

**The Centre for Sustainable Food Systems: Examining the Potential for Expansion of the  
UBC Farm Market**

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# **The Centre for Sustainable Food Systems: Examining the Potential for Expansion of the UBC Farm Market**

The University of British Columbia Food System Project  
Agricultural Science 450: Land, Food & Community III  
April, 11 2007

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## Abstract

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The University of British Columbia's Food Security Project aims to engage students in an investigation of food system security issues within the UBC community. Now in its sixth year, one of the initiatives of this year's project has been to work in collaboration with the Centre for Sustainable Food Systems (CSFS) to investigate the capacity for potential expansion of the UBC Farm Market (UBC FM). Facing high unmet customer demands at their weekly seasonal markets, the CSFS indicated interest in examining the desirability and feasibility of expansion.

The methodology used to determine the policies, logistics, and pros and cons associated with developing a multi-vendor farmers' market included conducting surveys, a literature review, and stakeholder interviews. Based on the results of this community-based action research, it was found that only marginal expansion is advisable for the 2007 season due to market staffing restraints and the development of a new farmers' market in the Kitsilano area. The full discussion provides an examination into the feasibility of market development as well as a phased implementation plan to guide staff and volunteers if independent market expansion is to proceed. Finally, in order to facilitate future proceedings with this project, a set of recommendations has been established for both the CSFS and future AGSC students to consider.

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## **I. Introduction: Local and Global Context**

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This project seeks to describe the results of Group 12's research on Scenario One: Expanding the UBC Farm Market (UBC FM), in the 2007 UBC Food System Project (UBCFSP). We begin with a description of the local and global context and the problem statement. We then discuss our methodology and findings, and provide recommendations to the UBC FM and future AGSC 450 students.

The Centre for Sustainable Food Systems (CSFS) is an auxiliary program of UBC's Faculty of Land and Food Systems (LFS). In 2000, the current Farm site was an essentially unutilized 24 ha plot of land in UBC's South Campus (CSFS). Today, thanks to collaboration between students, staff, community members and faculty, it is now a dynamic agricultural and educational resource. In 2005 the UBC Farm assumed the title CSFS, expressing its vision to integrate education, innovation, research and community outreach with sustainable agricultural production (Belanger & Bomford, 2007; CSFS).

The CSFS currently cultivates 1.5 ha of land in its student-driven market garden (CSFS). As a model for small-scale, diversified farming systems, the CSFS combines annual and perennial crops, poultry management, beekeeping and a newly established orchard (CSFS). CSFS also hosts 66 educational, research and community-centered programs (Belanger & Bomford, 2007). In 2006, approximately 20,000 people visited the CSFS (Belanger & Bomford, 2007). Eighteen farm markets were held in both 2005 and 2006, and the 2006 gross revenue from farm gate sales was over \$75 000 (Belanger & Bomford, 2007).

Today's global food system is characterized by: distant food sources, dependence on cheap oil, environmental degradation, loss of local food cultures, food insecurity and malnutrition, obesity and diet-related diseases, loss of small-scale farms, the rise of corporate driven industrial agribusiness and agriculture, and the loss of genetic diversity in agricultural crops (Halweil, 2002; Heasman &

Lang, 2005; Pollan, 2006). On April 2, 2007, the front-page story of the Vancouver Sun described the threat of climate change and rising oil prices to agriculture in BC (Shore, 2007). Currently BC farmers produce 48% of the province's annual food needs – a figure that will be hard to maintain in the coming years (Shore, 2007). As Vancouver planner Rick Balfour stated: “we should not expect to be eating Chilean grapes and Mexican lettuce in a few years time” (Shore, 2007).

Global movements are afoot to reclaim and revitalize our food systems. The Slow food movement, community supported agriculture programs and farmers' markets represent primary examples of food re-localization. Within this movement the UBC FM is unique, as it is the only Vancouver farmers' market located on a real, working farm. It reconnects urban consumers with both their ecosystem and with local food producers. Thus, the UBC FM can provide available, accessible, safe, sustainable, and educational food purchases.

## **II. Problem Definition**

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The central task of Scenario One of the 2007 UBCFSP was to explore the possibility of expanding the current UBC FM into a full-fledged, multi-vendor event. CSFS staff have expressed interest in expanding the weekly market; however, the limited human resources of the CSFS have restricted investigation of the feasibility and requirements of expansion. Multiple questions needed to be addressed to determine the desirability of expansion towards a multi-vendor market. Because demand regularly exceeds supply at CSFS weekly markets, staff are confident that a market exists for more products; however, we needed to assess the details of both consumer and vendor interest. Communication with Your Local Farmers Market Society (YLFMS) was necessary to explore the potential for collaboration. We also needed to investigate any obstacles that would prevent or deter expansion, including policies and regulations imposed by the university and government. Research was required in order to determine the logistics of expansion as well as the opportunities for community and academic programs that a multi-vendor market could eventually support.

### **III. Vision Statement and Value Assumptions**

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Our group's long-term goals for the CSFS align with the guiding principles of the UBCFSP. These ideal principles provide a vision that smaller goals can foster great change over time. Our group is from a variety of disciplines including Dietetics, Nutritional Sciences, Food Market Analysis, and Global Resource Systems. One of our group members is also a CSFS employee. Even though we come from diverse backgrounds, we have found that we share a weak anthropocentric view, prioritizing humans, while still valuing the environment (Bomke, Rojas, & Skura, 2005). When applying the UBCFSP vision to the UBC FM, two major challenges arise (Richer, 2007). Providing affordable food, an element of a secure system as detailed in Principle 3, conflicts with the higher premium of organic and local foods (Richer, 2007). With respect to Principle 7, the other challenge is balancing the general farmers' market principle to sell only local products with the wish to promote the fair-trade products that cannot be grown in our climate, such as the chocolate and coffee currently sold by Sprouts at the UBC FM (Richer, 2007).

### **IV. Methodology**

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The methodology employed in this project followed the Community-Based Action Research (CBAR) approach, engaging both community members and stakeholders in the research process, ensuring that their views were incorporated into the proposed direction of the market expansion (Stringer, 1999). Using this approach, we facilitated discussions with key players, including Mark Bomford and Amy Frye (CSFS), and Roberta LaQuaglia (YLFMS). In addition, we collaborated with the wider community by conducting two surveys, one aimed at current and potential market customers, and the other at potential vendors.

The first survey was directed at the community to assess the desirability for an expanded UBC FM. A group of elected representatives from each group used WebCT and in-class discussions to formulate nine questions for the community survey. The survey was reviewed by Stephen

Peplow (UBC Statistics instructor) and Frye. Following review, this survey was sent out using a web-based survey website (Survey Monkey) to a large sample of a wide range of community members, including UBC FM customers, members of the University Neighbourhood Association (UNA), CSFS volunteers, UBC Sprouts customers, members of the UBC Food Society, and LFS students. As each survey link only allowed a maximum of 100 responses, several different links to the same survey were created to accommodate more responses. Due to time constraints, the respondents were given one week to complete the survey. The results from each survey link were compiled into one file by Survey Monkey. The aggregate results, as seen in Appendix I, were then analyzed using Excel spreadsheets.

In conducting our second survey on vendors, representatives from each Scenario One group met to design a short survey consisting of eight questions to investigate the level of desirability among BC vendors to join the UBC FM. We compiled a list of potential vendors from the YLFMS website based on products desired by CSFS staff as described by Bomford and Frye. Other vendors added to this potential list were met at the March Winter Market at The Wise Hall. There was an effort made to contact vendors turned down by YLFMS; however, a list of vendors, as offered to us by LaQuaglia, was not available when the survey was conducted. Using a compiled list of potential vendors, the vendor subgroup was able to contact 14 vendors, first by email and then, after five days, by telephone.

