

CSD19-014 Appendix C: Recurring Comments Related to Transparency, Integrity and Consumer Choice

Question 6 Comments:

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?

- Unlabeled Food Terminal items.
- If people don't want it, they won't buy it.
- Products from food terminals unless clearly marked.
- Produce from Ontario Food Terminal, eps. When labels have been removed and prices elevated.
- Non-local products. Maybe if it's clearly labeled and its products not grown locally. A farmers' market should be a place where producers of the product are the ones selling.
- I think I should be able to decide what I would like to purchase or not. Ontario seasonal produce, arts and crafts is what it should be about.
- I think resellers are okay if they are identified as such.
- Food originating from out of the area that is 'hidden' as local.
- Produce from the Ontario food terminal that is not labelled as being non-local.
- Product coming from the distribution center, should be clearly identified, no questions about it.
- Unmarked food terminal produce.
- Anything that is not directly grown by the farmers. Resellers should be CLEARLY identified if they're at the market in any capacity (which they really shouldn't be).
- Resellers should be clearly identified. In my mind anyone who is not selling 100% of the things they grow is a reseller.
- Food who's origin is lied about and/or from outside of Ontario.
- If you are referencing non local produce, I think it's acceptable as long as it's clearly stated.
- Resellers that are not labeled as such. I have no issue buying from re-sellers as long as I know.
- Wholesale produce pretending to be locally produced!
- I would just like transparency for resellers.
- Products that are advertised as 'local' but come the Ontario Food Terminal. I am not opposed to having produce from the OFT, as this allows for exotic and out of season produce, but for the love of god, just be honest about the sourcing.

Question 9 Comments:

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

- I just want to know where it's from and not be lied to. Preference to local growers.
- I think local producers should be prioritized, however I think with better transparency about the origins of foods, having a mix of very local vendors and foods from elsewhere in Ontario is preferable. This is particularly true during the winter months.
- If it isn't local, there should be some type of signage to let patrons know.
- I recognize that some products cannot be local, but should be identified as such. Also, come may be ethically sourced from other parts of the world, supporting 3rd world economies – I'm good with that. But don't pass off Food Terminal purchases – I'd rather shop at a grocery store in town for those items.
- Majority local – with clear signage for things that are not (70:30).

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- No, but I think vendors who are not local should specify and maybe keep unvocal vendors at 25% of total vendors to keep it mainly local.
- No, I don't. This area is not good for producing soft fruits but the Niagara Region is and I hope there is always room at our local markets for specialty producers from the province. What was made very apparent over the past few years in Peterborough is people do not want to be lied to, want clear signage of where the produce is grown, transparency in how vendors are chosen for the market and inclusion of small farmers rather than large operations who are untrustworthy.
- I don't have a problem with Niagara produce, for example, since it's nice to be able to get that here. Generally the Niagara producers are happy to label their produce as such. I support HONEST labelling more than anything else.
- Need some flexibility to have items grown profitably here. Tender fruits in the fall is an example and smoked fish from Manitoulin. They have to identify where they come from.
- Priority to farmers in our local region (ie Peterborough), then second priority to adjacent counties, thereafter priority inverse to distance (further away, less priority) with some allowance for produce we cannot grow here (ie. apricots, peaches, and other tender fruits) so long as in ALL cases it is the actual farmer who is selling their own stuff (again, not their neighbours or brothers/sisters suff) all very simple and straight forward. Oh yes - verified by third party (and not the health unit as the third party because they DO NOT verify and only take the word of the vendor or market "official").
- I love to see local goods, but based on our short growing season, this can be very limiting in selection early in the year. So, rather than driving to the market and then a grocery store, I am ok with foods from further afield as long as it is clear that they are not grown locally.
- Sell what you like, but it should be clearly marked (verified) that you are Local or not.
- Informative signage allows me to make my own decisions. I do not want boards and politics to make those decisions for me.
- I just want to know where the product comes from. The I can decide whether or not I support them.
- Local given priority, non-local can fill leftover space and must identify themselves as such.
- Complicated because there are certain things we rely on that are not produced close by, and I also feel that the definition of local is shifting. Ideally, just no food coming from the food terminals, and farmers are up front about where they are sourcing their goods.
- As long as the origin is clearly labeled and there is a limit on how much is non local, I'm okay with it.
- Some reselling makes sense but not the nonsense that brought down the morrow park market. Also, their new sign system is ridiculously unclear and insulting. A real farmer might trade produce with another seller or supplement in a bad year. We get that.
- Yes, mostly. Although I think some exceptions should be made for produce that is more successfully grown/has a longer season elsewhere in Ontario (i.e. fruit from Niagara region), but doesn't compete with goods local farmers produce. These items should be clearly identified.
- As long as the items are CLEARLY marked, let them sell it. It's up to the consumer to decide whether or not to buy it.
- I am fine with produce and goods coming from outside of 'local' as long as they are clearly labeled so I can make the choice AND they have not taken a spot from a local vendor.
- I feel it is inappropriate and unethical to resell produce as locally grown when it isn't. I have no issue with off season stuff being sold IF and ONLY IF anything not local is clearly and

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visibility identified as such. My preference is to buy and support local but there may be cases when I would buy other items if appropriately labelled as such.

