

Community Survey

1. Which of the 3 farmers' markets in Peterborough do you like to visit?

Check any of the following that apply...

- ☐ **Peterborough & District Farmers' Market**
(Saturday market at Morrow Park)
- ☐ **Peterborough Downtown Farmers' Market**
(Wednesday market on Charlotte Street)
- ☐ **Peterborough Regional Farmers' Market**
(Saturday market outdoors at the Citi Centre May to October, indoors at the Peterborough Square October to May)

2. Typically, how often do you go to a farmers' market in the City of Peterborough?

- ☐ Every Saturday and Wednesday in the summer
- ☐ Many Saturdays and Wednesdays in the summer
- ☐ Weekly
- ☐ A couple of times a month
- ☐ Once a month
- ☐ Less than once a month

3. Please assign a rating to the following list of market items and activities. You will assign a rating to each item from 0 – 5 to show which items are most important to you.

0 – If, in your view, that item is not something that is of any interest to you or if you feel that it doesn't belong at a farmers' market.

3 - If you feel somewhat neutral on that item or activity. It may be something that you might purchase or take part in or feel belongs at a farmers' market, but it is not the reason you go to the market.

5 – If the item is something that is very important to you and is one of the main reasons you go to the market and/or is one of the things you look most forward to about the market.

You can assign a number in between (e.g. 2 or 4) for items that fall in between the descriptions. You can also assign the same rating multiple times for items that are of equal importance to you.

- Fruits and/or Vegetables
- Meat, Dairy, Poultry, and Eggs
- Breads and Baked Goods
- Nuts and Legumes
- Prepared Food
- Vegan Specialties
- On Site Meals
- Honey, Maple Syrup and Preserves
- Spices and Sauces
- Seafood
- Wines and Ciders
- Foraged Items (e.g. wild edibles – mushrooms, fiddleheads etc.)
- Artisan Crafts, Textiles and Handmade Items
- Holistic Beauty and Well-Being
- Wool
- Seedlings, Perennials and Flowers
- Fresh Flowers
- Pet Treats and Bird Seed
- Entertainment
- Children's Activities
- Space for community organizations
- Space for Youth Entrepreneurs

- Other (please specify)

4. **Are there any products or services that you would like to see sold at Peterborough's farmers' markets that are not currently being sold?**

Please specify:

5. **Are there any products or services currently being sold at Peterborough's farmers' markets that you don't think should be sold at farmers' markets?**

Please specify:

6. **Why do you go to farmers' markets? For each of the reasons listed below, assign a number between 1 and 5 according to the following ratings.**

1 – Assign a rating of 1 if the choice below is not one of the reasons you go to farmers' markets.

5 – Assign a rating of 5 if the choice below is one of the main reasons you go to farmers' markets

You may also assign a number in between 1 and 5 for those options that fall somewhere between the descriptions above. You can also assign the same rating multiple times for ratings that are of equal weight to you.

Reasons that you like to go to farmers' markets:

- It's a social, community activity
- To enjoy the atmosphere at an outdoor market
- It's my main source of fresh fruit and produce
- To support local farmers
- To support local producers (e.g. vendors who make prepared foods, crafts, beauty products etc.)
- To personally connect with vendors and learn more about agriculture and/or crafting

- To keep my money local and support our local economy
- To buy local food that I know where it is coming from
- To help reduce our carbon footprint
- For education and awareness of our food systems
- Other (please specify)

7. How would you define local in terms of goods and/or produce sold at farmers' markets in Peterborough?

Local includes anything grown or produced...

- Within the City of Peterborough and surrounding communities
- Within a 100-kilometre radius of Peterborough
- 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)

8. Given your definition of local, do you think that only local goods and/or produce should be sold at farmers' markets in Peterborough?

- Yes
- No
- Other (please explain)

9. Do you think that only those items that are grown or produced by vendors should be sold at the farmers' markets in Peterborough?

