	
Carp	Haliburton	Petrolia	
Clarington	Hamilton	Point Edward	
Clearview	Havelock	Port Perry	
Clearview-Stayner	Huntsville	Renfrew	
Cobourg		Rockwood	

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

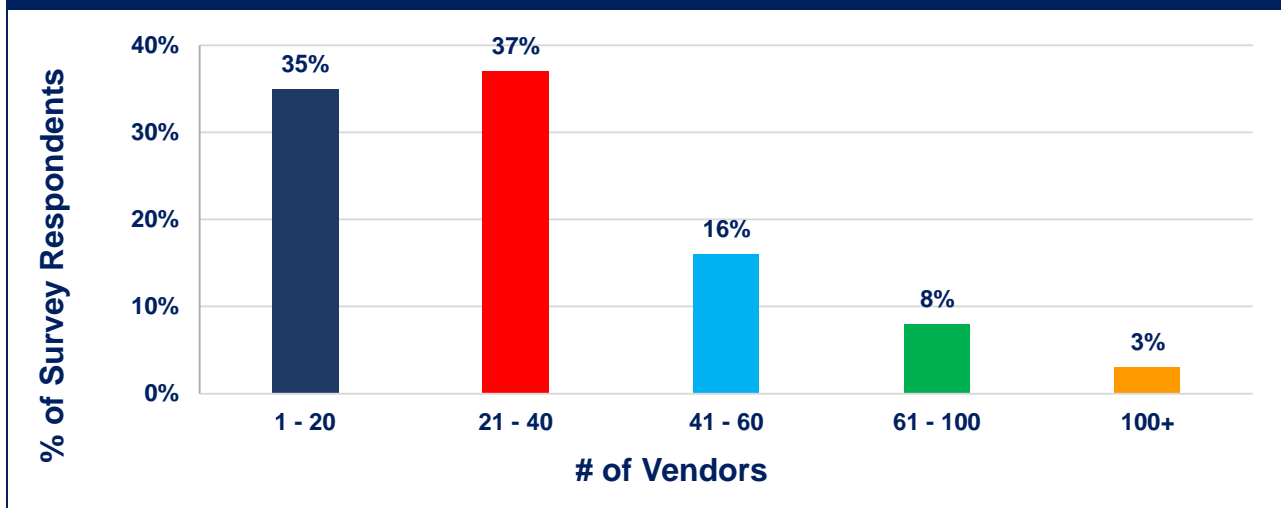


#3 Does your farmers' market operate year-round?

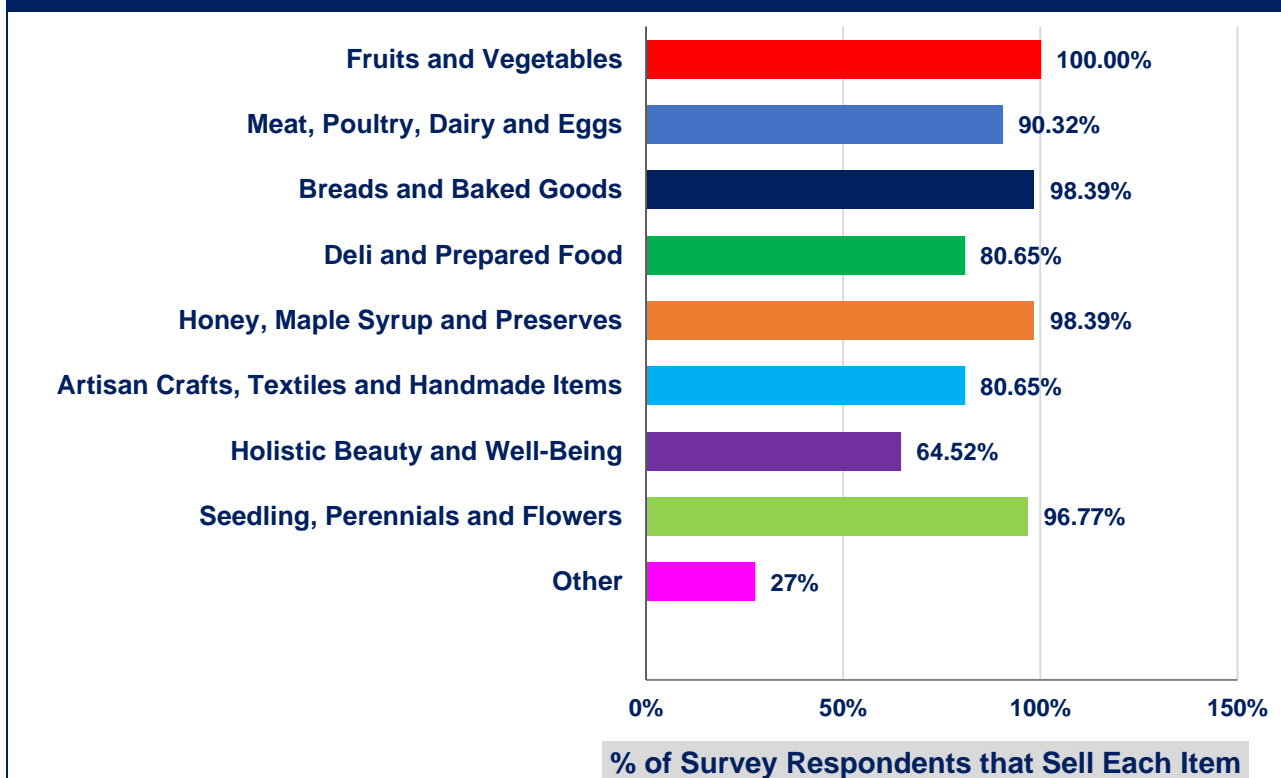


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#4 How many vendors do you have at your farmers' market?



