

# Annie's Farmers Market

## Impact Snapshot

### July 2013

We've assembled a portrait of how Annie's Farmers Market builds community, supports food security and the local economy. The data shown here are based on 26 customer surveys, 30 vendor surveys completed between May and October, 2012 as well as the records of the market manager. For more information, contact Annie Smith at 250 234-5678.

*\*\*This document is a sample of what can be created with the Farmers Market Toolkit. This is not a real market or real data.\*\**



Photos: BC Association of Farmers'

# Community Building

## The Market as a Community Hub

It gets people out on the street, **yoga on the grass**, recipe exchanges, **building partnerships with the local school district** getting kids on farms and making food, **my friends are there**, it's how I started my community garden, **my daughter's dance class is right next door**, the dog park, **a great sense of place**, learn about local politics, **good non-profits have tables**, lots of foot traffic, **brings people out in an informal way**

(from surveys of customers)

### Market Partner Organizations:

- Vancity Credit Union
- BC Association of Farmers' Markets
- Creston Valley Food Action Coalition
- Business Improvement Association

## Buying at the Farmers' Market Builds Trust and Transparency

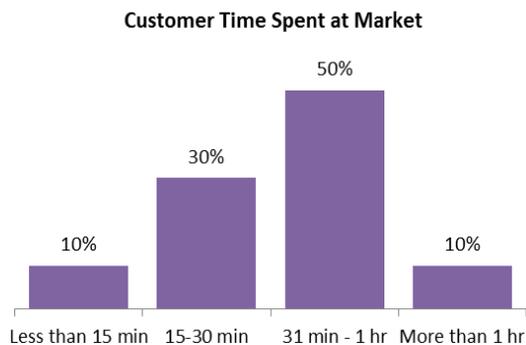
Vendors who want to sell at the market complete an application process including paper application, as well as personal contact and conversation. There are guidelines and regulations about what stalls can look like, as well as the quality of produce sold. Certifications must be clearly displayed and available for customers on demand.

Market managers develop the closest relationships with vendors, through weekly contact as well as communication to prepare for vendor arrivals.



## Active Public Spaces Build Community

### The Farmers' Market is a Social Hub



### Why do people love the experience of the farmers' market?

- Wholesome, relaxing atmosphere.
- I love talking to vendors, community building.
- Creates an amazing neighborhood feeling in the community.
- It's a great place to see people in the community, visit and connect, meet farmers and see what they have to offer, and build trust.
- It's casual – I can wander and browse, no rush.
- It's something to look forward to.

(from surveys of customers and local stakeholders)

**70%** of customers surveyed agree or strongly agree: the Market is a **good use of public space**

**90%** of customers surveyed spend at least half of their time at the market **socializing** with vendors, friends, and other acquaintances.

### According to Surveys of Market Shoppers, Vendors & Other Market Stakeholders:

- **63%** agree the farmers' market is a social hub.
- **41%** say it's a place for great entertainment.
- **37%** say it connects locals to community activities
- **46%** say it develops trusting relationships

### The Market Engages Local Business

The corner store allows washroom access. The community centre provides tables. The school sells power at a good rate, and encourages parents to shop at the market.

Local retail employees have great relationships with many market vendors, and enjoy purchasing lunch or breakfast at the farmers' market. Public figures find great value in connecting to their constituents at the farmers' market, in a relaxed, communal environment.

# Economic Benefits

Annie's Farmers' Market is a dynamic marketplace for vendors to sell their goods. Beyond acting as a dynamic marketplace, farmers markets drive activity at other local businesses. The market employs local and stimulate networks of purchasing and producing within the local systems.

## Businesses take root and grow

**54% of vendors surveyed depend on product sales for more than half of their income**

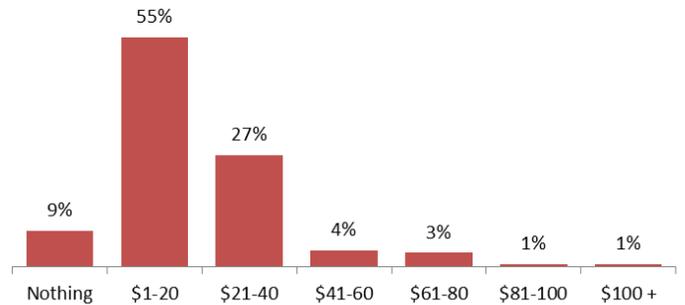


*A number of the vendors at local markets, including numerous bakeries, began their business selling at the farmers' market and now have successful storefront locations. This includes Nelly's Pasta and the Crunch Potato Chips.*

## Market Spending

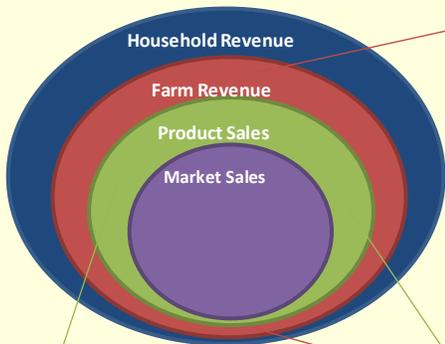
Average Customer Spend: **\$40.09**  
 Estimated total vendor sales per market day: **\$32,102**  
 Gross sales at This Farmers' Market each year: **\$465,778**

