

## Appendix D – Summary of Discussions with Lead Farmers' Markets

The following tables provide a summary of the responses provided during telephone interviews with markets identified as successful by other markets

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

Our philosophy on local is that every visitor, customer, vendor, organizer has their own definition of local. For us, local includes anything grown or produced within the province of Ontario. The other options are too narrow. We prefer to focus on authentic and straightforward. We have street signs for every vendor that shows the name and how far away the product was grown or produced. They look like highway signs showing where the product is from and then we leave it up to customers to decide whether they only want to buy local.

40 kilometre radius from market unless we can't find what we want locally.

Everything has to be Ontario grown. Most are from within 100 kms and some come from further. For example, we have quite a few from Niagara because they get produce faster there. We always try to exhaust local options first. Sometimes though it's that we don't have enough farms in the area for a particular product. We have been paving over our prime farm land. It's getting harder and harder to get local farms and we are having to go farther out. For example, one of our farms was sold 3 years ago to a corporation that changed their business plan and are no longer doing local markets. They were our main source of berries and so we were left with no major vendors doing berries and tender fruits. So we pulled in a vendor from Niagara. There's not a lot of farmers left here. It's not a big issue for our shoppers, they want to know where their food comes from and local is a relative term.

Products must be grown in Niagara Region.

Within 100 km, but there are exceptions.

Every visitor, customer, vendor, organizer have their own definition of local.

Within a 60 kilometre radius of the market. We will allow products to be brought in from beyond 60 km, for example if something is not available locally, but this is managed by exception. We allow people to work together. There needs to be flexibility to ensure a broad enough product base.

Roughly, 1 hour drive. For farmers outside of the zone or things you don't make or grow, we created a Non-Traditional Vendors category which can only be 10% of products. This category is extremely vetted. The Board looks at it from the perspective of if it's good for the market, then it should be allowed (e.g. book seller). The Non-Traditional Vendors category was created to capture those types of vendors.

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

The focus is on farmers at our markets. It's more about being a grower or a producer rather than local. As for the markets I sell at, it's about the relationship and how the product is grown. It's about who is growing the food and production practices. Demographics matter. Toronto has to bring things from outside the City.

National Farmers' Union hasn't come up with a definition of local. It depends on the context. For Northern Ontario, local could be Manitoba.

Good chunk of Peterborough farmers probably also going into Toronto 1 to 2 days a week depending on the scale of their operation.

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

100% have to be Ontario products – Ontario produced. It is better for our market to have the product than not as long as it is coming direct from a producer. There are exceptions like coffee beans for example. We have a coffee vendor who buys coffee beans directly from farmers in Nicaragua because coffee beans are not grown here. The proceeds go back to the farmers, the vendor sends the profits back to the farmers. We look at it that it is better for our market to have the product than not and as long it's coming from a primary producer, we're still helping a farmer.

100% unless we can't find it locally or it isn't available locally.

You have to grow 70% of what you sell. You can bring in 30% of what you sell, but have to be Ontario products only. We strongly suggest sourcing from neighbouring farms. We had discussion around Food Terminal items and we came up with policy on it. Our farmers were adamant that there is a place for the Food Terminal. They meet there to exchange product with local farms. We do allow Food Terminal but it has to be Ontario only.

Grow 85%, 15% can be sourced in. We will go outside for unique products (i.e. goat meat, goat cheese) or for something interesting. It keeps people at the market longer and they end up buying more.

The basic rule is you have to make it or grow it. 65% must be local producers and 35% can be local crafters.

True farmers' market ~ 50% + 1 must be farmers. Need to have Farm Business Registration # to be classified as a farmer. Farmer definition in Ontario, have to earn over \$7,000 income to apply for FBR #. The other 49% are prepared foods, textiles, facial creams etc. (Toronto)

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

Yes, our market permits vendors to re-sell goods and/or produce at our market. Vendors at our market have to be producers and the goods have to come direct from a primary producer/farmer and it has to be complimentary to what we are already doing or selling at market. We wouldn't allow someone to re-sell a product if there is someone already selling that product at our market.