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

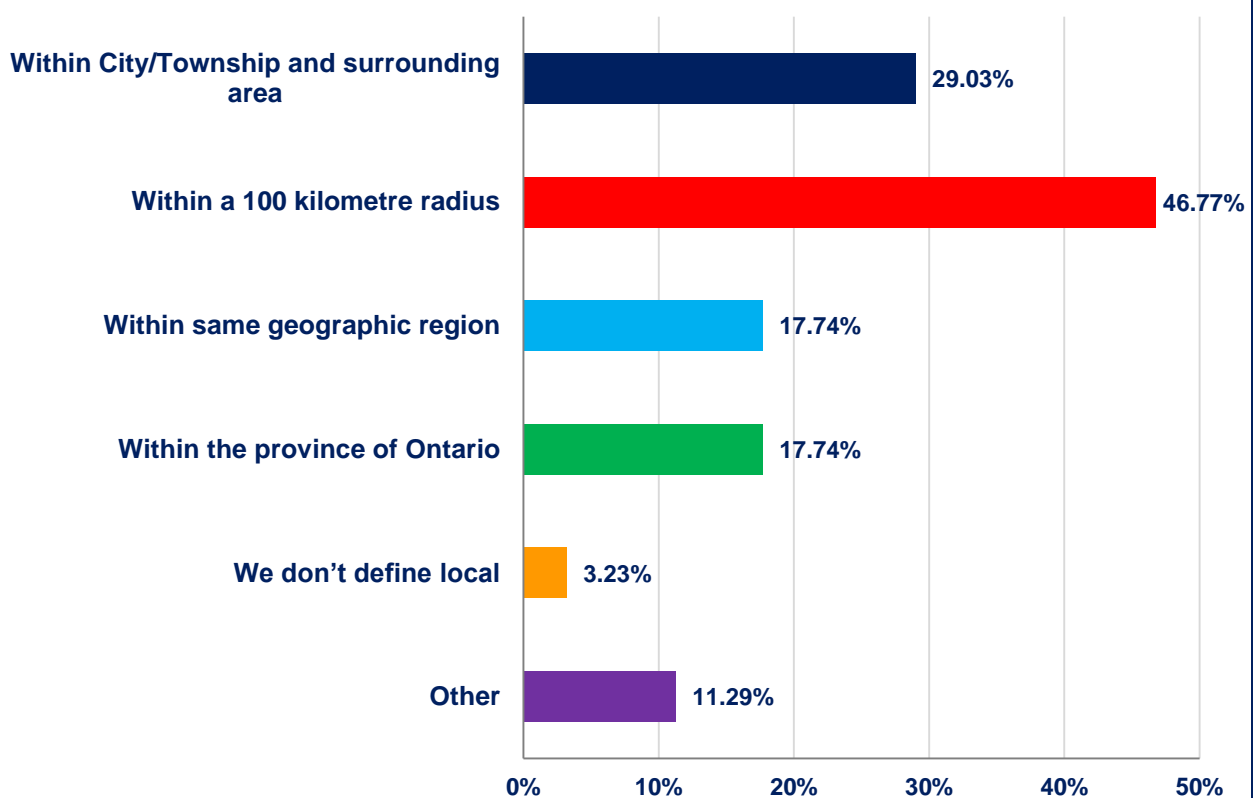


#5 Con'td – Additional answers provided by respondents under Other field

Bird Seed	Coffee and Tea	Community Booth	Dog and Cat Treats
Fresh Flowers	Foraged Items	Granola	Nuts and Legumes
On Site Meals	Popcorn	Preserves	Raw Oysters
Spices and Sauces	Vegan Specialties	Wines and Ciders	Wool

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



#6 Cont'd – How does your farmers' market define 'local'...? Responses provided by respondents under the 'Other' category

Within 35 km radius of Township. (Respondent #10)

Within the same geographic region (e.g. Central Ontario, Eastern Ontario, Northern Ontario, Western Ontario). Within the province of Ontario. (Respondent #12)

Within the same geographic region (e.g. Central Ontario, Eastern Ontario, Northern Ontario, Western Ontario). Within the province of Ontario. (Respondent #16)

Our goal is to provide a well rounded shopping experience and being in Northern Ontario, we have a stepped approach priority, source within basically 50 km radius, if we can't source the item (cheese) we look to Northern Ontario, if we can't source the items in Northern Ontario then source all of Ontario (peaches). (Respondent #17)

Within a 100 kilometre radius of farmers' market. Within the same geographic regional (e.g. Central Ontario, Eastern Ontario, Northern Ontario, Western Ontario). (Respondent #23)

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#6 Cont'd – How does your farmers' market define 'local'...? Responses provided by respondents under the 'Other' category

Within the same geographic region (e.g. Central Ontario, Eastern Ontario, Northern Ontario, Western Ontario). Within the province of Ontario. (Respondent #28)

Within the community (City/Township) where farmers' market is located, or within any of the surrounding communities. Within a 100 km radius of farmers' market. We don't define local. (Respondent #30)

Within 100 km of the City Boundaries. City has a fairly large boundary. (Respondent #33)

Within the same geographic region (e.g. Central Ontario, Eastern Ontario, Northern, Ontario, Western Ontario). We specify "west of Wawa and east of the Manitoba/Ontario border. (Respondent #34)

Within the community (City/Township) where farmers' market is located, or within any of the surrounding communities. However products that are produced in Ontario ex. peaches are allowed. (Respondent 35)

Within the community (City/Township) where farmers' market is located, or within any of the surrounding communities. Within 100 km radius of farmers' market. Within the same geographic region (e.g. Central Ontario, Eastern Ontario, Northern Ontario, Western Ontario). (Respondent #46)

Within the community (City/Township) where farmers' market is located, or within any of the surrounding communities. Within 100 km radius of farmers' market. (Respondent #55)

Within 100 km radius of farmers' market. Within the province of Ontario. (Respondent #56)

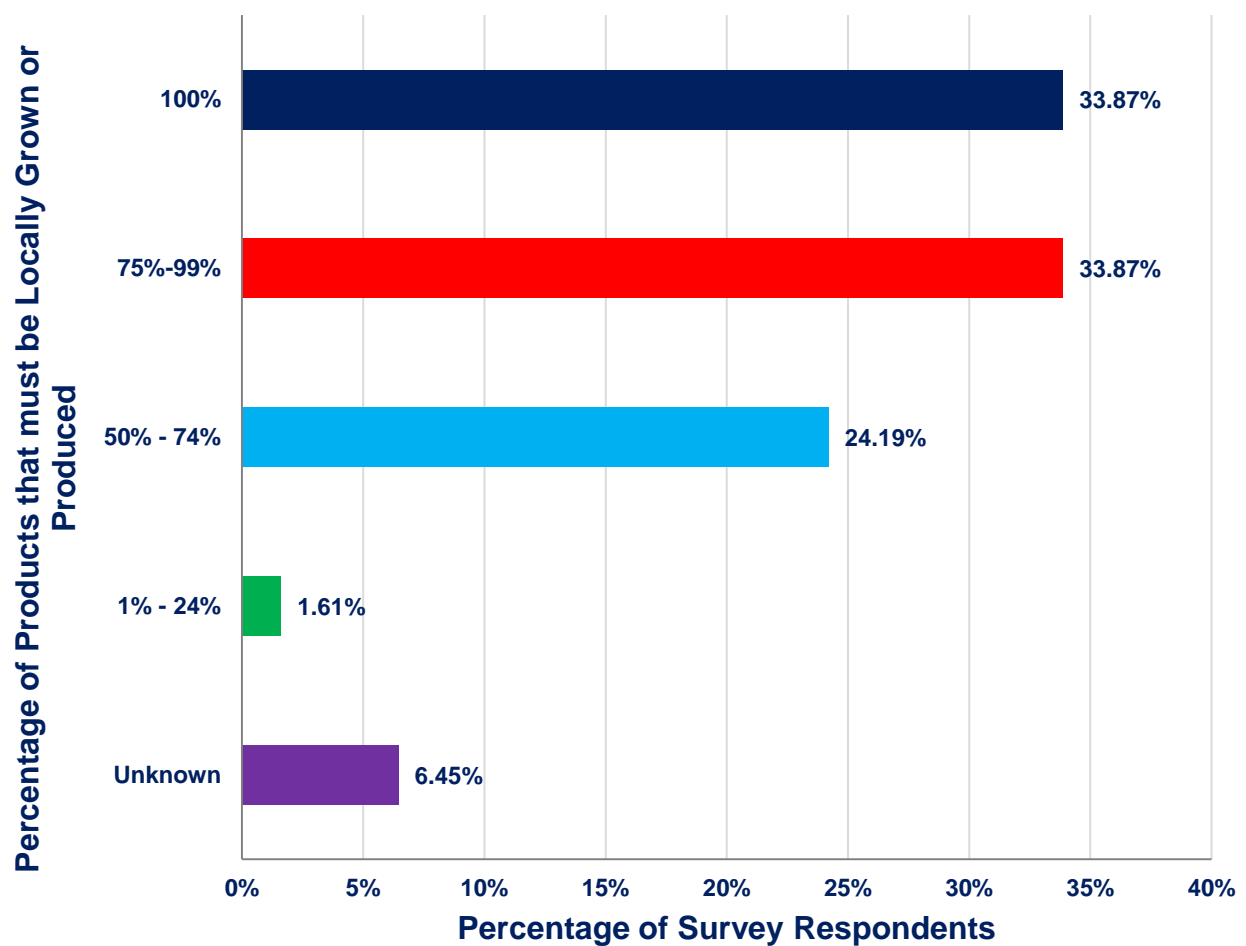
Within the community (City/Township) where farmers' market is located, or within any of the surrounding communities. Within 100 km radius of farmers' market. Within our neighbourhood, but without storefront. (Respondent #59)

Within the community (City/Township) where farmers' market is located, or within any of the surrounding communities. We sometimes allow products that come from farther away if no one else can supply that product locally... (Respondent #60)

Within the community (City/Township) where farmers' market is located, or within any of the surrounding communities. Within 100 km radius of farmers' market. (Respondent #62)

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

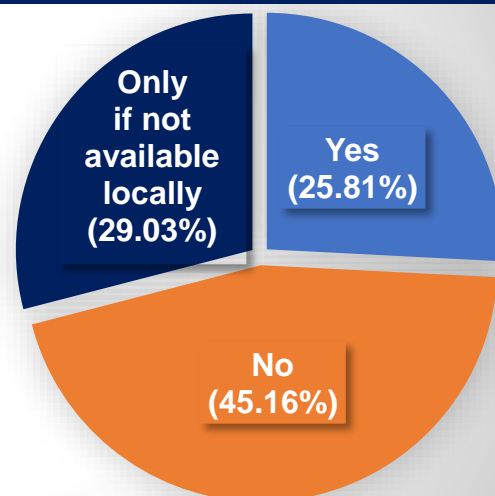


#8 Does your farmers' market permit vendors to re-sell goods and/or produce at your market?

