



Market Vendors Survey on Farmers' Markets in Peterborough

To help define how a farmers' market on City property could look in the future, please complete the following Survey.

As a market operator or vendor, share with us your ideas and your experience. Tell us what you want as a vendor at a farmers' market in Peterborough. Tell us what you think your customers want. **We're all ears!**

What do you look for or enjoy as a vendor or operator at farmers' markets?
What do you think your customers look for and enjoy?

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

Thank you for your participation in this process!

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1. **At which of the 3 farmers' markets in Peterborough are you a vendor/operator?**

Check any of the following that apply...

- ☐ **Peterborough and 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)

2. **How many years have you been a vendor/operator at farmers' markets?**

- ☐ **0 – 5 years**
- ☐ **6 – 10 years**
- ☐ **11 – 15 years**
- ☐ **Longer than 15 years**

3. **As a farmers' market vendor/operator, do you sell at other farmers' markets outside of the Peterborough area?**

- ☐ **Yes**
- ☐ **No**

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4. What types of products do you sell? If you are a market operator, and not a vendor, please check off the products that are sold at your market.

- ☐ Fruits and/or Vegetables
- ☐ Meat, Dairy, Poultry, and Eggs
- ☐ Breads and Baked Goods
- ☐ Deli and Prepared Food
- ☐ Honey, Maple Syrup and Preserves
- ☐ Artisan Crafts, Textiles and Handmade Items
- ☐ Holistic Beauty and Well-Being
- ☐ Seedling, Perennials and Flowers
- ☐ Other

Please specify:

5. Are there any products or services which are not currently available at a farmers' market in Peterborough that you think should be?

Please specify:

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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. In terms of goods and/or produce sold at farmers' markets in Peterborough, how would you define "local"?

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:

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8. What percentage of the products you sell at the farmers' markets in Peterborough do you either grow or produce yourself?

If you are the market operator, please identify what percentage of products at your market must be grown or produced by the vendors.

- ☐ 100%
- ☐ 75% - 99%
- ☐ 50% - 74%
- ☐ 25% - 49%
- ☐ 1% - 24%
- ☐ 0%
- ☐ Other

Please specify:

9. If you are a vendor at more than one farmers' market in Peterborough, does the percentage of products you grow or produce yourself stay the same from market to market?

- ☐ Yes
- ☐ No
- ☐ Other ("Other" comment box provided on next page)

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☐ Other

Please explain:

10. Given your definition of local in question 7 above, do you think that only local goods and/or produce should be sold at the farmers' markets in Peterborough?

☐ Yes

☐ No

☐ Other

Please explain:

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

- ☐ Yes
- ☐ No
- ☐ Other

Please explain:

12. Please check any of the following statements that you agree with regarding re-selling of goods and/or produce at Peterborough 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)

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

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14. If you think that re-selling of products should be allowed, what percentage do you think should be grown or produced locally?

- ☐ 100%
- ☐ 75% - 99%
- ☐ 50% - 74%
- ☐ 1% - 24%
- ☐ Other

Please specify:

15. How important is it that the general public knows whether the goods and/or produce sold at the market are grown and/or produced locally or are brought in from elsewhere?

- ☐ Very Unimportant
- ☐ Somewhat Unimportant
- ☐ Undecided
- ☐ Somewhat Important
- ☐ Very Important
- ☐ Other

Please explain:

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16. If you think that re-selling of products should be allowed, are there any regulations or requirements that you think should be applied to re-sellers?

Check any of the following restrictions that you think should apply to re-sellers selling goods and/or produce at Peterborough's farmers' markets.

- ☐ Limitations should be 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 in-season locally
- ☐ Vendors wishing to re-sell goods and/or produce may only do so if such goods and/or produce aren't grown or produced locally
- ☐ Vendors wishing to re-sell goods and/or produce must be a local farmer or vendor themselves
- ☐ Vendors wishing to re-sell goods and/or produce may do so if they are re-selling from another local farmer or producer
- ☐ Vendors wishing to re-sell goods and/or produce may do so only if the items are direct from a farmer or producer if they are not local
- ☐ 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 approval of the market manager
- ☐ Vendors wishing to re-sell goods and/or produce must first obtain the approval of the vendors at the market
- ☐ Signage must be used to identify any goods or produce that are not grown or produced locally
- ☐ Other ("Other" comment box provided on next page)

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☐ Other

Please specify:

17. 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:

- Farmers pay annual membership fees
- Their farms are inspected annually by independent, third-party inspectors
- The farmers receive signage to identify that they are a verified local farmer.

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

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- ☐ Important – I believe that independent third-party verification is needed
- ☐ Other

Please explain:

18. **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

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- ☐ **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 operator division of the City (e.g. Arenas Division, Art Gallery, Museum, etc.)
- ☐ **Other**

Please specify:

19. 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

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- ☐ Community members at large
- ☐ Elected Officials
- ☐ City Staff
- ☐ Other

Please specify:

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

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21. As a market vendor or operator, what do you think are the key ingredients of a successful farmers' market?

22. Please identify other farmers' markets in Ontario that you consider to be good examples of a farmers' market.

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

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

A report will be going to City Council in the fall on the RFP (Request for Proposal) process for selecting a farmers' market operator for Morrow Park.

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