- Should be clear and verifiable declarations of origins.
- No. I get peaches there that aren't actually local but i am aware of that. Just needs to be clearly marked as the Morrow marketplace found out.
- Need product that's not in season. Provided resellers use transparency.
- I believe supply and demand in so much that the vendor must clearly label where their product is grown and the buyers determines whether they will support that particular vendor.
- I am fine with other goods/produce being sold, but want signage that is clear as to where it was grown.
- If not, make sure its labelled so I can make my own decision.
- I think it's up to the those purchasing goods to make up there own minds. Vendors need to clearly identify as local or resale etc, then I as the purchaser will decide where I spend my money.

Question 10 Comments:

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

- No. Just no lying.
- I have no problem with vendors selling food they haven't grown themselves, but the origins of this food should be made clear to market shoppers.
- As above: there should be clear signage to let people know if something is not locally produced.
- But they should identify what they have grown/made.
- Not necessarily because sometimes they might have to bring it in from other areas. They just need to tell the truth about it.
- There is great value to a farm business being able to resell items during shoulder seasons that they aren't able to produce themselves -- many rely on this practice as a crucial source of revenue during the leaner times of year, when crops fail, etc. We have a relatively short growing season here, and farmers need all the support they can get. The priority here should be on requiring vendors to clearly identify the point of origin (Ontario only), and not allowing a reselling vendor to compete directly with local growers who produce the same crop. Perhaps an 80/20 rule would work here, where only 20% of a vendor's offerings should be permitted for resale.
- If they sell items they doesn't grow or produce., it should be clearly stated as such.
- Only if they are honest about where it is coming from.
- I'm satisfied with the policy of identifying the provenance of goods offered for sale. What I would object to is misrepresentation.
- Yes for the majority but some supplementing is okay with the proper signage.
- As above...it is not necessary, but it needs to be crystal clear to the consumer where the products are coming from and who produced them.
- If they haven't grown it, they should indicate where it comes from - and THAT source should be local.
- All I require is full disclosure of where the product comes from. Then it's my decision.
- I want to see signs that identify what is actually grown by the person selling and what they are re-selling. I would like to make up my own mind as to whom I buy from.

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- If grown by other local businesses or farmers, then it's acceptable to sell items that you (personally) have not grown. Re-selling goods purchased elsewhere, grown by corporate businesses (not local or owner/operators) and misleading customers should not be allowed.
- I think that they can sell things they have not produced but that they should disclose that fact clearly to customers.
- Season specific. I think things should be able to be brought in when other produce is not available locally. And advertised as not local.
- Short answer: yes, with exceptions if they are identified and labelled.
- If they are clear as to the origin of their goods, and/or if they are a representative of several small scale local producers, so there is one stand-vendor selling for several local producers.
- I think that it is important for vendors to disclose this information. Preference should be given to those who do grow/produce locally (say 75-80% of vendors), but allowing some vendors who purchase from other areas (ie. apples which are not grown here) is ok. A standard sign that says who the vendor is, where they are based/located and if the products are grown/produced locally would be ideal. Consumers can decide for themselves who to support.
- Focus on quality vendors and make sure they're transparent.
- I prefer to buy local first, I mainly go to the Wed downtown market because of their strict rules. But as long as a vender has proper signage/labels etc I do buy produce not grown by seller/not from ptbo area as long as it is still from Ontario. And its something I cant get locally (eg nNiagra fruit).
- No, but they should be honest about the origin of the product that they are selling. Products being resold should be marked as such.
- Require vendors to be honest (for a change) instead of allowing them (even encouraging them?) in defrauding innocent customers with false claim that products were local or organic, when these scammer actually bought them from the Ontario Food Terminal in Etobicoke, took off the labels, and passed them off as better food at rip-off, higher prices. And bring back the local, honest farmers and kick out the scammers (instead of the other way around.).
- I am fine with re-selling things as long as they are clearly labeled as such and I can make the choice AND a spot is not taken from someone who made/grew the things.
- Would like most stuff too be local and preference should be to local producers but shouldn't exclude other items. Anything not local needs to be ID'd. Disagree with local producers being kicked out due to their concerns with inappropriate resellers misrepresentation as local!!!
- No, if farmer's have relationship with other local farmers to sell each others goods I think that's fair play, just so long as all are local and transparent.
- Indicate where they come from.
- As long as the vendors' signage is clear and honest, 3rd party produce (e.g. Empire cheese) is fine. But if you picked it up at the Toronto food terminal, say so, don't pretend you grew it yourself. That's dishonest.
- Not necessarily, but there still needs to be rules or labels on where the food comes from.
- If they are selling something they did not grow themselves, then they should say so. A sign would do the trick. "This week I am also offering apples from my uncles orchard in Durham".
- Honesty is the best policy; please indicate the source of the products on offer so as no questions will arise. Nothing wrong with bringing in products not available locally or from another farm as long as this is disclosed.