■ Yes

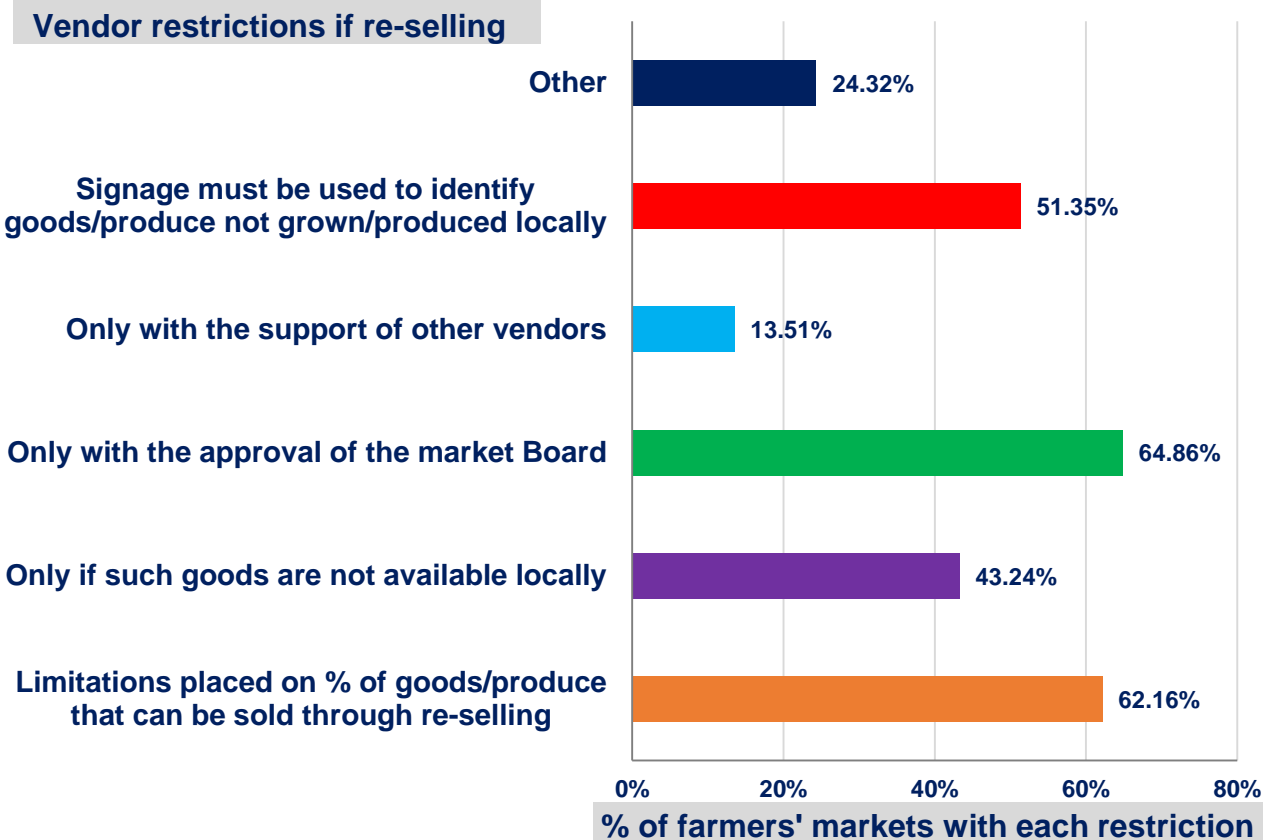
■ No

■ Only if such goods or produce are not able to be grown or produced locally, or are out of season



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#9 If re-selling of goods and produce is allowed at your market, are there any restrictions that must be followed?



Note: Question #9 was the question most often skipped by Survey respondents, other than the “Other Comments” question (Question #20) at the end of the Survey. Question #9 was skipped by 26 respondents, or 42% of all respondents.

#9 Cont'd – If re-selling is allowed at your market, are there any restrictions that must be followed?

Responses provided by respondents under the ‘Other’ category

Only goods that are grown locally and “not” currently for sale at the market can be resold. i.e. if no one has strawberries we’d approve a current vendor to bring in strawberries from another local farm. We would not allow a vendor without their own produce/farm to resell only. (Respondent #10)

75% of the produce offered for resale must be produced by the vendor. Only 25% can be purchased for resale. (Respondent #11)

We really don’t care...we NEED the resellers but they NEED to be honest, that’s where Peterborough problem arose. Marketplace was VERY one sided. (Respondent #20)

Vendors wishing to re-sell goods and/or produce must first obtain the approval of the Market Coordinator (in addition to limitations on percentage of re-sell goods, only if not available locally, and signage must be used to identify goods or produce not grown or produced locally). (Respondent #22)

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#9 Cont'd – If re-selling is allowed at your market, are there any restrictions that must be followed?

Responses provided by respondents under the 'Other' category

Vendor cannot be only a reseller, it is meant only as a supplement for farmers that would otherwise not be able to stay year round. Only 1 farmer has this exception. (Respondent #34)

When we accept new vendors producers are given priority. Our vendors are producers, some resell local (Ontario) goods to supplement what they already have. Occasionally vendors may be asked to not sell a specific product if there is an overabundance. (Respondent #35)

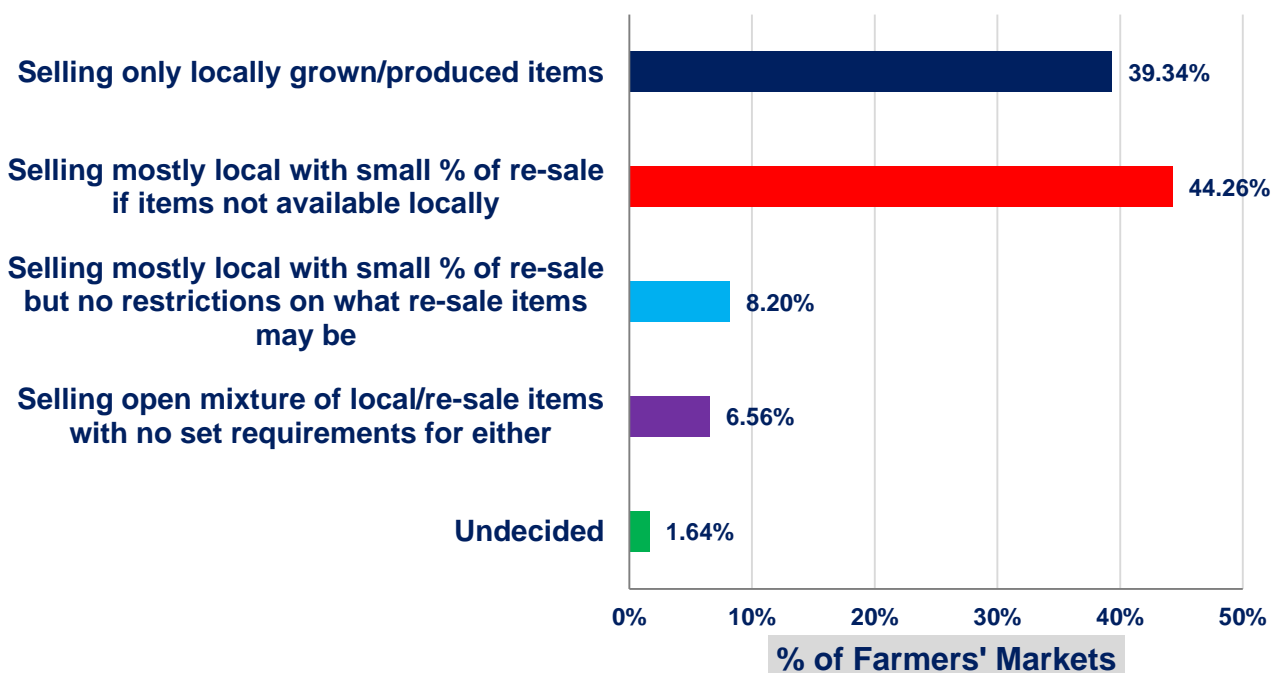
Signage must comply with regulations. Local, From our farm. Also, limitations on percentage of goods that can be sold through re-selling and signage for any goods or produce not grown or produced locally. (Respondent #42)

