



## **Community Survey on Farmers' Markets in Peterborough**

Please complete the following Survey to help define how a farmers' market on City property could look in the future.

Share with us your preferences and ideas. Tell us what you want at a farmers' market in Peterborough. **We're all ears!**

What do you look for or enjoy at farmers' markets?

The Survey takes about 15 minutes to complete. You may only complete one Survey.

**Thank you for your participation in this process!**

### **Information for Operators and Vendors of Peterborough's Farmers' Markets:**

A separate Survey is available for farmers' market Operators and Vendors. A Survey link will be provided to the Operators of the 3 local markets.

Or, vendors may contact Janet Sheward to receive the Survey link via email [jsheward@peterborough.ca](mailto:jsheward@peterborough.ca) or 705-742-7777 ext. 1667.

## Community Survey on Farmers' Markets in Peterborough

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 City Centre May to October and indoors at the Peterborough Square October to May)
- ☐ **None of the above**

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

Check one of the following...

- ☐ **Weekly**
- ☐ **A couple of times a month**
- ☐ **Once a month**
- ☐ **Less than once a month**
- ☐ **None of the above**

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3. For each of the following food-related market items, please fill in the circle that best reflects how important that item is to you.

Food Related Market Items	Very Unimportant	Somewhat Unimportant	Undecided	Somewhat Important	Very Important
Fruits and/or Vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meat, Dairy, Poultry, and Eggs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breads and Baked Goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nuts and Legumes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seafood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prepared Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On Site Meals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegan Specialties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spices and Sauces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wines and Ciders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honey, Maple Syrup and Preserves	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foraged Items (e.g. wild edibles such as mushrooms, fiddle-heads etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Food Related Market Items: (please specify)					

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4. For each of the following non-food related market items, please fill in the circle that best reflects how important that item is to you.

Non-Food Market Items	Very Unimportant	Somewhat Unimportant	Undecided	Somewhat Important	Very Important
Artisan Crafts, Textiles and Handmade Items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Holistic Beauty and Well-Being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seedlings, Perennials and Flowers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fresh Flowers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pet Treats and Bird Seed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space for Community Organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Space for Youth Entrepreneurs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other Non-Food Related Market Items: (please specify)					

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5. 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:

6. 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:

7. Why do you go to farmers' markets?

For each of the reasons listed down the left side of the table, please fill in the circle that best reflects how important that reason is to you.

Reasons for Going to the Market	Very Unimportant	Somewhat Unimportant	Undecided	Somewhat Important	Very Important
It's a social, community activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To enjoy the atmosphere at an outdoor market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's my main source of fresh fruit and produce	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Reasons for Going to the Market	Very Unimportant	Somewhat Unimportant	Undecided	Somewhat Important	Very Important
To support local farmers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To support local producers (e.g. prepared foods, crafts, beauty products)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To connect with vendors and learn from them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To keep my money local and support our local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To buy local food that I know where it is coming from	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To help reduce our carbon footprint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To learn about our local food systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)					

## Community Survey on Farmers' Markets in Peterborough

8. 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:

9. 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:

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10. Do you think that vendors at the farmers' markets in Peterborough should only be able to sell items that they have grown or produced?

- ☐ Yes
- ☐ No
- ☐ Other

Please explain:

11. What do you think of vendors re-selling goods and/or produce at Peterborough farmers' markets?

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

Check any of 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

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Check any of the following statements you agree with regarding re-selling...

- ☐ 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

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

13. How important is it to you that the goods and/or produce you buy at Peterborough's farmers' markets are locally grown/produced?

Select the option that is the best fit for you when shopping at Peterborough farmers' markets.

- ☐ **Very 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

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How important is it to you that the goods and/or produce you buy at Peterborough's farmers' markets are locally grown/produced?

- ☐ Undecided
- ☐ **Important** – I prefer to buy locally grown/produced items but will buy non-local items if a local option is not available
- ☐ **Very Important** – I will only buy locally grown/produced items when shopping at farmers' markets
- ☐ Other

Please explain:

14. Some farmers' markets rely on formal verification programs to verify that vendors are farmers selling only what they grow or produce on their farms.

Through verification programs:

- Vendors' farms are inspected annually by independent, third-party inspectors
- Farmers pay annual membership fees
- Farmers receive signage to identify that they are a verified farmer

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How important is it to you that farmers' markets use an independent, third-party verification program to verify that farmers are selling only what they grow or produce on their farms?

- ☐ **Not Important** – I don't believe that independent third-party verification is needed
- ☐ **Unsure** – I am not sure what to think
- ☐ **Important** – I believe that independent third-party verification is needed
- ☐ **Other**

Please explain:

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

- ☐ Yes
- ☐ No

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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 specify:

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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
- ☐ City Staff
- ☐ Other

Please specify:

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

## **Community Survey on Farmers' Markets in Peterborough**

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?

Please provide the market name(s) in the space provided below and any reasons you wish to share that make these markets stand out to you.

Please specify:

## **Community Survey on Farmers' Markets in Peterborough**

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

Please specify:

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

**A report will be going to City Council in the fall on the  
process for selecting a farmers' market operator.**

**The report will include a summary of the feedback we have  
heard throughout this process.**