Vendors have to provide their product list up front and also have to identify which products are not their own. They can re-sell up to 2 products that are not their own, as long as those products are coming from a farmer – they are limited to 2 items for which they are not the primary producer.

We've had seasons where our vendors have been affected by droughts or crop failures and the vendors weren't able to sell their own products. Those vendors were able to make arrangements with other farmers to sell their products at market, otherwise we would be punishing the farmers who have suffered the crop failures and we wouldn't end up having have those products at market. They just have to tell us up front. Everything at our market runs on trust, and we have visited farms before they get approved as vendors so we know what their capacity is and what they can grow.

There is no pure re-selling allowed. We allow re-selling if the product is coming direct from a producer. It is better for our market to have the product than not and it still helps a farmer as long as the product is from a producer. We look at what's best for the market. We are not in competition with other farmers' markets, famers' markets as a whole are competing with other places to buy.

Yes, as long as it is local and there has to be a need for it, and it has to be identified where the product is from. The other type of re-selling we allow is we can't get a producer to come in another vendor could sell their products for them.

You have to produce at least 85%. 15% of your product can be sourced in Niagara Region (i.e. a neighbouring farm but not at the Food Terminal), but you have to indicate this on your Application. You can only bring what's been approved on your list. We are selective of the amount of each product brought in.

Yes, our market allows re-selling. We let in distributors because we're a year round market. You have to do what's best for the market. People want honesty. People want to go one stop shopping. Everything you get at a market, you can get somewhere else. People are stressed for time. We want to form the social habit of going to the market, we want to 'own' their Saturday morning.

No, not at all. Only example would be working with a neighbour or getting product from another producer locally, but not going to an auction hall or the Food Terminal. In the instance of working with a neighbour, the split is that 70% has to be your own product, and 30% can be you're your neighbour, but it has to be from another producer within 60 km. And it has to be disclosed. Re-selling does serve a purpose. In some situations, it is the only way to get product to the market.

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

We have strict rules regarding this. Up to 25% can be your neighbours product but the focus is on production practices. We would still have to know who the grower is. Neither farmers' market that I am involved with would allow Food Terminal food. You would need to be working directly with farmers. We're not supportive of bringing in things from other places that are not yet in season for us. Our focus is on trying to promote seasonal eating.

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

There are limitations placed on the percentage of goods and produce that can be sold through re-selling. Vendors can re-sell 2 items up to a max of 30% of vendor's total product dollar value. The product has to have the producers name on it. You can't put someone else's stuff in your package. The items that are being re-sold can't make up 90% of the vendor's product. But anything being re-sold still has to be Ontario produce and only if it's not available from a primary producer in our market. Approval is required from the Market Manager which is more a matter of informing the Market Manager and just confirming that it is ok. The Board gets involved in considering products that are outside of the rules – e.g. coffee beans. They make the decisions on those types of requests.

We limit re-selling to 25 – 30% and only if such goods are not available locally or the producer chooses not to come to market. Vendors need the approval of the market committee and have to have signage saying where it is from.

Limitations are placed on the percentage of goods and product 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, though this isn't always the case - berries example. We can have strong morals about what reselling is, but farms are businesses and have to remain competitive. As long as our vendors are respecting the 70 – 30 rule we're supportive. We don't have factory farms in Ontario. That is a misconception of the public. Vendors don't need to first obtain the approval of the market Board to re-sell products, they just have to list it on their application for approval by the Manager, unless there is anything questionable. Vendors do not need to obtain the support of other vendors to re-sell, but if I had a vendor who has had a monopoly on something, I would them know. Communication with vendors is key, it helps them to plan their inventory etc. because most farms do multiple markets.

Signage must be used to identify any goods or produce that are not grown or produced locally, but that is something that is required by OMAFRA. We don't require it, we just follow OMAFRA guidelines. We encourage our customers to talk to our farmers and ask what's grown on their farm and where their other products might be grown, but we don't enforce that as a market. We also don't enforce signage. We give vendors the information they need and the rules they need to follow and then it's their job as a business owner to make sure they follow the rules. If I get complaints, I will let vendors know if someone has complained about them.