A literature review was also completed to expand on existing knowledge and to generate additional ideas for market expansion. In our review we examined the 2006 AGSC 450 UBCFSP final reports, 2006 Executive Summary, relevant farmers' market websites, and articles on farmers' markets, including journal articles, media releases, and government reports. In order to determine the policies and regulations that would affect the expansion of a UBC FM into a multi-vendor market on UBC campus, we also looked into UBC policies regulating commercial enterprises on



campus, as well as provincial and municipal legislation governing small businesses in BC. It would be extremely valuable to contact the UBC Treasury to get detailed information regarding the expansion of UBC FM; however, we were asked by CSFS staff to withhold contact. By completing the situational assessment and conducting CBAR, a more comprehensive understanding of the market was obtained which was essential in enabling our group to examine the desirability of expanding the UBC FM.

## **V. Findings and Discussion**

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### **V.I Value of Farmers' Markets:**

In today's modern food culture, where disconnection is the norm, farmers' markets are bringing producers and consumers together and strengthening local communities. In 2006, UNBC assistant professor David Connell led a study for the BC Association of Farmers' Markets (BCAFM), examining the social and economic impact of BC's farmers' markets (Read, 2006). Surveys and interviews were conducted at 28 BC markets (Read, 2006). The study results clearly demonstrate that markets benefit farmers, consumers, local shops and communities (Read, 2006).

In BC, farmers' markets contribute \$115.8 million to our economy (Read, 2006). On average, customers spend \$18.18 per trip, and annually 131, 000 people visit BC's farmers' markets at least once ("Farmers' markets"; Read, 2006). The Coquitlam Farmers' Market (CFM) alone contributes \$1 million annually to its local economy (CFM). Farmers' markets also offer ecological and cultural benefits by reducing long distance food transportation and revitalizing local food cultures. Consumers are reconnected with a seasonal and sustainable food system (Blewitt, 2006). Further, by providing a dynamic venue for social interaction, farmers' markets become valued as "community gathering places" (Read, 2006).

The growth of farmers' markets in both urban and rural areas has been documented in recent years (Blewitt, 2006). Since 2000, the number of official farmers' markets in BC has increased

from 60 to 100 (CFM). The UBC FM has become a vibrant community event within the heart of Vancouver. As development progresses in the UBC South Campus area, we believe the value of the CSFS and UBC FM will only increase. By providing nutritious seasonal food, education, and social interaction the CSFS is contributing to UBC's vision of sustainable communities.

## **V.II Potential for Collaboration with YLFMS**

We began our research under the assumption that collaboration with YLFMS was a real possibility for the near future. We were surprised to learn that YLFMS is opening a West Side Farmers' Market in Kitsilano in July 2007 (R. LaQuaglia, personal communication, March 14, 2007). LaQuaglia assured us that collaboration is still possible in the long term, and our research has indicated that such a partnership would be mutually beneficial (R. LaQuaglia, personal communication, March 14, 2007). Group 28 from the 2006 AGSC 450 class detailed the projected benefits in Appendix B of their paper.

If expansion were to occur, we feel that it would be in the best interest of the CSFS to ensure full support from YLFMS, thus achieving a strong infrastructure as well as community support. The experienced YLFMS staff are capable of handling the necessary administrative work and logistics of a farmers' market (R. LaQuaglia, personal communication, March 14, 2007). They have a good reputation and pre-established trust with both vendors and the Vancouver community. Collaboration as a joint venture would allow for greater resources and increased marketing strategies. Further, greater public exposure through larger markets would increase awareness of both the CSFS and sustainable agriculture. YLFMS and CSFS share common visions for localized food systems, quality produce and educated, engaged communities (Group 28, 2006).

## **V.III Community Survey Results**

A total of 540 individuals completed the community survey including UBC undergraduate students (37.8%), individuals not directly affiliated with the university (18.0%), UBC alumni (15.4%),

UBC residents (14.8%), UBC staff members (13.3%), UBC graduate students (12.8%), UBC faculty members or instructors (6.3%), and other members of the community (7.2%). Of the 540 respondents, 194 (35.9%) were UBC FM customers.

The survey results indicated a strong demand for produce (90% “very interested”), cheese products (77% “interested”), baked goods (65% “interested”), and prepared food items such as jams, sauces, ready-to-eat foods etc (60% “interested”). It was found that 44% of the respondents value BC grown products and 80.3% of the respondents indicated they would continue to purchase from the UBC FM if other vendors were local but not organic; therefore, the CSFS should concentrate on supplying more local food products to meet the demand.

Price was not a major determinant while shopping at the UBC FM since 81.9% of respondents were willing to pay approximately 20 to 30% more for higher quality, more sustainable, local and/or organic products. In terms of alternative days for attending the UBC FM, 68.4% of respondents chose Sunday (9am-2pm). Approximately half of the respondents (49.2%) showed interest in activities such as barbeques and face painting; therefore, the UBC FM may consider including vendors that provide these services.

Overall, the survey showed great community interest in potential UBC FM expansion.

Refer to Appendix I for a detailed report on the results.

#### **V.IV Vendor Survey Results**

Of the 14 vendors contacted 10 responded to the survey. We found that although most vendors are aware of the Saturday UBC FM, 50% of the vendors were not interested in attending due to commitments to other farmers’ markets on the same day. They also noted that the distance to UBC increases the cost and time of travel making the trip undesirable; these vendors, regardless of the day or time, were not interested in vending at the UBC FM. Nevertheless, two of the vendors expressed a strong interest in attending the Saturday UBC FM and another 30% of the vendors

expressed some interest in attending if no time conflict existed with the other farmers' markets they attend.

Two vendors suggested that Saturday afternoons and evenings would be ideal as this would allow them to attend two markets on the same day. Another vendor suggested a Sunday market. The feasibility of a Sunday market; however, may be limited due to the new Kitsilano Sunday YLFMS market. Monday night markets were also offered as an option, but a vendor indicated that weekdays are unattractive to most farmers (P. Graystone, personal communication, March 28, 2007). We tried contacting the UBC Beads and Crafts Club as a potential vendor in order to give students an opportunity to be vendors and to strengthen UBC's connection to the CSFS; however, no response was received. If the market does expand it could be beneficial to try contacting AMS clubs to seek their involvement.

Our survey found that the most interested vendors for future markets are Goat's Pride Dairy and Windy River Acres, both of which are able to come on Saturdays from 9am – 1pm. To recruit more prospective vendors, the UBC FM will need to attract a high volume of customers to ensure vendor profit. On average, 300 customers attend the Saturday UBC FM each week, with higher attendance on festival days (M. Bomford, personal communication, April 6, 2007). Currently the Trout Lake Farmers' Market attracts 3000+ customers (R. LaQuaglia, personal communication, March 14, 2007). A larger survey including more vendors still needs to be conducted to determine the level of desirability among BC vendors to attend the UBC FM. A good start to contacting potential vendors would be to use the list that LaQuaglia sent us following completion of our research which provides contact information for vendors that YLFMS had to turn down. These vendors would not have previous engagements with YLFMS farmers' markets and may be more open to coming out to the UBC FM (See Appendix III for a list of potential vendors).

## **V.V Policies and Regulations**

With an understanding that collaboration with YLFMS is not possible in the short-term, we chose to determine what the CSFS staff would have to accomplish in order to expand independently of YLFMS in the upcoming years. The following report and discussion of policies, regulations and logistics could guide a decision to expand the UBC FM independently. If joining with YLFMS in the future, the following information would have to be reviewed to determine which policies and procedures apply.