In reference to question #8, first time this year, having asparagus brought in from a recently former farmer, by a new participating farmer. Because they can't make ours anymore and was a long-time vendor whom we all love. I don't see that as re-selling. (Respondent #53)

Case by case basis, decided by board. Also, limitations on percentage of goods that can be sold through re-selling and approval required from market board. (Respondent #59)

#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?

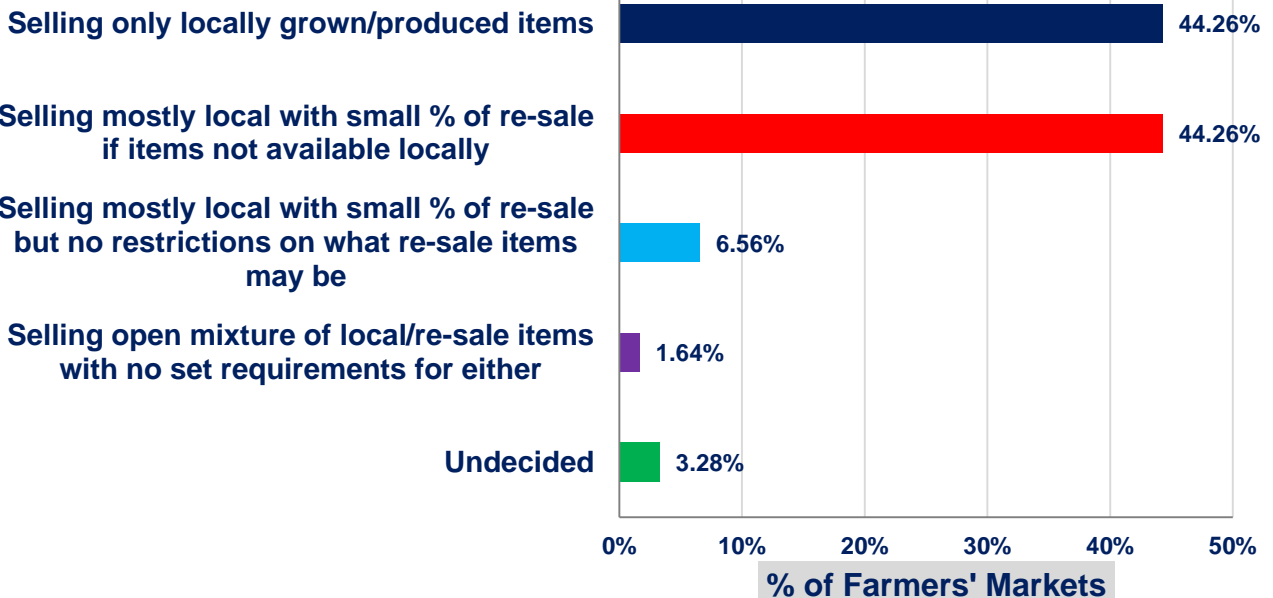
Best Product Approach for a Successful Farmers' Market



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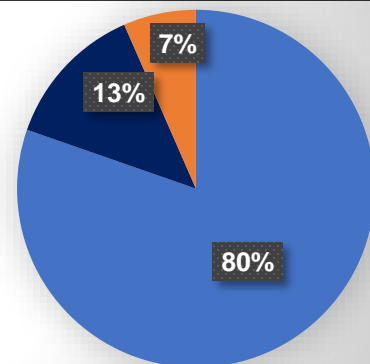
#11 As someone involved in or responsible for the operation of a farmers' market, which of the following approaches do you think is most preferred by visitors to your market?

Product Mix Viewed as Preferred by Market Visitors



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

- City/Township Property
- Private Property
- Other



#12 Cont'd – Is your farmers' market on public or private property, are there any restrictions that must be followed?

Responses provided by respondents under the 'Other' category

School parking lot. (Respondent #9)

Main Street (closed for market) (Respondent #24)

City owned property but run by private corporation, a non-for-profit corporation. (Respondent #29)

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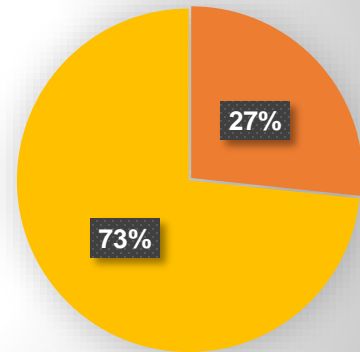
#12 Cont'd – Is your farmers' market on public or private property, are there any restrictions that must be followed?

Responses provided by respondents under the 'Other' category

School Board (Respondent #54)

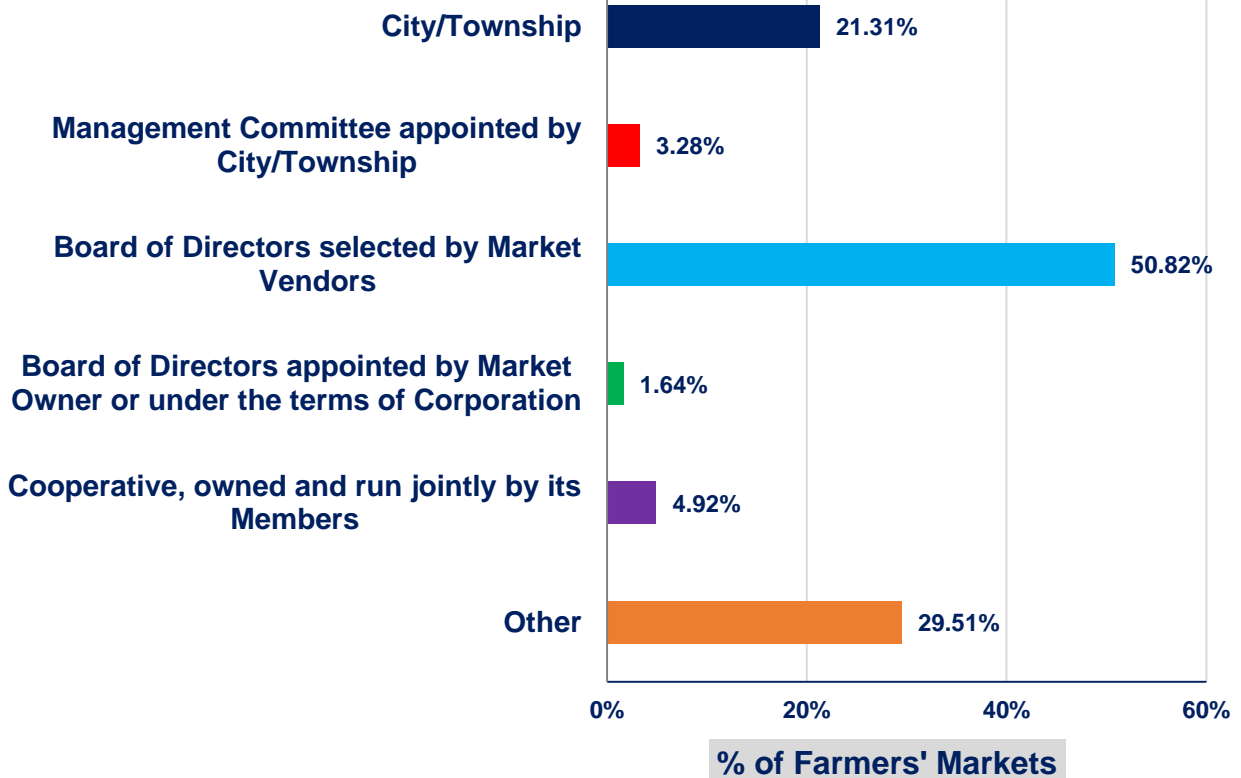
#13 Is your farmers' market incorporated?