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

Limitations are placed on the percentage of goods and produce that can be sold through re-selling. Each vendor has to post name and where they come from. Market manager makes the decision on vendors but has meetings with Steering Committee.

Vendors wishing to re-sell goods and/or produce may only do so if such goods are not available locally and must first obtain the approval of the Market Board. They also must use signage to identify the stuff not grown or produced locally. You have to make it crystal clear to customers. Don't pretend you're something you're not. There are no limitations placed on the percentage of goods and/or produce that can be sold by a vendor through re-selling.

Limitations are placed on the percentage of goods and produce that can be sold through re-selling. Vendors may only re-sell goods and/or produce that is not available locally and must first obtain the approval of the market board. Vendors would also be required to use signage to identify any goods or produce that are not grown or produced locally. And, the product must be coming directly from a producer or farmer or there must be a relationship with the producer or farmer.

### #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?

Other – Our focus is on being open and authentic with customers about what we're doing. We allow re-selling to support diversity of our market and farmer viability. We allow re-selling items if it is helping a farmer. Those customers that it matters to, can make the choice to buy only local products. We leave it up to our customers to make a choice based on an informed decision.

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. We can't sell only locally grown/produced items because we just wouldn't have the variety. We are unique, we're a remote market. We have to have re-selling to have the variety that attracts customers.

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. The only restriction is that it should be Ontario grown. Our mix works very well for us. It really depends on who your shopper is and what they want. Peterborough is much like us. Our shoppers need a bit of everything. The Market Place show misconstrued what reselling is. It's a valuable part of our food chain.

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. This is the mix that I've seen work best at successful markets.



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### **#10 Cont'd 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?**

In an ideal world we would sell only locally grown/produced items but that can't be done everywhere. We sell 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.

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. Still have to be from the producer. It can only be further away than 60 km if it is something that is not grown here.

### **#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?**

Other – Give customers the ability to make an informed choice. Re-sellers keep people coming year round. We want our customers to maintain the habit of coming to our market. Re-selling helps drive traffic and increase viability for whole farmers' market. Re-selling makes more sense when you're a year round market.

Selling mostly locally grown/produced items with a small percentage of resale products but only if those items are not available from a local vendor. People come to the market because they can talk to the vendors. Our vendors are known to our customers. If they only want local, they can find that at our market, but they can find the variety as well.

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. Generally it would also important to them that it be Ontario produce. Generally people come because they want Ontario produced.

People like to buy and support someone locally. For a lot of people, markets are about going there and experiencing the element of "I helped". The local thing is pretty important to people or they would just go to the grocery store.

People want to know where the food comes from. They like to talk to the people who harvested their honey for example. They want to have their questions answered. Customers want good, fresh food. They want a night out for socialization. They want to be able to sit down and have beef on a bun or a plate of cabbage rolls.

Customers are well-informed. They come to meet the farmer and know who is raising their food. Otherwise, they could easily go to a grocery store.

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

Authenticity is #1. It's how you build trust. Good communication is important and cooperation. Vendors need to let go of their own interests and look at what is in the best interest of the market as a whole. Markets are not competing with each other. We want to make the sector grow as a whole, make it a viable alternative. It's more about community than vegetables because you can buy vegetables anywhere. There needs to be a sense of community, a place where people of all different backgrounds can gather – a community hub.

In context of our situation being so rural, people have to drive 15 to 30 minutes to get there. They are not coming all that way to buy 12 corn and go home. We have to make it a destination. We have music, picnic tables to sit at, free coffee. The library started to stay open during our market hours so there are activities for kids. We do an artisan market once a month and we have lots of special events, example classic car demo, draw for a basket of vendor contributed items for mother's day and father's day, a grilling demo, musicians etc. Facebook presence is really helpful and we do advertise a lot. We have 3 – 4 posters on Facebook and it's invaluable.

Need to figure out what it is you want to do. That took some time for us. We didn't have a vision of that at the beginning. Over time, we decided to keep the farmers market as just a farmers' market, no crafts or artisans and instead we now have an artisan's market last Sunday of the month.