### **i) Commercial Enterprises on Campus**

According to our research, the CSFS is considered a charitable organization under UBC (M. Bomford, personal communication, March 21, 2007). As the UBC FM expands to include independent vendors, it will become a commercial enterprise and would have to follow *Policy 98: Commercial Enterprises on Campus* as per the UBC Board of Governors (UBC BG). With respect to *Policy 98*, as a commercial enterprise on campus, the UBC FM must obtain written approval from the Dean of LFS (UBC BG). Upon approval, they would then have to provide the UBC BG with this written approval as well as a business plan which details all arrangements, including the time period covered, insurance required, and the financial terms (UBC BG). Refer to Group 15 2006, Appendix III, for a UBC FM business plan (Group 15). The UBC FM would also have to provide the UBC BG, on or before October 31 of each calendar year, a business plan detailing all goods and services as well as any price changes, which must be approved by the University (UBC BG). The UBC BG also requires a copy of the minutes of all director meetings that relate to the use of UBC campus (UBC BG). Expansion of the UBC FM, either independently or with YLFMS, will be considered a commercial enterprise on campus, and falls under the above policies and guidelines.

### **ii) Business Licensing**

As per BC law, the UBC FM must obtain a business license from the municipality (SBBC). Since the UBC FM is operated on UBC campus, a business license must be obtained by application to the UBC Treasury (UBC Treasury). Application requires written approval from the Dean of LFS as well as an application letter (Group 15, 2006). Further information about running a business on UBC Campus could be found by contacting the UBC Treasury department. After consultation with the AMS regarding their policies for vendors at the SUB markets, our group found that vendors at the UBC FM will also have to get a business license from their own municipality (J. Kim, personal communication, March 24, 2007).

### **iii) Food Safety Regulations**

Food safety regulations fall under the *Health Protection Act*, which provides guidelines to ensure that public health standards are met. Health Canada establishes food safety policies and regulations that are enforced by the Canadian Food Inspection Agency (CFIA) through Regional Health Authorities. As such, the UBC FM is subject to guidelines and approval of both foods for sale and vendor booths by the Vancouver Coastal Health (VCH) authority. It is highly recommended, but not mandatory, that vendors obtain Food Safe Level I certification (VCH). Other farmers' markets, such as the CFM, require vendors to provide a Food Safe certificate along with their application (CFM).

Prepared and processed foods must follow guidelines and be low risk foods (See Appendix V for *Guidelines for the Sale of Foods at Temporary Food Markets* and a complete list of low risk and high risk foods). The local CFIA office should be contacted regarding labeling requirements that may be applicable (BCAFM). Specific guidelines and VCH approval are also necessary for the sale of animal products such as eggs, meat, and fish, and are subject to the *BC Meat Inspection Regulation* and *Fish Inspection Act* (BCAFM).

The CSFS staff are required to ensure that all vendors understand food safety regulations and obtain approval from VCH (BCAFM). Application to VCH must include all food safety requirements, conditions and a list of acceptable foods to be sold, as well as foods that cannot be sold at the market (BCAFM). All food sales must be recorded and the management must be onsite during operating times (BCAFM). We recommend that the CSFS staff create a food safety checklist for quality insurance purposes (See *Alberta Food Safety Checklist for Market Managers* in Appendix V).

#### **iv) Registration and Incorporation as a Society**

According to BCAF, farmers' markets in BC must be BC non-profit organizations (NPOs) or registered societies (BCAFM). By law, societies do not have to incorporate; however, there are benefits to incorporating as a society (SBBC). Following incorporation, a society acquires the power of an individual, has an independent existence, separate from its members, and has an unlimited life span (SBBC). Registration of societies and the incorporation of societies in BC are governed by the *Society Act* (SBBC).

As recommended by the BCAF, the UBC FM should eventually incorporate as a society (BCAFM). Incorporation as a society will require a name search, \$30, a registration fee, \$100, and requires the drafting of a constitution and set of bylaws (BCAFM). Upon incorporation, the UBC FM will receive a Certificate of Incorporation No. and will be required to hold annual general meetings. UBC FM would also have to file an annual report, including a financial statement, for a fee of \$25 (BCAFM). Refer to Appendix V for a link to further information about incorporating a society in BC.

### **V.VI Logistics**

#### **i) Insurance and Liability**

The CSFS currently has general insurance through UBC (M. Bomford, personal communication, March 29, 2007). Since the current vendors are educational and fall under UBC,

they are also covered; however, with further expansion, the UBC FM will require further liability and insurance coverage (G. Wright, personal communication, March 28, 2007). All vendors also require insurance for their own merchandise (J. Kim, personal communication, March 24, 2007).

The BCAFM provides insurance coverage for its voting members through a plan with The Cooperators insurance company (BCAFM). Membership with the BCAFM is \$200 per year and the insurance plan costs an additional \$325 per year for \$2 million liability coverage (BCAFM). Vendors, through membership with a BCAFM member market, can be covered under this insurance plan; however, vendors can opt to not become members of a farmers' market if they are able to provide proof of their own insurance coverage (BCAFM).

Should the UBC FM expand independently, we recommend that the UBC FM become a voting member to provide insurance and liability coverage. Upon BCAFM application approval and receipt of payment, the UBC FM will have to download and submit an application and fee to The Cooperators insurance company, who will then issue an insurance certificate which will be forwarded to the CSFS (BCAFM). It should be noted that all BCAFM member markets must, "be comprised of vendors who make, bake, or raise the products they sell" (D. Myers, personal communication, March 26, 2007). As the UBC FM currently sells re-sale products, this practice would have to be re-evaluated and discussed further with the BCAFM prior to membership.

## **ii) Day and Time of Market Operations**

The UBC FM currently runs from late May to early October on Saturdays from 9-1 pm (CSFS). Following a review of our limited vendor survey results (refer to Appendix II), our group found that some of the interested vendors were interested in a UBC FM held on Saturday evenings. This would allow vendors to sell at two markets in one day, saving them time and money. The community survey (refer to Appendix I), which did not list Saturday evenings as an option, indicated an interest in a Sunday daytime market as well as in a Friday evening market at the CSFS. Because



YLFMS is starting a Sunday farmers' market in Kitsilano this season, the UBC FM should take into account the potential for competition with this new market (R. LaQuaglia, personal communication, March 14, 2007).

### **iii) Space Fees, Supply of Tents and Tables**

The results from the vendor survey indicate that \$25-\$30 is a reasonable price for vendors to pay per market day. The spots at the UBC FM are currently \$10 per market (A. Frye, personal communication, March 14, 2007). We propose a price increase to \$12 for a small space and \$15 for a large space. These fees are low because in the initial expansion phase the UBC FM will not provide the customer volume experienced at other Vancouver farmers' markets. These fees should be reviewed on a yearly basis, and increased towards \$25-\$30 as the customer volume and sales increase over time along with market expansion.

In accordance with the general practice of most farmers' markets in the Vancouver area, we propose that vendors be required to provide their own tables and tents. Current vendors are affiliated with UBC and could continue using the CSFS' tables and tents free of charge, upon approval.

### **iv) Market Layout and Parking**

Group 15 from 2006 made a layout for the UBC FM which consisted of 3 sections: Section A, with space for the Farm's produce, and an awning to cover produce and equipment; Section B, with space for 2 large vendors; and Section C, for 12 smaller vendors (Group 15, 2006). This plan provides for approximately 14 additional vendors and is an adequate plan for expansion in the short-term to mid-term.