- ☐ Yes
- ☐ No
- ☐ Other (please explain)

10. Please check any of the following statements that you agree with regarding re-selling of goods and/or produce at Peterborough's farmers' markets.

Re-selling is when a vendor is selling someone else's goods and/or produce.

Check the following statements you agree with...

- ☐ Re-selling should not be allowed under any circumstances
- ☐ Re-selling should be allowed for items that are not yet available locally (e.g. out of season produce)
- ☐ Re-selling should be allowed for items that aren't grown or produced locally (e.g. peaches)
- ☐ Re-selling should be allowed for items that the vendor is selling from a local farmer or producer (e.g. a neighbouring farmer, a local artisan)
- ☐ Re-selling should be allowed as long as the items are direct from a farmer or producer even if they are not local
- ☐ Re-selling should be allowed if the re-sold items are needed to draw people into the market and/or make the market viable
- ☐ Re-selling should be allowed if the re-sold items are needed to provide a better variety of products to consumers
- ☐ Re-selling should be allowed, with proper signage, and it should be left up to market consumers to decide whether they only want to buy local

11. Please provide any other comments regarding re-selling of goods and/or produce at Peterborough's farmers' markets.

12. How important is it to you that the goods and/or produce you buy at the local farmers' markets are locally grown/produced? Select the option that is the best fit for you when shopping at Peterborough farmers' markets.

- ☐ Completely unimportant – It doesn't matter to me at all whether the items I buy at the market are locally grown/produced
- ☐ Unimportant – While I will buy local items, I am more guided by other factors such as price, quality, and how easy it is to find at the market
- ☐ Important – I prefer to buy locally grown/produced items but will buy non-local items if a local option is not available
- ☐ Extremely important – I will only buy locally grown/produced items when shopping at farmers' markets
- ☐ Other (please explain)

13. Do you talk to vendors about where their produce and products come from?

- ☐ Yes
- ☐ No

14. If vendors are allowed to sell products that they did not grow or produce themselves (e.g. re-selling), should they have to inform customers of which items are being re-sold? (e.g. signs to let people know where products are grown or produced)

- ☐ Yes
- ☐ No

15. For farmers' markets located on City property, do you think that the City should be involved in managing and/or governing the market?

- ☐ Yes
- ☐ No
- ☐ Other (please explain)

16. What role, if any, do you think the City should play in the governance or management of farmers' markets located on City property?

- None – The City should leave it up to farmers and community organizations to manage and operate farmers' markets
- Regulatory – The City's involvement should be establishing and enforcing a by-law that sets out requirements that must be followed by the farmers' markets
- Landlord – The City's involvement should be that of a landlord entering into formal agreements with the farmers' markets that sets out the responsibilities for operating a market on City property
- Advisor/Mediator – The City's involvement should be as an advisor on City specific items and/or a mediator when issues arise between tenants renting City property
- Owner/Indirect Operator – The City's involvement should be as the owner of the farmers' market, but hire a market manager and/or appoint a management committee to independently operate the market on the City's behalf
- Owner/Direct Operator – The City's involvement should be as the owner and direct operator of the farmers' market with the market becoming another operating division of the City (e.g. Arenas Division, Art Gallery, Museum etc.)
- Other (please explain)

17. If you think that farmers' markets should be governed/managed by a board of directors, who from the list below should the Board membership include?

Check all that apply...

- Vendors from the farmers' market
- Consumers from the farmers' market
- Community members at large
- Elected Officials
- Staff of the City of Peterborough

- Other (please specify)

- 18. What do you think are the most important benefits that the local farmers' markets provide to Peterborough and the community?**

- 19. From your perspective as a farmers' market customer, what are the key ingredients that you think create a successful farmers' market?**

- 20. Are there other farmers' markets that you like to visit that you feel would be good examples for the City to look at as we review our farmers' markets? If so, what makes these markets special to you?**

Other farmers' markets you like to visit and what you like about those markets:

- 21. Please provide any other comments that you would like the City to consider as it reviews farmers' markets.**