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- So long as there is a fair and respectable agreement between the vendors and the farmers, I have no problem with it. Also, so long as there is signage and the vendors are not passing it off as their own produce.
- If a farmer cannot make the trip to the market themselves to sell their wares, i think it is ok for another farmer to sell their product as long as there is full disclosure about where the product is from and how it is produced.
- NO, but I would just like transparency.
- No, again I think it's up to the purchaser to decide as long as the vendors clearly mark whether they grew it or ot's resale.

Question 12 Comments:

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

- The truth is important.
- People should be able to make up their own mind not dictated by a small group.
- From my understanding one of the main reasons that we now have two farmers markets is a difference in value over re-selling. I take effort to get to know the sources of my foods. I think, particularly for out of season produce, there is a place at markets for re-selling as long as there is good signage. I also think there is a place for farmers to sell collectively. I think we ask a lot of farmers that they need to know how to grow good food, market and make themselves available every Saturday morning so that we have confidence in the origins of the food. I feel that this is a role for farmers markets and possibly certification.
- It should be identified when they are a reseller.
- It hurts local farmers. And resellers should be required to disclose they are resellers and did not grow item.
- I stopped going to Morrow park because of lack of transparency about resellers and the fact that those people who pointed it out where kicked out of the market. That doesn't fly with me if you are going to be dishonest about where your produce comes from then I can't do business with you. I personally feel the whole Morrow Park farmers market board has to go and new management has to come in before I'll ever go back.
- We just need to know the truth about the goods and produce. They're just need to tell us the truth about it.
- As long as we know when they are resellers and are sold at a discounted prices I see nothing wrong with including them at the Market.
- Let consumer decide period! And farmers mind your own business and don't worry so much about what someone else is selling.
- Honesty, transparency, informative.
- I think it is important to know where our food comes from . Proper signs will really help keep Everyone happy . I think we should have only one market ... 2 markets in a Saturday is awful . I honestly go less after all the market drama.
- Re-selling for any reason should have proper signage. Consumers should always know exactly where the products are coming from and why.
- Biggest disappointment was the reselling of goods without signs and the words growers or greenhouse in their business name Peterborough Saturday and large markets are very guilty of this inappropriate misleading practise.

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- If it is going to happen there should be proper signage stating that the items were not grown on a local farm.
- More work needs to be done on explaining why some vendors may choose to "re-sell" goods, or sell goods they may not have produced themselves. There is a multitude of reasons why a farmer or producer may choose to do so, and they should not be outright vilified for it.
- I was a regular user of the Morrow Park market but the eviction of local growers by re-sellers has resulted in my avoiding that market. The dis-honesty of the re-sellers and bias against local growers, which was backed by the City was insulting to me.
- As long as it is clearly stated, shouldn't be a problem. If I do not support re-selling, I will not purchase from that vendor. It should be up to the individual patron, but should be clearly disclosed.
- I do believe transparency is required.

Question 13 Comments:

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.

- I will buy Out of market items if they are not available locally. Label and let me decide.
- Clear labelling is what's important. And not pushing out local vendors.

Question 14 Comments:

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 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?

- Resellers should be clearly identified so consumers can make a clear choice to buy local if they want.
- I think an 'honour system' whereby vendors reveal the source of their goods should suffice - that's why I like the system of signage indicating provenance. I hope and believe that dishonesty in representation will be found out and punished.
- When my pick first started, the rules were very stringent. This is no longer the case. I don't think it makes any difference. I will decide who I buy from and whether or not I want their products.
- NOT SURE IT IS ALL THAT IMPORTANT BUT IF A FARMER WANTS TO BE VERIFIED OK...MOST HAVE SIGNS WHERE THEY ARE FROM....IF THE VENDOR HAS A PRODUCE I WANT THEN I WILL BUY I REGARDLESS IF THEY ARE VERIFIED OR NOT....
- I think farmers have enough trouble making a living without further costs and demands, however I would like to know that the things they say are true.
- I agree with farm inspections for health and safety purposes. If the reseller is getting produce from a farm that has been certified, then that is OK. Signage showing resellers source of product allows the consumer to make a choice.

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- The third party verification is useful, but may put strain on some smaller growers and may exclude some vendors who would qualify but who augment their produce with some other locally grown produce. What would be ideal would be some regulation from the Farmers' Market itself, but this may not work in the current political charged situation, where interpersonal relationships between vendors, and clashes between belief systems about what should be sold continue to exist.
- I don't see any need to involve a third-party if all vendors are honest about the products they sell. There is no need for them to incur an additional cost, and less authenticity is required. If some vendors are not being honest about the origins of the products they sell, then I think there is a bigger problem at play.
- It shouldn't be important but because of issues with the Peterborough Farmer's market, it is. I should be able to go to the market and not worry that I'm buying the same thing I could find at no frills.
- It is useful to what is actually grown or produced by the vendors and the signage is helpful, but, as identified in Question 11 it is really up to the consumers to decide what we want to buy.
- I don't believe a third party is necessary. Sellers should be have to declare and perhaps sign legal documents to say what they produce/grow what they are selling.