Customer Spend per Market Day

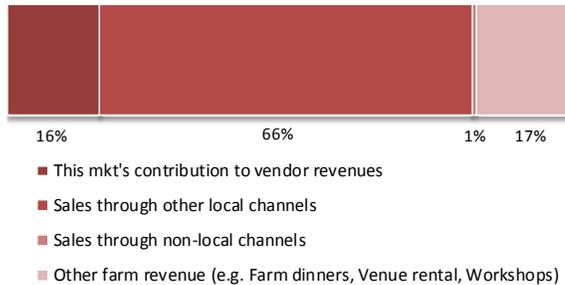


## Buying at the Farmers' Market Directly Supports Vendors / Local Farmers

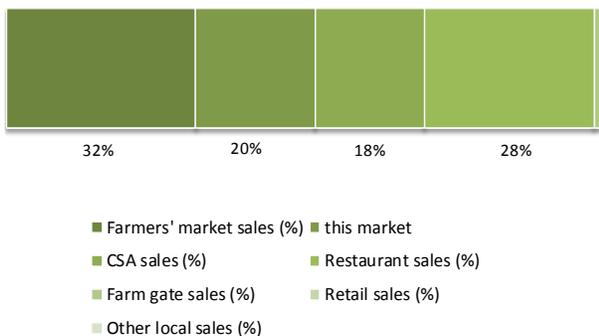
Other local distribution methods are important for vendors to sell their products. Sales at the market are one type of product sale. Product sales are one type of farming revenue. Many farmers hold other jobs that make up their household revenue.



Vendor Farm Revenue Income Sources - Dependence on the Farmers Market and Local Food Economy



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**Almost half of farm product sales (47.3%) are made at farmers' markets.**

Other important local sales channels are CSA shares, restaurant sales, and retail sales.

Support local farmers and other players in the local food system by buying at farmers' markets and other local sales channels.

*The Farmers' Market accounts for 21.8%, almost 1/4 of all revenues from farming.*

# Food Security and Sustainability

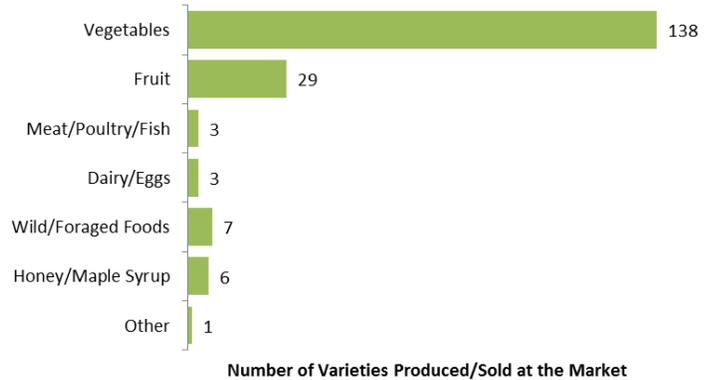
## The Farmers' Market Promotes Sustainable, Responsible Agricultural Practices

Produce varieties offered at the market:

- Salmon
- Cranberries
- Fiddleheads
- Dandelion greens
- Blueberries
- Mussels
- Honey
- Bison sausage
- Cottage goat cheese
- Spelt flour
- Apricots
- Garlic scapes
- Cantaloupe
- Pumpkins
- Seed potatoes



Photo: BC Association of Farmers' Markets



Number of Varieties Produced/Sold at the Market

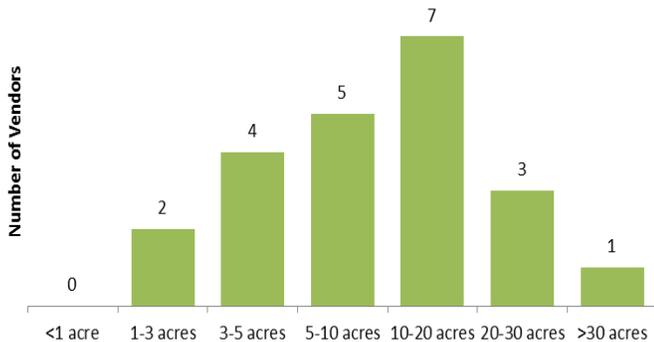
## The Markets Play an Important Role in Local and Regional Development

Annie's Farmers' Market is included in regional food, agriculture and economic development plans:

- Central Okanagan Regional District Agricultural Plan
- Canadian Department of Agriculture Inventory Report
- Municipality Economic Development Plan
- Watershed Conservation Strategic Plan

## The Farmers' Market Supports Small Scale Agriculture

### Vendor Farm Size



Average vendor distance traveled to market: 76 km

Maximum distance traveled: 200 km

**68% of vendors travel less than 50 km to the market.**

## 54% of farmers are certified.

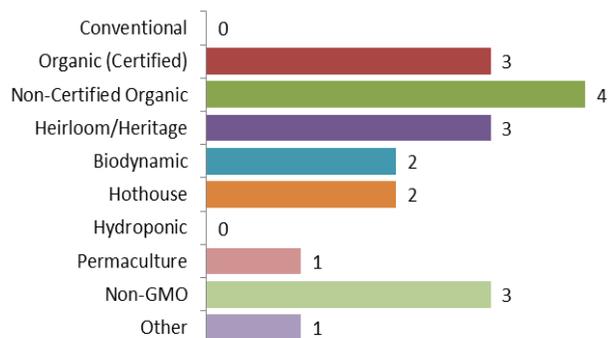
Certifications include:

- Organic
- Local Food First
- Farmer First
- Salmon Watershed
- Oceanwise

## Promoting Biodiversity and Supporting Local Farmland

Countless species of plants and animals are becoming extinct each year, which has immediate and profound effects on the sustainability of a **balanced ecosystem**. The farmers' market is often the only place for vendors to sell **specialty items** that have little mass market appeal but are valuable contributions to maintaining the **biodiversity** essential to maintaining this balance. It is also the only place for many **small-scale producers** to sell their products, as local farmers are often unable to afford **distribution at a larger scale**.

### Specialty Crops & Product Varieties Sold



Number of Vendors Producing with These Methods