■ Incorporated
■ Not Incorporated



#14 How is your farmers' market governed/managed?

Form of Governance/ Management



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#14 Cont'd – How is your farmers' market governed/managed? Responses provided by respondents under the 'Other' category
Part of a Downtown Collaboration of Agencies as a Sub-Committee. (Respondent #2)
Committee of market vendors (not selected by market vendors) (Respondent #7)
Volunteer board from the community with a vendor representative. (Respondent #19)
Managed by a community association governed by a Board of Directors. (Respondent #21)
Managed by staff of the Business Improvement Area (Respondent #23)
Chamber of Commerce (Respondent #24)
Market is owned and run by Agricultural Society (Respondent #27)
Both, the City/Township and a Board of Directors selected by the market vendors. (Respondent #28)
Permanent indoor vendor space, operates like a shopping mall. Farmers' market outside is an add on to the business as a whole and is managed by myself under the authority of our general manager. (Respondent #29)
Both, the City/Township and a Board of Directors selected by the market vendors. (Respondent #35)
Both, the City/Township and a Board of Directors selected by the market vendors. (Respondent #38)
BIA (Respondent #39)
We have a board that governs and manages. (Respondent #40)
A committee of volunteers and vendors. (Respondent #45)
An Advisory Board to Council. (Respondent #49)
Overseen by the Community Services Department. (Respondent #51)
A community member(s) (Respondent #53)
We run as a non-profit Association by the vendor members of the market. We are members of Farmers Markets Ontario. (Respondent #55)
We have a Market Square Advisory Committee with half of the members being vendors and the other half being public, all of whom are appointed by City Council. (Respondent #57)

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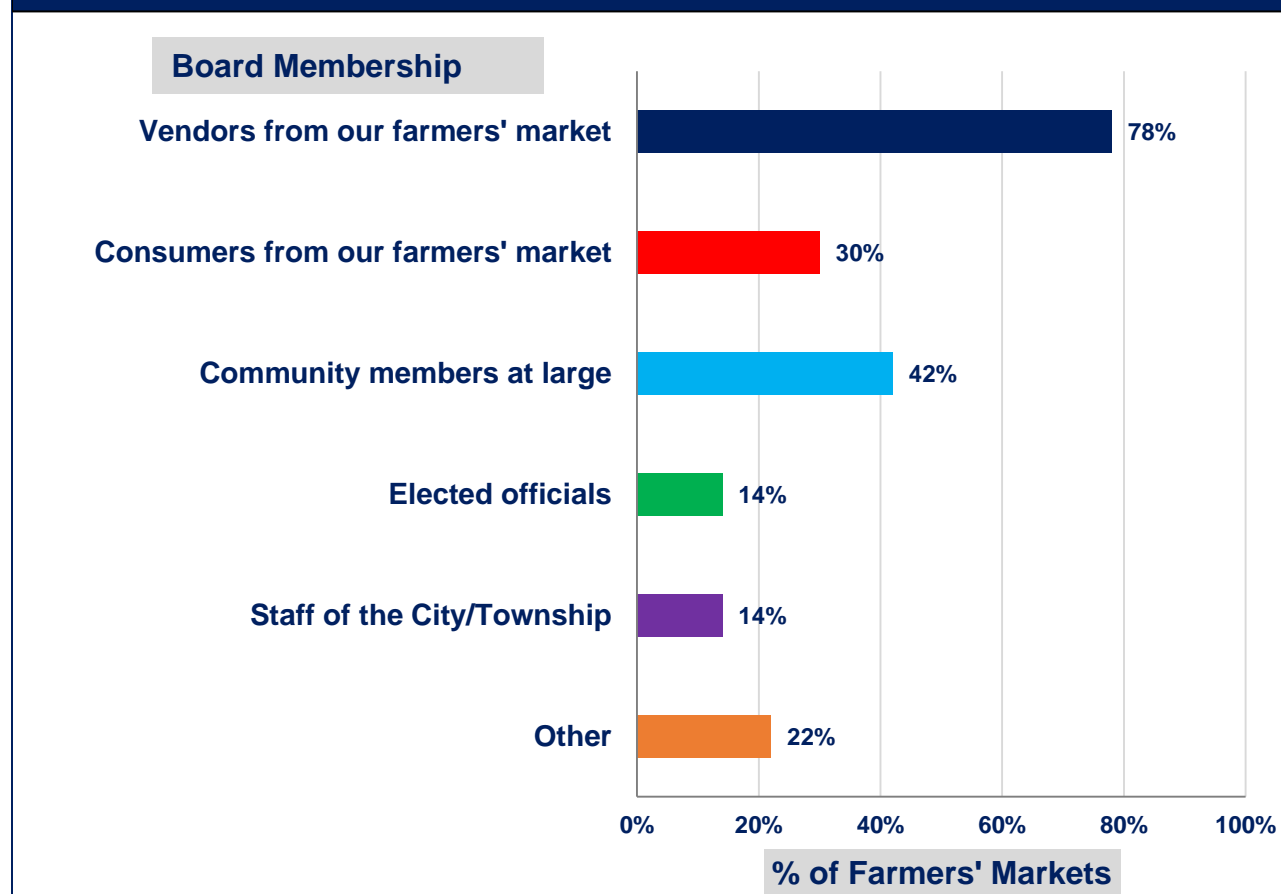
#14 Cont'd – How is your farmers' market governed/managed?

Responses provided by respondents under the 'Other' category

Farmers and community members (Respondent #58)

Registered not-for-profit, a board member is elected by current board who live or have lived in the neighbourhood. (Respondent #59)

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



#15 Cont'd – Who does your Board membership include?