According to Bomford, there are approximately 8 parking spaces directly outside the gate (M. Bomford, personal communication, March 29, 2007). After observation at the CSFS, our group feels that the area outside and directly inside the gates could hold more vehicles with proper

management. A parking volunteer could facilitate efficient parking on market days. Parking spaces closest to vendors should be reserved as courtesy spaces. While the events field could potentially accommodate 40 vehicles with proper management, the CSFS discourages this (M. Bomford, personal communication, March 29, 2007). Our group feels that a field full of vehicles detracts from the natural atmosphere of the farm and could also lead to severe degradation of the field. Leaving the events field free from parked vehicles would provide space for further expansion; however, as a last resort the field could serve for overflow parking.

As parking along the South Campus road is technically illegal, the CSFS should contact neighbouring TRIUMPH and PAPRICA to inquire about the possibility of using their parking lots on market days, which are an approximately 5 minute walk from the CSFS (G. Wright, personal communication, March 29, 2007). The CSFS could also contact the UBC Treasury department to inquire about getting a special permit for parking along South Campus road on market days.

We recommend allocating the space near the Farm Centre for vendor vehicles. Refer to the UBC FM Map in Appendix IV for a more detailed illustration of parking and market layout.

#### **v) Transportation and Signage**

Our group feels that it is important and in accordance with the UBC FSP vision statement to promote more sustainable modes of transportation to the UBC FM, including walking, cycling, carpooling and public transit over less sustainable options such as driving. We propose that more bike racks be provided to promote sustainable access. With the expansion of the South Campus neighbourhood and a resulting increase in demand, TransLink bus services to South Campus are likely to expand. The CSFS should collaborate with TransLink and the UNA to promote future expansion of TransLink services to the South Campus neighbourhood, including stops at, or close to, the CSFS. Increased road signs would also facilitate access to the CSFS and would bring about increased publicity. For example, the possibility of having an official CSFS/UBC FM sign added to

the new South Campus community sign at 16<sup>th</sup> Avenue and Westbrook Mall should be explored. Further, permanent signs along 16<sup>th</sup> Avenue, Marine Drive, and other main roads would be advisable.

#### **vi) Application Process**

Vendor application to the UBC FM should be done on a yearly basis. We propose that returning vendors be sent an application form prior to the release of application forms to new vendors. Forms should be available in paper and electronic formats and should be due on a set date, along with an application fee of \$20 per vendor. Applications should include proof of Level 1 Food Safe certification, VCH approval, and insurance coverage, either via membership with the UBC FM or an independent plan. We suggest that upon application approval, each vendor should be required to agree to the guidelines, rules and regulations of the UBC FM and a vendor contract be signed and kept on file at the CSFS. Free market trials for potential vendors could also be given upon request. The application fee should also be reviewed on a yearly basis.

#### **vii) Membership**

UBC FM should provide membership options for both its vendors and customers. We propose that vendors have the option to pay a \$25 membership fee per year to become members of the UBC FM. Membership for vendors will include insurance coverage through The Cooperators, through BCAFM (BCAFM). For a small fee, such as \$5 per year, customers could also become members of the UBC FM. Along with becoming a member of the UBC FM, customer members could also receive a monthly online newsletter and a promotional UBC FM sustainable consumption bag at a discounted rate.

#### **viii) Online System**

The development of an improved UBC FM website and online system could greatly ease the amount of paperwork and human resources needed to manage the application and membership processes. The development of a sophisticated online application and payment system could be

undertaken by a student through a Web Design Internship opportunity, which also provides for further academic opportunities at the UBC FM.

### **ix) Guidelines for Vendors**

Following application approval, vendors will have to read and agree to the terms and conditions for vendors as outlined by the CSFS. The guidelines are proposed and should be included in the vendor contract and agreements made between the CSFS and vendors:

- 1) All farm products must be grown and produced in BC. Exceptions may be permitted for products that cannot be locally produced (YLFMS).
- 2) All vendors grow, raise or make what they sell at the market. We do not permit any second-hand goods, imported items or items which have been purchased for re-sale unless it “contains a balance of imported and local foods that come from socially and ecologically conscious producers” (UBCFSP).
- 3) Vendors should be set-up 45 minutes before the start of the farmers’ market and should clean and vacate the market site one hour after closing time (YLFMS).

### **V.VII Community Outreach**

Currently the CSFS builds community through its educational and volunteer programs, its volunteer socials and the Saturday market. On average, four community festivals are promoted each year at the market, including the Blackberry festival and the Honeymoon festival. All of these programs are positive and valuable.

After researching other farmers’ markets in BC and internationally, we have compiled a short list of other community outreach initiatives that we feel could be beneficially integrated into the UBC FM. First, we recommend the creation of a simple, monthly market newsletter. The CFM provides an excellent example of an informative, friendly yet basic newsletter (CFM). This newsletter could follow a standard format each month, describing what produce is in season, which

vendors and community groups will be attending each weekend and what special events will be taking place at the UBC FM. Each month a few seasonal recipes could be included as well as a short article about farm events. Student volunteers, especially FNH and Dietetics students, may be interested in contributing. The creation of a monthly newsletter would create an increased sense of connection between the CSFS and the public, and would contribute to the educational aspect of the CSFS *Vision Statement* (CSFS).

To increase the festive atmosphere, we recommend inviting musicians to play at the UBC FM each week. Musicians should be announced in the newsletter and paid by public donation. Tables for community groups could also be scheduled each week, with a focus on groups promoting healthy food systems and food choices (YLFMS). While we recognize that limited human resources at the CSFS make additional educational programming a challenge, we believe Group 28 of 2006 was correct in suggesting that additional programs would help the farm realize its potential as an educational centre. Short courses (e.g. plant identification, compost management, patio gardening, starting your own garden, pruning, seed saving etc.) could be offered for a small cost-recovery fee. LFS students could develop and deliver these courses for Directed Studies credits.

Further, the CSFS would benefit from increased marketing. YLFMS has offered to advertise the UBC FM in their newsletter. The CFM found that 33.5% of their customers heard about the market through newsprint ads and 21.1% through posters (CFM). Seasonal leaflets and advertising near the SUB and the bookstore in the fall could increase community interest. The creation of CSFS logo cloth bags would promote sustainable consumption as well as the CSFS (See Appendix V for a local manufacturer). We also suggest following the “Plas Tax” initiative started by vendors at the CFM, in which customers are charged \$0.15 per plastic bag (CFM).

#### **V. VIII Academic Connection**

It is imperative that the proposed expansion plan for the UBC FM also links to the academic mission of the CSFS which is to “provide academic and practical leadership in the areas of agro-ecological design, community planning and development” (CSFS).

Currently the CSFS staff members are encouraging greater UBC course involvement (G. Wright, personal communication, January 17, 2007). The CSFS hosts 20 UBC credit courses and 2000 students were involved in 2006 (Belanger & Bomford, 2007). Not only does the market align with the CSFS’ academic vision, but also with UBC’s Trek 2010 overall community vision “ by offering new programs that meet the needs of communities and life-long learners throughout British Columbia...[while] also develop[ing] more opportunities for local communities to make use of UBC facilities and contribute actively to learning . . .” (UBC Trek). An expanded UBC FM will help facilitate academic initiatives at the CSFS by creating more opportunities for practical hands-on education and leadership in a variety of domains, including opportunities in marketing, business management, community economic development, community event planning and web design. Moreover, the UBC Agroecology Program, in partnership with the CSFS, has recently submitted a funding application to develop an accredited internship program in sustainable agriculture (S. Belanger, personal communication, February 12, 2007). The proposed market expansion will expose interns to a more dynamic and realistic market, ultimately enhancing the academic experience of their placement (S. Belanger, personal communication, February 12, 2007).