We all want to have markets succeed. We are not competition. You are going to pay more than you would at a No Frills etc. but you're going to get good quality stuff.

Access to fresh local food. The potential for food security. We partner with a local food bank and we do a food share program. Each week at the end of the market we collect market goods to donate or some weeks we have a canned food collection to donate. Helps to raise awareness for food security in our community.

Connection to agriculture. You get to shake the hand of the person who grew your food. Generally we're removed from that as a civilization. It's a really important part of what farmers' markets do.

Farm earnings. For smaller farms who only do 1 or 2 markets, the market could be a quarter of their total earnings. Other farms have teams that are doing 4 – 5 markets a day. There is a broad spectrum on how much earnings farmers get from markets.

Sense of community from farmers' markets. That is important. Markets are a gathering place.

Location is #1. Time and day are also really important. It doesn't have to be a Saturday morning market. You can get better days and times. We chose Thursday because there were too many other markets on Saturdays and Thursday is a day when lots of people get paid. You also need the proper mix of vendors. Not a huge mix, but an interesting mix.

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

You need to think outside of the box to keep people engaged. As a smaller market, I have more flexibility to do interactive things. You need to have a good handle on your demographics, know what's lacking in the community. You need to have a good handle on who you are serving.

You need to choose your day and time wisely. We are pulling from the same primary producer pool as several other markets, so we knew we needed to do something mid-week to give them a place to go. You need to be inclusive. You need to be really open and transparent. Don't try to be something you're not. Your customer base is fickle, it is easy to lose them if you don't have their trust. People want to know who is there and they want a good mix of products. You need to have an identity as a market. Make that identity unique to your geographical area. Farmers' market means different things to different people. Social media presence is huge. It's how we attract a lot of people. Be willing to try different things to bring people in.

Marketing the market. Good advertising. Needs to be continuous. Key to success is bringing people in. Need to have a lot of good vendors and the right mix/balance of number of farmers. Don't overdo it in any one area. Also need a good mix between farmers', other producers, and prepared foods. Should have as many producers as you can. Need to be very transparent. You don't want to misinform your customers. Need to have a shared vision or guiding principles.

There is no 1 size fits all when it comes to farmers' markets. You have to know your demographics and you have to cater to your customer. If you don't have enough product or the product they want, they will go 10 miles down the road to get it. You need to do what is necessary to retain your customers. You need to have the flexibility to allow for that option. Sad to see what has transpired at Morrow Park.

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

- 1) Sense of community. People can go and feel they are part of a community. We do strive for that.
- 2) Local food, knowing where your food comes from.
- 3) Keeping money in the community and keeping local businesses, smaller farmers, and entrepreneurs going.

Availability of local product and fresh produce that is often picked that morning. For our market, the main street is shut down. The merchants benefit from the market traffic – 2,500 visitors passing by your store fronts. Merchants are able to bring people into their stores. The clever merchants reap the benefits. It brings people into the community. People come to the market from other areas. When our market had to temporarily move due to fire, a businesses on the main street closed up. When the market came back, everyone celebrated. We also have space for young entrepreneurs and community groups.



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

Honesty. Be honest. You need to have a clear and honest vision whatever that might be – My Pick, hybrid, variation etc. You need a strong leader with a vision of the whole market in mind. You need a core group of people who understand the greater good, can see the bigger picture, and can see beyond the end of their noses, beyond the individual. Or everyone can lose sight of what it is we are trying to do here. Try to get a good mix of vendors for your Board. The challenge is trying to get actual farmers to sit on a Board. Need rules and regulations that are clear, fair, reasonable, and implemented consistently. Need a code of conduct.

Access to local food. Access to the producers that are not normally available especially in this area. Farmers' market serves as incubator for small businesses.

Builds community between vendors (farmers) and enables them to share expertise and information. Builds community between vendors and customers. It makes it really clear to customers where food comes from. Educating the public on how food is grown, what's in season, animal welfare practices etc. Builds community between market consumers. People will plan to meet at the market, have dinner, make new friends etc. Food sovereignty – the ability of Peterborough (or Canada) to feed itself. Livelihood for regional farmers.