Responses provided by respondents under the 'Other' category

Market vendors, consumers, community members at large, elected officials, volunteers at the market. (Respondent #2)

Open to others, but currently our board is only vendors. (Respondent #6)

A Market Committee made up of all vendor types (grower/producer, secondary foods, prepared foods, crafters) along with Market Staff selects vendors and approves their products but does not get involved in the management of the market beyond vendor/product selection. (Respondent #23)

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#15 Cont'd – Who does your Board membership include? Responses provided by respondents under the 'Other' category
BIA appointed by Council. (Respondent #25)
Board Members only from Agricultural Society. (Respondent #27)
Members of our Association (vendors). (Respondent #33)
BIA Board. (Respondent #39)
Market vendors, consumers, community members at large, City/Township staff, elected officials. Staff are not voting members on the Board. (Respondent #49)
Market vendors, consumers, community members at large, City/Township staff, elected officials. It's not a Board of Directors, but an advisory committee. (Respondent #57)
Consumers from our market, community members at large, former community members. (Respondent #59)

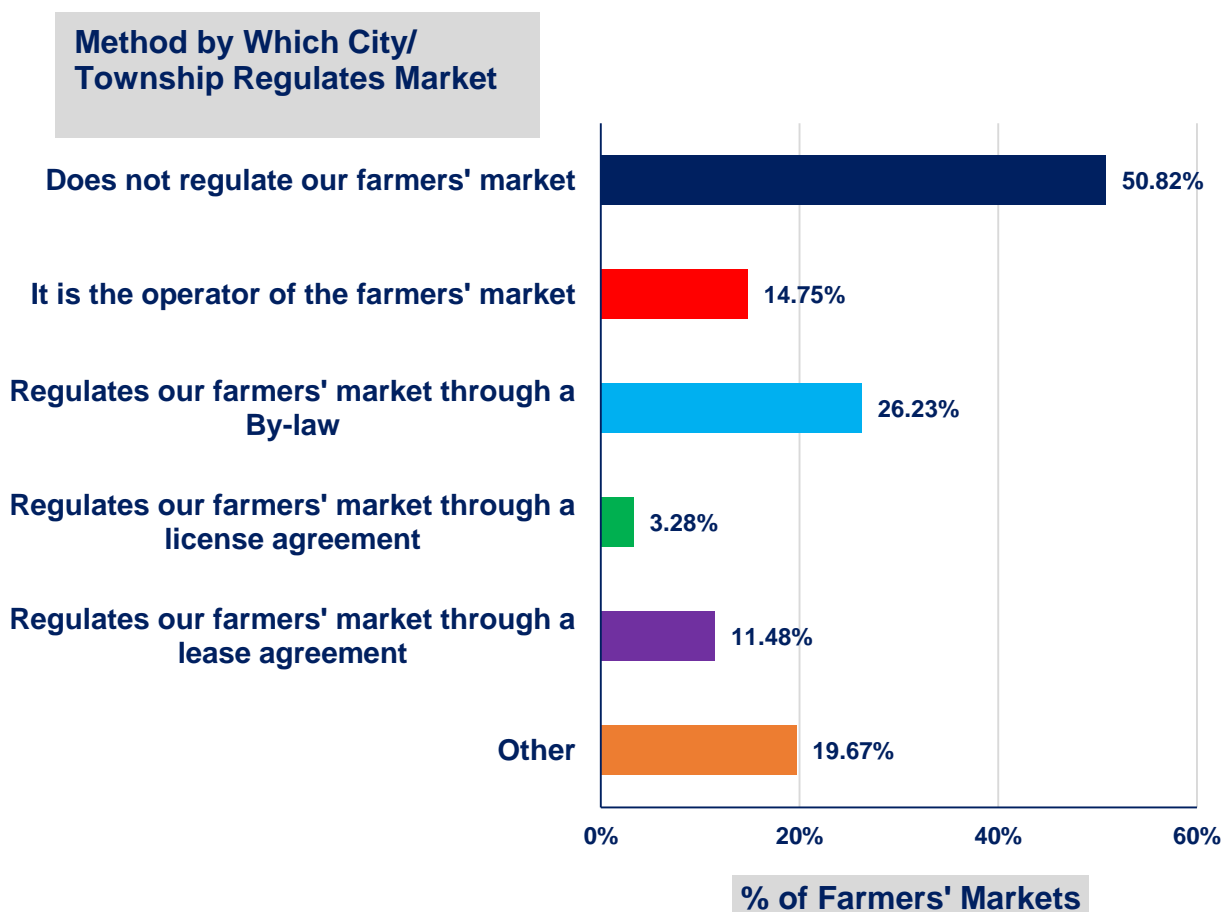
Notes on Responses to Question #15:

- Question #15 was answered by 50 respondents and skipped by 13.
 - Of the respondents who skipped this question:
 - 7 of those farmers' markets are managed by the City
 - 1 is managed by the Chamber of Commerce
 - 2 are managed by their members as cooperatives
- Of the 50 respondents who answered:
 - 17 indicated that their board is made up entirely of market vendors (34%).
 - 6 are a combination of market vendors, consumers, and community members at large
 - 5 are a combination of vendors and community members at large
 - 3 are a combination of market vendors, consumers, community members at large, and elected officials
 - 2 are made up of a combination of market vendors, consumers, community members at large, elected officials, and City/Township staff
 - 2 are a combination of market vendors and consumers

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- 2 are made up entirely of community members at large, 1 of which is appointed by its Council as a Management Committee and the other is a community association appointed by the board of directors
- 1 is made up entirely of City/Township staff
- 1 is a combination of market vendors and Township staff
- 1 is a combination of market vendors and elected officials
- 1 is a combination of market consumers and community members at large
- 1 is a combination of market vendors, community members at large, and City/Township staff
- 1 is a combination of market consumers, community members at large, and City/Township staff
- 1 is a combination of market vendors, elected officials, and City/Township staff

#16 Through what means, if any, does the City/Township regulate your farmers' market?



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#16 Cont’d – Through what means, if any, does the City/Township regulate your farmers’ market? Responses provided by respondents under the ‘Other’ category
Does not regulate our market. Requires council and regional permission to close the road to the market. (Respondent #13)
Does not regulate our market. For Saturday market we have a bylaw to close street. For Thursday, we pay rent to town. (Respondent #20)
Health Department (Respondent #24)
Operated by downtown businesses (Respondent #25)
We operate multiple markets on City Property. 3 out of 4 have license of Occupation agreements with City which regulate our market. One is a simple park rental with no additional regulation. (Respondent #33)
Appointed Liaison by the town community supporting community... (Respondent #42)
Municipality is the operator of the farmers’ market. Regulates market through a By-law and a Municipal Fee Schedule. (Respondent #51)
City permit (Respondent #52)
Yearly permit application from Parks, Forestry & Recreation, which comes with conditions. (Respondent #53)
No regulation, but we must purchase an annual vendor permit. We lease park space from the township. (Respondent #55)
City/Township is the operator of the farmers’ market. Regulates market through a By-law. We are in the Niagara Region and their public health department regulates health guidelines, as well as farmers vs community market designation. (Respondent #57)
Through a By-law and license agreement. Regulate by mission, values statement. (Respondent #59)

Notes on Question #16:

- Question #16 was answered by 60 respondents and skipped by 1
- Of the 60 respondents who answered:
 - 27 indicated that the City/Township does not regulate their market (45%)
 - Of the 27 respondents that indicated that the City/Township does not regulate their market, 2 have a lease agreement with their City/Township and 1 is covered by a by-law

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- 13 indicated that the City/Township is the operator of the farmers’ market (21.6%)
 - Of the 13 respondents that indicated that the City/Township is the operator of the farmers’ market, 5 of those also have a by-law in place
- 2 respondents indicate that they a license agreement with the City/Township and there is also a by-law

#17 What are the key ingredients to a successful farmers’ market?
Low Vendor Fees, Good Mix of Vendors, ROCK SOLID Leadership with little turn over. (Respondent #2)
Local offerings – specifically produce. Greening your market. (Respondent #4)
Honesty about product. Fun. Lively. A good mix of farmers, crafters, food in hand. A place for customers to engage with their neighbour's. (Respondent #5)
Dedicated vendors with an amazing attitude, good products of a wide variety, great setting with green space nearby (we started in a barren parking lot, that was bad), ample parking, good visibility, lively atmosphere through live music, involving patrons through social media, a variety of special events, town/city support. (Respondent #6)
Good location. Mix of vendors. Few if any crafts. (Respondent #7)
Transparency, Homework, Marketing, Organization (Respondent #8)
Listening to both vendors, customers and local the local community to insure each group’s interests and concerns are heard, addressed and supported. (Respondent #9)
Cooperation, location, day/times, honesty, friendliness (Respondent #10)
Vendor Commitment to full time attendance. (Respondent #11)
Quality and consistent vendors Other activities for visitors ie: we have music, theme nights, classic car show and a beer garden. (Respondent #12)
Collaboration and partnerships: with our market it is the mutual benefit of a pedestrian market in the downtown core. (Respondent #13)
Transparency (Respondent #14)
Vendor variety (Respondent #15)
Clear signage and clear rules help customers understand who grows and sells what. Celebrating all vendors, but focusing always on your farmers is key. Understanding that the customer will vote with their money about what type of vendor they want to support. (Respondent #16)