### **V.IX Pros and Cons of a Multi-Vendor Market**

Before launching into implementation plans, we considered it fundamental to first question whether any expansion is desirable. We did not want to assume that expansion was the best option, and so we sought to examine the pros and cons of a multi-vendor market at the CSFS. The expansion of the UBC FM could increase customer satisfaction by providing increased product volume and diversity, thus alleviating unmet consumer demand. This opens the door for increased

CSFS value-added products, such as dried teas and jams. In addition, by decreasing re-selling (the selling of goods not produced by the vendor) the UBC FM would facilitate the establishment of stronger producer-consumer relationships. Expansion would increase opportunities for education and research, thereby benefiting students, faculty and community members alike. Further, it would increase public exposure to the UBC FM, thus increasing community support for the CSFS.

Expansion would attract new customers while providing an incentive for current customers to return more frequently.

On the negative side, expansion would require significant human resources for planning and organization. Further, stopping the re-selling of goods would result in a loss of CSFS revenue as currently they supplement produce that they do not grow (e.g. Okanagan fruits). Price competition between the CSFS and other vendors would also have to be negotiated.

**V.X Implementation Plan**

Through our research, we have discovered that the expansion of the UBC FM is a complex and labour intensive undertaking. Ultimately, we do not feel that it would be wise for the UBC FM to attempt expansion to a full-fledged market without partnership with YLFMS. However, should CSFS staff wish to expand as an independent market incrementally over the next few years prior to joining YLFMS, we provide the following phased implementation plan as tool to facilitate the process. It contains only the critical points. For further details please refer back to the body of our *Findings and Discussion* section.

	Policies/Regulations	Logistics	Community and Academic Outreach
Short-term	<ul style="list-style-type: none"> <li>Get written approval from Dean of LFS; send approval with a business plan to UBC Board of Governors and a letter of application for a business license to UBC Treasury</li> </ul>	<ul style="list-style-type: none"> <li>Yearly vendor application process</li> <li>Membership options for vendors and consumers</li> <li>Reservation of closest parking spaces as courtesy spots</li> <li>Install more bike racks at CSFS</li> <li>Increase vendor space fee to \$12/\$15 (small/large); vendors supply own table and tents</li> </ul>	<ul style="list-style-type: none"> <li>Musicians by donation</li> <li>Tables for community groups</li> <li>As funding permits, establish a monthly newsletter</li> <li>Increase marketing via YLFMS</li> <li>Encourage increased UBC course involvement in areas such as marketing, event planning, and community</li> </ul>

	<ul style="list-style-type: none"> <li>• Register as a society</li> <li>• Apply for voting membership with BCAFM and obtain insurance coverage via The Cooperators</li> <li>• Get VCH approval</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with YLFMS to recruit vendors</li> <li>• Create a vendor contract based on established vendor guidelines</li> </ul>	<p>development</p> <ul style="list-style-type: none"> <li>• Produce and sell UBC FM cloth bags</li> <li>• Impose “Plas-tax”</li> </ul>
Mid-term	<ul style="list-style-type: none"> <li>• Provide UBC Board of Governors with yearly business plan and minutes of meetings</li> <li>• Create food safety checklist</li> </ul>	<ul style="list-style-type: none"> <li>• Online application and payment system</li> <li>• Collaborate with TRIUMPH, PAPRICA and UBC Treasury to increase parking capacity on market days</li> <li>• Improve signage</li> </ul>	<ul style="list-style-type: none"> <li>• Expand marketing of Farm Market e.g. newspaper advertising, posters, leaflets</li> <li>• AMS student clubs as vendors</li> <li>• Student community outreach initiatives e.g. booths on nutrition/health run by Dietetics students</li> <li>• Continue to increase UBC course involvement and possibly expand student internship opportunities with the market</li> </ul>
Long-term	<ul style="list-style-type: none"> <li>• Incorporate as a society</li> </ul>	<ul style="list-style-type: none"> <li>• Expand market into Events Field</li> <li>• Review and increase vendor space fees</li> <li>• Collaborate with UNA and TransLink to improve bus services to the CSFS</li> <li>• New paid Farm Market management position</li> </ul>	<ul style="list-style-type: none"> <li>• Offer a variety of short educational courses for visitors and customers</li> <li>• Continue to expand marketing to reach even more customers and potential vendors</li> </ul>

## Recommendations

### To the UBC Farm Market:

- As previously explained, expanding the market at this time may not be feasible; therefore, it is recommended that following the 2007 season the UBC FM re-evaluates the viability of the proposed expansion in terms of their ability to meet staffing demands and face potential competition with the new West Side YLFMS Market.
- If independent expansion is to proceed, it is recommended that the UBC FM initiates our phased implementation plan beginning in the 2008 season using the short-term, mid-term, and long-term implementation stages over the course of several years (refer to “Findings and Discussion” for the detailed outline). If this is to occur, it is also recommended that the CSFS seeks funding for additional staff in order to carry out the implementation plan.



Finally, YLFMS has indicated that they would be willing to direct vendors to the UBC FM by advertising on the YLFMS webpage (R. LaQuaglia, personal communication, March 14, 2007). It is suggested that the CSFS contacts this society if they do decide to expand independently in order to increase exposure.

- If independent expansion is not viable, consider making contact with YLFMS to discuss establishing a potential partnership in the long term where YLFMS would take over the responsibility of all market operations at a time when they are in the position to do so.

**To the 2008 AGSC Colleagues:**

- Following the 2007 season, when the effect of the new West Side YLFMS Market on the UBC FM is apparent, help the UBC FM staff re-evaluate the demand and feasibility for expansion.
- Further investigate what day and time would be most appropriate for the market to operate. The vendor and community survey responses were conflicting; therefore, we recommend further examining what schedule would work best by consulting and surveying community members, vendors, and CSFS staff. Some vendors indicated a preference for a Saturday evening market; however, this time was not surveyed for its suitability with community members and should be investigated further.
- Contact more vendors about whether they would be interested in attending the UBC FM, and what day and time would work best for them. This year we were only able to contact 14 vendors through the vendor survey. Following the completion of our research, YLFMS provided us with a list of potential vendors that they have had to decline due to space restrictions at their markets. The 2008 class should contact the vendors from this list if the CSFS wishes to expand the market (See Appendix III).

## **Conclusion**

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With expansion of housing in South Campus already underway, we see benefits to matching the expansion of the UBC FM to the rate of that development. As the economic, ecological and social value of the UBC FM becomes better understood by local residents, community members and the University, we hope that the current instability felt at the CSFS will decrease.

It is unfortunate that communications were not more thorough with YLFMS in 2006, as it came as a shock that plans were already in motion for a 2007 West side Farmers' Market in Kitsilano. Our research clearly indicates that establishing a full-fledged, multi-vendor farmers' market at the CSFS would be a huge undertaking for the currently understaffed CSFS. While we definitely see benefits to expansion, we do not believe it is within the capabilities of the CSFS to expand independently. We believe it would be most advisable to only marginally expand the UBC FM this season, and wait to see how the West Side market develops. Further, communication with YLFMS will be essential if future collaboration is desired.

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## IX) Appendices

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### Appendix I. Community Survey

#### *Front Page of the Community Survey which included informed consent information*

The UBC Farm is considering expanding its Saturday Market, and would like to assess the desirability to their valued customers.

This survey is being administered to provide data for the UBC Food System Project, a multi-year study seeking to improve the sustainability of the UBC food system.

If you have any question please feel free to contact the Course Instructors and Principal Investigator (see please below) or Liska Richer, Co-investigator and course Sessional Instructor. Thank you very much for your cooperation.

Dr. Alejandro Rojas, Principal Investigator  
Faculty of Land & Food Systems,  
The University of British Columbia

[REDACTED]  
[REDACTED]

[www.agsci.ubc.ca](http://www.agsci.ubc.ca)  
Liska Richer  
Tel: [REDACTED]

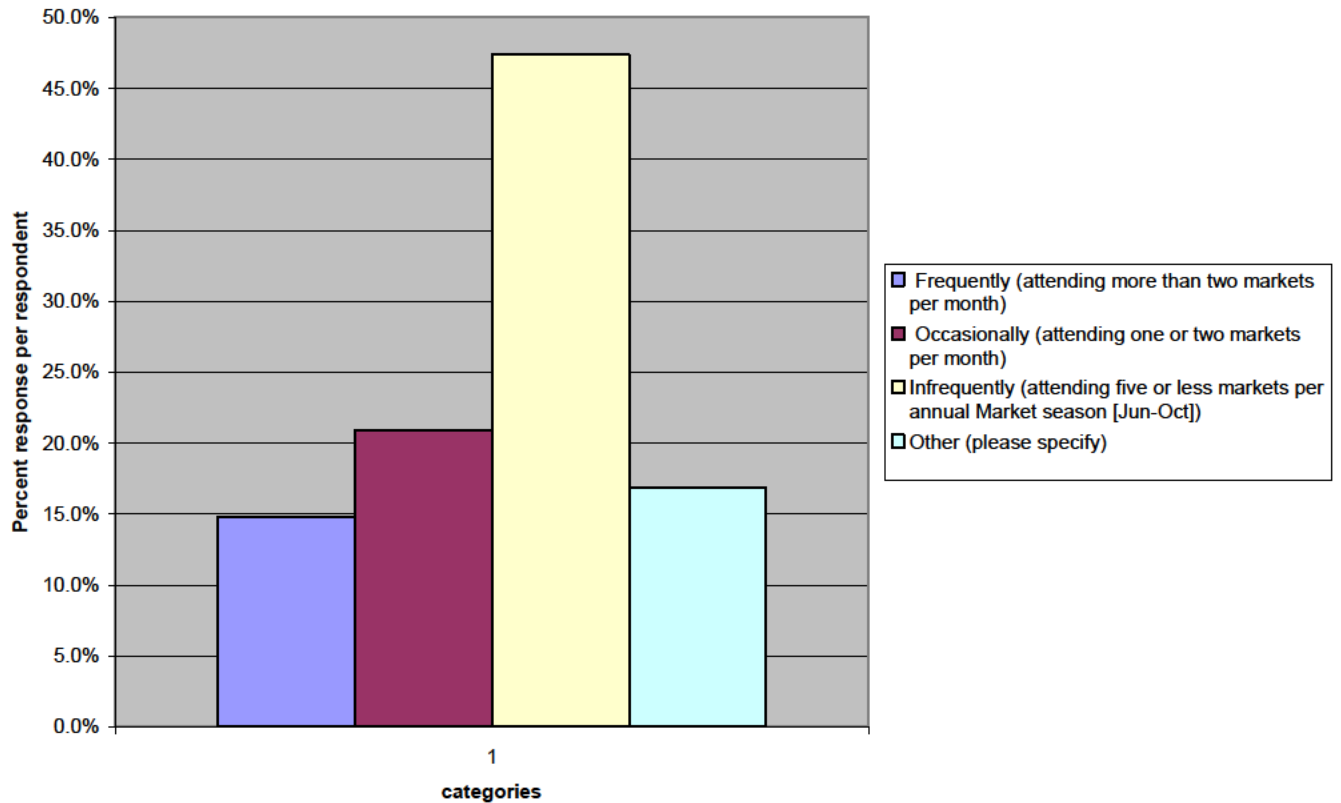
Address: 2357 Main Mall, Vancouver, B.C. V6T 1Z4

By responding to this survey, you are consenting to have your information be used as data in this study.

## Questions and Results from the Community Survey

### Question 1.

How often do you visit the ubc farm market between june and october



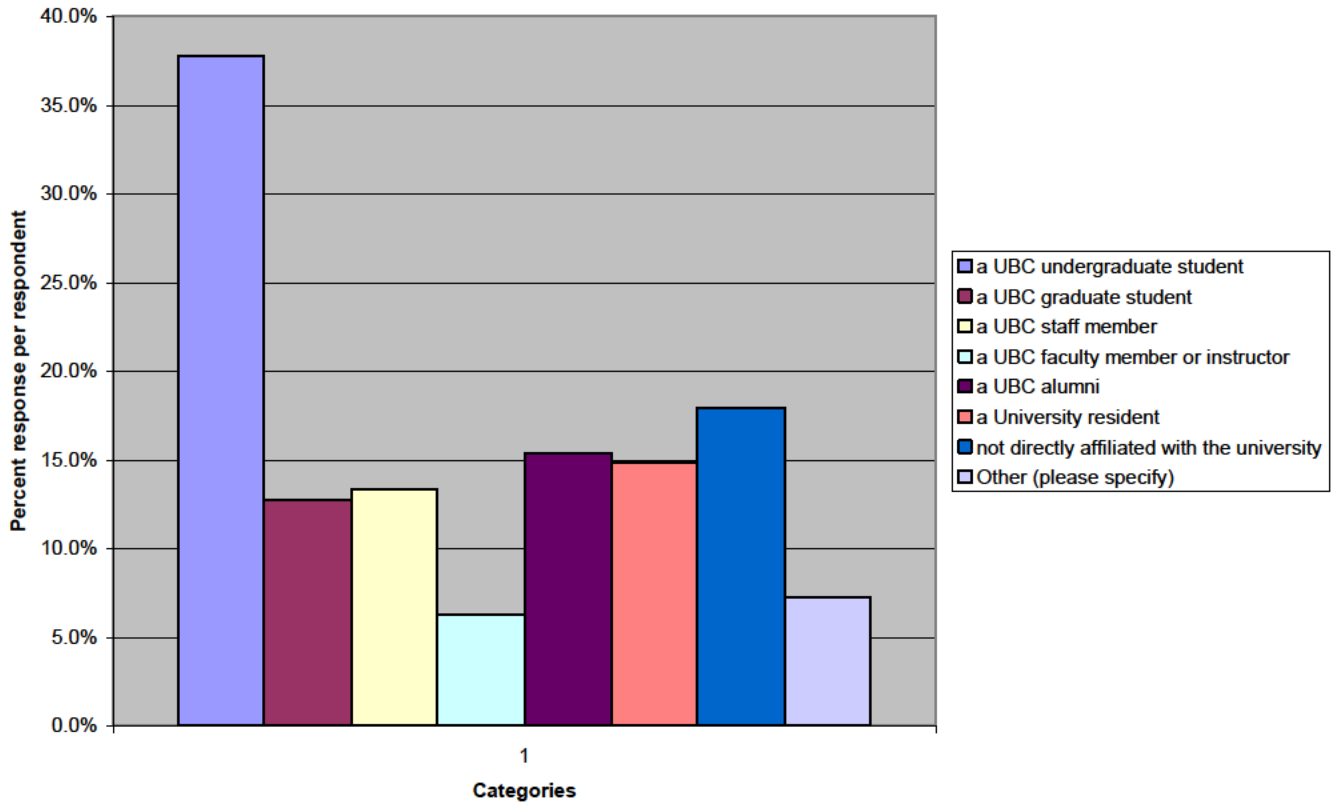
Responses for “Other”:

1. not yet 2. have not attended 3. 1 to 2 times a year 4. never have 5. I've never been 6. haven't had a chance to visit the farm yet, will be planning to visit occasionally during the next season 7. I just moved to Van in Sept 8. whenever i am in Vancouver on a saturday in the summer 9. This is my first year in Vancouver 10. haven't been there yet 11. have not yet attended 12. never attended one 13. never 14. I have never been there. 15. I haven't gone in the past because I just learned about it this winter. However I plan to go frequently in the future and will encourage others to visit as well. 16. haven't 17. I haven't yet, but I intend to visit frequently 18. Never have 19. I never knew about it - great! 20. Never been 21. never 22. never 23. practically never. i've only gone there once, and that was for a class field trip. 24. never - bad location 25. never, because the commute out here takes an hour, but I would go if it were held on a work day, like Friday? 26. never visited it 27. never 28. never 29. none 30. never 31. would like to attend more! 32. I have not yet had the oppourtunity to attend a market 33. never 34. Never Been 35. Have not had the pleasure of checking it out 36. I have never been 37. have never gone, but want to learn more 38. Never 39. never 40. never because it's always on saturdays and i can't go on saturdays 41. none 42. Haven't been in Van during the summer until this year! 43. have never been, as I live in Rmd, but I support it! 44. I just found out about it this year, I have never been 45. never 46. every market from sept-oct as that is when I am

around during market time [47](#). Never [48](#). never [49](#). never [50](#). haven't yet but would like to [51](#).  
Never

*Question 2.*

**Which of the following do you consider yourself to be?**



Responses for “Other”:

[1](#). volunteer with the Maya in Exile Garden Project [2](#). local resident....husband faculty member [3](#). dunbar resident [4](#). TRIUMF [5](#). local point grey resident/family [6](#). point grey resident [7](#). Point Grey Resident [8](#). daughter is UBC student [9](#). Member of the community [10](#). UNA resident [11](#). Friend of the UBC Farm [12](#). Hampton Place Resident [13](#). work on campus [14](#). Kitsilano neighbour [15](#). resident in Dunbar area [16](#). Used to live in UBC Family Housing (now live in the Dunbar area) [17](#). a Vancouver citizen [18](#). grad student [19](#). live near, go to church there [20](#). Point Grey resident [21](#). Regent graduate student [22](#). not affiliated with the univ. - a volunteer in the community [23](#). I'm part of the Farm Friends program at the UBC farm

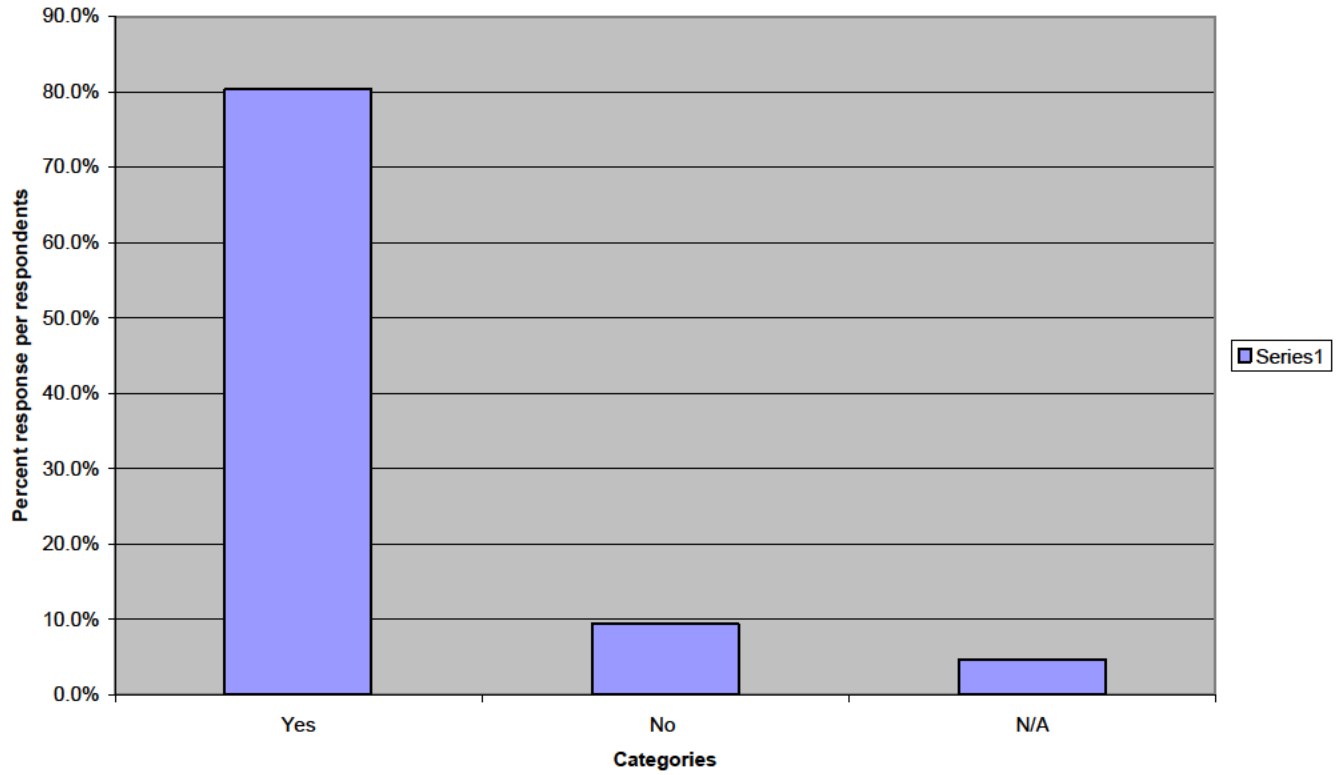
3. Please indicate how interested you would be to purchase:

	Not Interested		Mildly Interested		Somewhat Interested		Very Interested		N/A		Total responses
	% response	responses	% response	responses	% response	responses	% response	responses	% response	response	
Produce	1%	4	1%	5	8%	42	90%	475	0%	2	528
Meat (beef, chicken, etc)	27%	138	19%	97	22%	112	28%	143	3%	13	503
Seafood	32%	162	23%	116	20%	98	23%	114	2%	10	500
Cheese	10%	54	12%	61	32%	165	45%	236	1%	5	521
Baked goods	11%	56	23%	119	33%	171	32%	164	0%	2	512
Prepared food (jams, sauces, ready-to-eat food, etc)	10%	51	26%	131	35%	179	29%	146	0%	2	509
Crafts (jewellery, pottery, cards)	27%	132	34%	171	27%	133	12%	60	0%	2	498
Services (coffees, smoothies, massage)	24%	120	29%	145	28%	141	19%	95	0%	1	502
<b>Total Respondents (skipped this question)</b>											



*Question 4.*

**Farmers markets promote local products, not all of which are organic. Would you continue purchasing from the UBC Farm Market if other vendors were local but not organic?**