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#17 Cont'd What are the key ingredients to a successful farmers' market?
Developing a cohesive team with a shared responsibility for making the market a warm and inviting place to shop and visit. (Respondent #17)
Farmers! (Respondent #18)
Community involvement with kids activities, food, music, festivities and special events throughout the season. (Respondent #19)
Honesty, honesty, honesty. If you don't grow it or bake it or make it tell your customers. Our 1 main reseller used to grow pretty well everything but health conditions forced him out of actual farming, so he was kinda grandfathered in its the same family as you guys have the problem with. Any new vendors have to grow, make, bake themselves no reselling. (Respondent #20)
Interviewing the vendors that may come to the Market. (Respondent #21)
Balancing between trends, local business, locally grown/produces and a focus on building community. (Respondent #22)
Reliable vendors with good quality local products. (Respondent #23)
Mix of quality vendors. (Respondent #24)
Management, marketing and more marketing. (Respondent #25)
Real farmers with no re-sellers. Quality of the items sold. (Respondent #26)
Communication between vendors and management. Balanced variety of vendors. (Respondent #27)
Local vendors, honesty, Ontario produce, excellent market manager diverse Board of Directors. (Respondent #28)
Transparency, community engagement, activities for families and individuals. (Respondent #29)
Transparency, co-operation, community mindedness, commitment to quality. (Respondent #31)
Great vendors, vendors following rules, respecting the market clerk and the market bylaws. (Respondent #32)
Our Market was founded by farmers who couldn't compete with re-sellers undercutting them through the 90s and early 2000's. We are a 100% producers only market that has thrived while the re-seller markets have been dwindling year over year. We fully believe Farmers shouldn't have to compete with re-sellers. Strong bylaws and policies are important to our large organization. (Respondent #33)

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#17 Cont'd What are the key ingredients to a successful farmers' market?
Collaboration between vendors, honesty and integrity so our customers know when we say Make it, bake it, grow it, we MEAN it. (Respondent #34)
Great vendors. Good Products. A nice atmosphere that customers like to come back to. (Respondent #35)
Dedicated, dependable friendly vendors. an enjoyable location where you can meet up with friends and neighbours and purchase quality goods. (Respondent #36)
An agreement of vendors and happy consumers. (Respondent #37)
Fresh local food with knowledgeable farmers. (Respondent #39)
Vendors and communication. (Respondent #40)
Having a good selection of products and vendors who understand the market is about more than them. (Respondent #41)
Community supporting community.... the board working for the vendors, honesty and transparency, offering an assortment of goods, we are a true farmers market as regulated by FMO. Children's activities to encourage return. (Respondent #42)
Strong board with solid understanding of local food systems and what farmers face, strong market manager. (Respondent #43)
Vendors who work together to create the kind of Market they want. (Respondent #44)
Variety of products and numerous vendors. (Respondent #45)
Staying true to being a True Farmer's market not a flea market. (Respondent #46)
Run mostly by true/real farmers. Must have the best interest of the market at the heart of every decision made. Allow as many farmers in as possible with a good mix of other types of vendors always being 51% farmers. (Respondent #47)
Depends on the market.... (Respondent #49)
1. Locally grown/produced food products (70% min.) 2. Locally produced unique crafts (30% max.) 3. Independent third party verification of producers (Respondent #50)
Local goods and Social interaction (Respondent #51)
Trust, integrity, quality food, community support. (Respondent #52)

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#17 Cont'd What are the key ingredients to a successful farmers' market?

Focusing on local agriculture and in prepared foods, as much local ingredients as possible. Maintaining the integrity and vision of the focus/mandate i.e. what grows in Ontario. At the same time incorporating specialty vendors that can compliment the 'local' aspect – not too many. Not letting it become a 'food court' or 'fair event' with too many prepared and/or sugary foods. For example, myself, I wouldn't invite a vendor that just sells cupcakes. To me that makes no sense at all. That said, it really depends on where the market is located.

The market I manage is in the downtown core of Toronto, there's not much for want for prepared foods - which is everywhere. Our focus is on farmers. Prepared foods are a way low priority for me. But, If it's in a remote and rural area on a weekend, management may well require different ways so it becomes a 'destination'.

Other key ingredients: Consistency and thoughtful curation of the vendor line up, keeping it viable for the participating vendors. Keep the farmer to non-farmer ration balanced. (Respondent #53)

Local products from local producers to customers. Trust. Education. Community support. Pleasant atmosphere. Common goals. (Respondent #54)

Friendly, open, honest vendors willing to develop a relationship with our customers. A good mix of products, focused on local where possible. Accessible and helpful to the customers. (Respondent #55)

Fresh quality Ontario products. Personal attention. Local advertising. (Respondent #56)

Dedicated vendors and loyal patrons. (Respondent #57)

Being true to the term a farmers market and not a flea market or a grocery store where products come from everywhere except farmers within the community or province for that matter. (Respondent #58)

Valued board and manager. (Respondent #59)

A variety of products sold. (Respondent #60)

Owners are in the booth. No re sellers allowed. (Respondent #62)

Local support and advertising. (Respondent #63)

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

Bringing in the best of our Local Farmers to the City. (Respondent #2)

Supplier of fresh, local food. A sense of community as a gathering place on Saturday mornings. (Respondent #5)

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#18 Cont'd What do you think are the benefits that farmers' markets provide for their host communities?
A feeling of community, access to fresh, local food, education about agriculture in Ontario. (Respondent #6)
Fresh, healthy, good tasting produce, meeting place to visit. (Respondent #7)
Creates a community hub, Lowers Climate change footprint by being part of the solution, Provides fresh and locally sustainable foods. (Respondent #8)
Encourages new businesses, employment, interactions between local businesses supporting each other, encouraging youth to choose to stay and live in the community, helps to build a sense of community and an increased willingness to stay and not feel they need to leave their "home" to find a career. (Respondent #9)
Fresh food, community connection, lively outdoor scene, support the arts (musicians etc) (Respondent #10)
Fresh produce locally produced. (Respondent #11)
Supports local economy. Educate visitors and promote producers. Provides an opportunity for vendors, Small business and community groups to promote products. Provide a gathering place for residents and visitors. (Respondent #12)
2500 people attending a Thursday afternoon market on the street of downtown core. (Respondent #13)
Fresh, local and community hub. (Respondent #15)
There are numerous benefits a farmers' market provides for their communities. Economically, they bring in millions a year, and keep money local. When you shop from a vendor at a market, you are helping them put their kids in swimming lessons, instead of more money flowing in Galen Weston's family. Sustainably you are drastically reducing your carbon footprint, and encouraging a closed loop food chain, instead of one which sees food traveling hundreds of KM. You are providing a social incubator for new entrepreneurs. You are providing a community space for everyone of all backgrounds to gather and come together. (Respondent #16)
Support the local farmers, added value to the community, a gathering place, allows seasonal residents to support local instead of having to travel to larger centres. (Respondent #17)
Access to locally grown food. Education/awareness of food systems. Connection - to neighbours, producers and by extension the land that sustains you. (Respondent #18)
Gathering place for the community, families, opportunity for youth to volunteer, a source of local, healthy food options, a place for local businesses to showcase. (Respondent #19)

Appendix C – Summarized Responses from Surveys of Ontario Farmers' Markets

#18 Cont'd What do you think are the benefits that farmers' markets provide for their host communities?
It's a very good place for the community at large to meet the person who grows the food they eat and it doesn't hurt the grocery stores. We have had stores tell us that they are busier while and after the market than they are on the same day through-out the year when we are not open. (Respondent #20)
We are a new community in Toronto so for us, its building our community. (Respondent #21)
The ability to partner with local non-profit and charitable organizations to build community and for families to feed their families by supporting local business - connecting the farm to fork initiative. (Respondent #22)
Supports local growers/ small business incubator/encourages shop local mentality/supports local brick and mortar businesses by attracting market shoppers the downtown area. (Respondent #23)
Local food. Rural atmosphere. (Respondent #24)
Place to meet, buy fresh produce and enjoy local businesses. (Respondent #25)
Customers buy from the grower/producer. (Respondent #26)
A local fresh option where people come to know those who grow and sell their food. (Respondent #27)
Brings in business for local businesses, benefits local groups that fund raise. (Respondent #28)
Downtown benefits greatly from an influx of shoppers that would not normally head downtown during the hours of operation. Small businesses keep money in our community. Vendors supporting vendors, creates a micro economy. Environmental impact of buying local means less transportation, less packaging-an appeal for young audience. (Respondent #29)
Community building, drawing more people to the community, supporting local businesses. (Respondent #31)
A gathering place for residents, an opportunity to shop all local farmers in one place, the opportunity for our local farmers to reach a large population. (Respondent #32)
Community spaces, social spaces, access to high quality produce and artisan goods. (Respondent #33)
Meeting place for customers, securing local economy, tourist destination, minimizing ecological impact (food miles but also refilling of bottles, etc). (Respondent #34)

Appendix C – Summarized Responses from Surveys of Ontario Farmers' Markets

#18 Cont'd What do you think are the benefits that farmers' markets provide for their host communities?
A place where you can purchase healthy local products and enjoy friendly socialization. (Respondent #35)
Fresh quality product. (Respondent #36)
Local fresh goods, sustainably. (Respondent #37)
Healthy educated consumers. A gathering space for the communities. (Respondent #39)
Thank you for shopping local. (Respondent #40)
Farmers markets are a draw to the community. (Respondent #41)
Good food locally grown and produced. Supporting the local economy, community social event. Teach the youngsters where their food comes from. (Respondent #42)
Easy access to local agricultural products. (Respondent #43)
Our Farmers' Market is a part of the community and as such the community feels they are a part of the farmers' market. They feel they have a vested interest and it keeps them coming back. (Respondent #44)
Increases consumer traffic for all merchants. (Respondent #45)
Helps the general public be aware of what is available locally. Great community involvement and provides entertainment. (Respondent #46)
Great destination. Awesome local produce supporting local family farms. Bring in people to the downtown. (Respondent #47)
A hub in our community. A gathering place, a place that supports small business incubation, great for downtown cores. Supports farmers & artists. (Respondent #49)
Showcase local agriculture. shoppers will also support nearby local businesses. (Respondent #50)
Fresh Goods. Fellowship. Tourism. (Respondent #51)
Access to healthy food, direct connections with producers, community engagement. (Respondent #52)
Education of what grows in Ontario and how. Purchase of fresh meal ingredients, pleasant environment to meet up, socialize with friends. (Respondent #53)
A venue for farmers and a link for customers to local farm products. Economic driver in the community. Employment and volunteer opportunities. (Respondent #54)

Appendix C – Summarized Responses from Surveys of Ontario Farmers' Markets

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

We bring people and food together in a community environment. We focus on the value of knowing who grows and makes the food you eat. Our community engagement is an important part of who we are. (Respondent #55)

Sales opportunities for local growers and producers, Social gathering spot for consumers, personal connection with vendors. Fresh quality local products. (Respondent #56)

A community hub and better eating for everyone. (Respondent #57)

Opportunity to bring local produce provides the community with safe fresh products grown by local farmers. (Respondent #58)

Community building, family friendly. (Respondent #59)

Fresh food, contact with the grower/producer, no middle-men. (Respondent #60)

Buy local. (Respondent #62)

A community environment where residents can come to meet/eat/shop and socialize with neighbors...a place where community comes together. (Respondent #63)

#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?

Kingston Memorial farmers market

Downtown Georgetown

Memorial Center Farmers Market

Cornwall Kinsmen Farmers Market

Only 3 years old and having a great success. Many of our vendors are also vendors at their market. The Kinsmen do a great job

Sue Nicholson – Collingwood / Rob Lilbourne – Strathroy Caradoc

Southgate farmers market Dundalk Ont. Thornberry farmers market Thornberry Ont

Our philosophy here is "It may be good and not be ours; but, it won't be ours and not be good"

Appendix C – Summarized Responses from Surveys of Ontario Farmers' Markets

#19 Cont'd Are there other farmers' markets in Ontario that you would recommend we also look to as a leader in the field of farmers' markets?
Gravenhurst Farmers' Market & Rosseau--it is not a farmers market but rather a summer market....they just don't have hardly any farms up there....they have some pretty strict rules
Welland Farmers' Market for the Niagara Region.
A Scott McCammon
Milton, Grimsby and Ottawa ByWard
Newmarket farmers market
Stratford Slowfood Market, Wychwood Barn (Toronto), Ottawa farmers' Market, The Ottawa Organic Market
I'm afraid I don't get to visit other markets much. Your own Peterborough Regional Farmers Market look to be doing great things.
Codrington
Creemore Farmer's Market, Collingwood's Farmer's Market
Newmarket Farmers market
Carp Farmers' Market, Lakefield Farmers' market
Nope,,, Petrolia is the #1 market in Ontario !!!! just saying
The Stop's Wychwood Barns Farmers' Market, Cambridge Farmers' Market
Did you not send this to all market managers? I'm sure you reached out to Dufferin Grove, Withrow, Sorauran, Wychwood, Junction, Borden, right?
Aberfoyle Farmers' Market, Guelph Farmers' Market (municipally operated)
You would most likely have them on your list
Kingston/Waterloo
Contact Farmers' Market Ontario

Appendix C – Summarized Responses from Surveys of Ontario Farmers' Markets

#20 Other comments
Wishing you well in Peterborough, lived there for 5 years. (Respondent #2)
You are welcome to come and visit our Stayner Music Market and Park It or view online at www.discoverclearview.ca (Respondent #12)
Little issues need to be addressed as soon as they surface. Don't let things fester. We stress that our vendors must be seen, act and sound as a cohesive group if not we need to discuss with all parties and develop a solution. We are prepared to ask a party to leave or change their approach with the understanding that if change does not happen they will need to leave. (Respondent #17)
FMO has been very helpful in providing us with support and answers to our questions as we are in our growing phase. (Respondent #19)
For Morrow Park Market I think somebody NEEDS to take the bull by the horns, maybe even the city, to clean things up. A couple of friends of mine went to both of the Peterborough markets on 2 different Saturdays this past winter and they said that downtown was busy and Morrow was dead. Your people are voting with their wallets and that ultimately is the BIGGEST factor that really counts. (Respondent #20)
We are trialing an evening Thursday Market this year, and would be happy to share the results of that experiment if you are interested. (Respondent #29)
For #7, our goal is to be 100% local under our slogan "We Make it, Bake it, Grow it" and we have removed a few vendors in recent years who were violating this (ie bringing Chinese products in and removing labels), but also we have 2 indoor vendors that fall outside this definition (one is a boutique second hand clothing/pyrex place, but sourced from all over the world), one is a local beer company selling their merchandise and patiently awaiting to sell their beer. (Respondent #34)
Transparency is very important. (Respondent #35)
Some of the questions are confusing and answers are difficult. (Respondent #42)
Resellers should never be allowed to control a market and deception must not be tolerated. (Respondent #52)
Curious about #19 question. Who did you send this survey too and how did you make that selection? I would honestly like to know. If you'd like, be happy to share the vendors Agreement/Rules & Regulations that my vendors have to sign in order to participate. (Respondent #53)