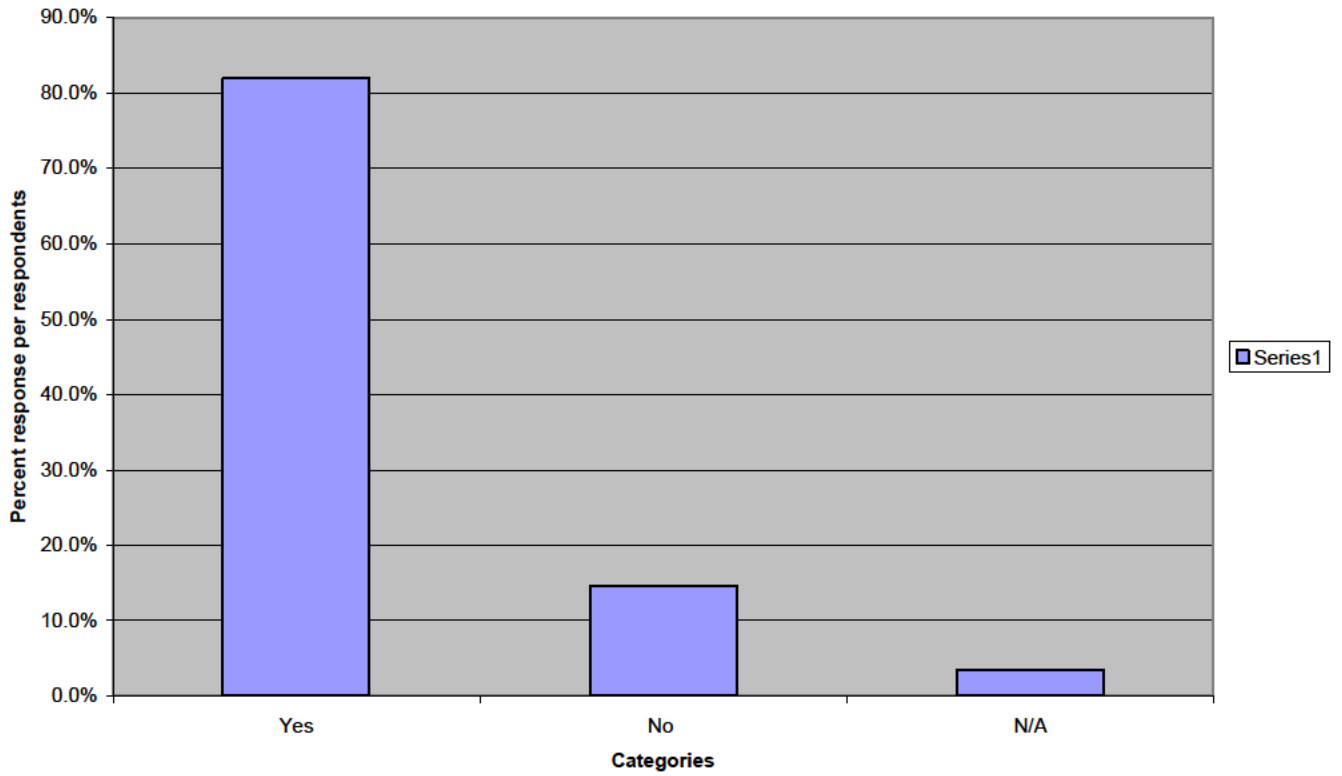


b. Please rate each of the following factors on how important they are when shopping at a farmer's market.

	Not Important		Somewhat Important		Very Important		Extremely Important		N/A		Total responses
	% response	responses	% response	responses	% response	responses	% response	responses	% response	responses	
Convenience	5%	27	40%	204	37%	190	18%	91	1%	3	515
Quality/Freshness	0%	0	1%	5	25%	133	73%	385	0%	1	524
Unusual/diverse varieties	8%	42	40%	210	35%	181	16%	84	1%	3	520
Quantity from which to choose	7%	34	42%	218	36%	186	15%	80	0%	2	520
Price	2%	12	42%	221	36%	190	19%	97	0%	1	521
In season	2%	12	21%	111	40%	207	36%	189	1%	3	522
Grown at the UBC Farm	10%	52	43%	224	28%	146	19%	102	0%	0	524
Grown in the Lower Mainland	4%	21	22%	112	44%	228	30%	158	0%	1	520
Grown in BC	3%	13	18%	92	36%	185	44%	229	0%	0	519
Free of pesticide residues	2%	10	14%	71	28%	149	55%	290	1%	3	523
Free of genetic modification	6%	32	16%	85	20%	103	57%	298	1%	3	521
Has organic certification	19%	100	45%	234	21%	111	14%	72	0%	2	519
<b>Total Respondents</b>											<b>152</b>
(skipped this question)											3

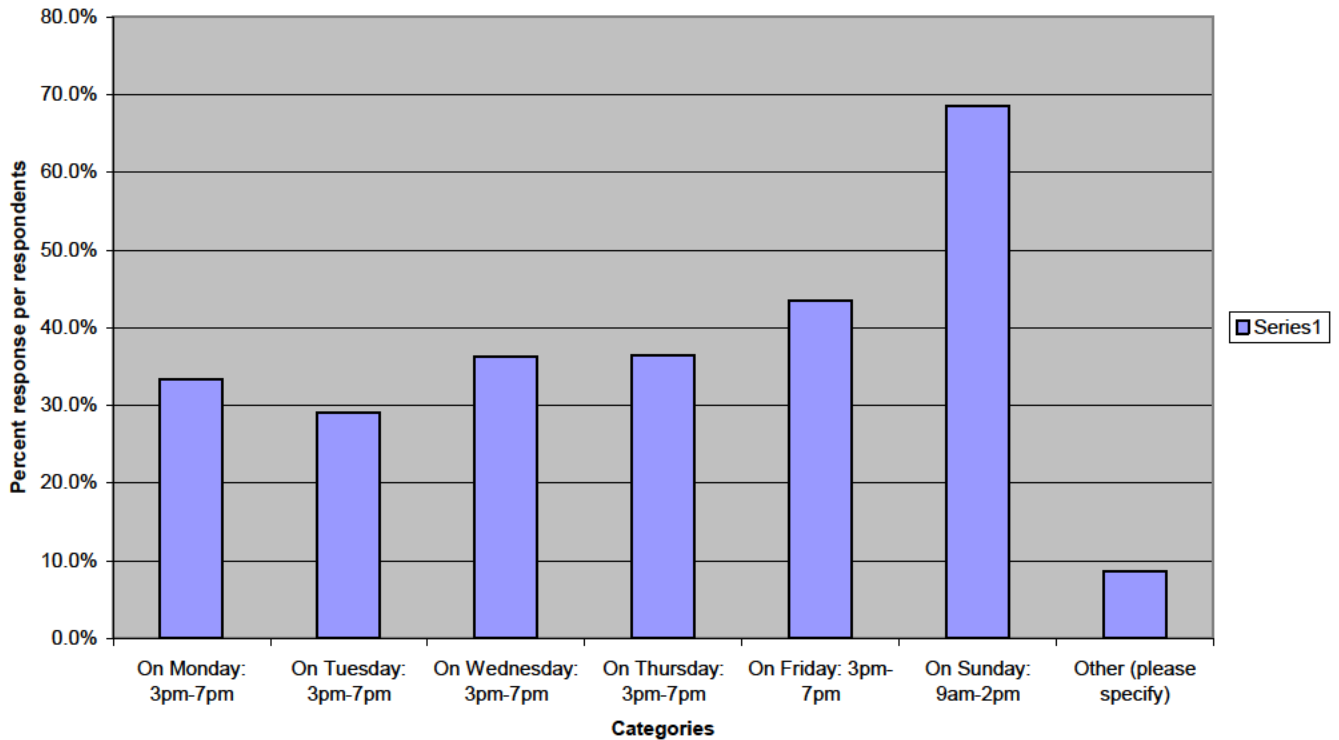
Question 6.

Are you willing to pay a higher premium (e.g. approximately 20 to 30% more) for higher quality, more sustainable, local and/or organic products?



Question 7.

**Our Farmer's Market is currently held on a Saturday. We are considering changing the day of our Market in order to accommodate our vendors. What other days (besides Saturday) would you like to come**

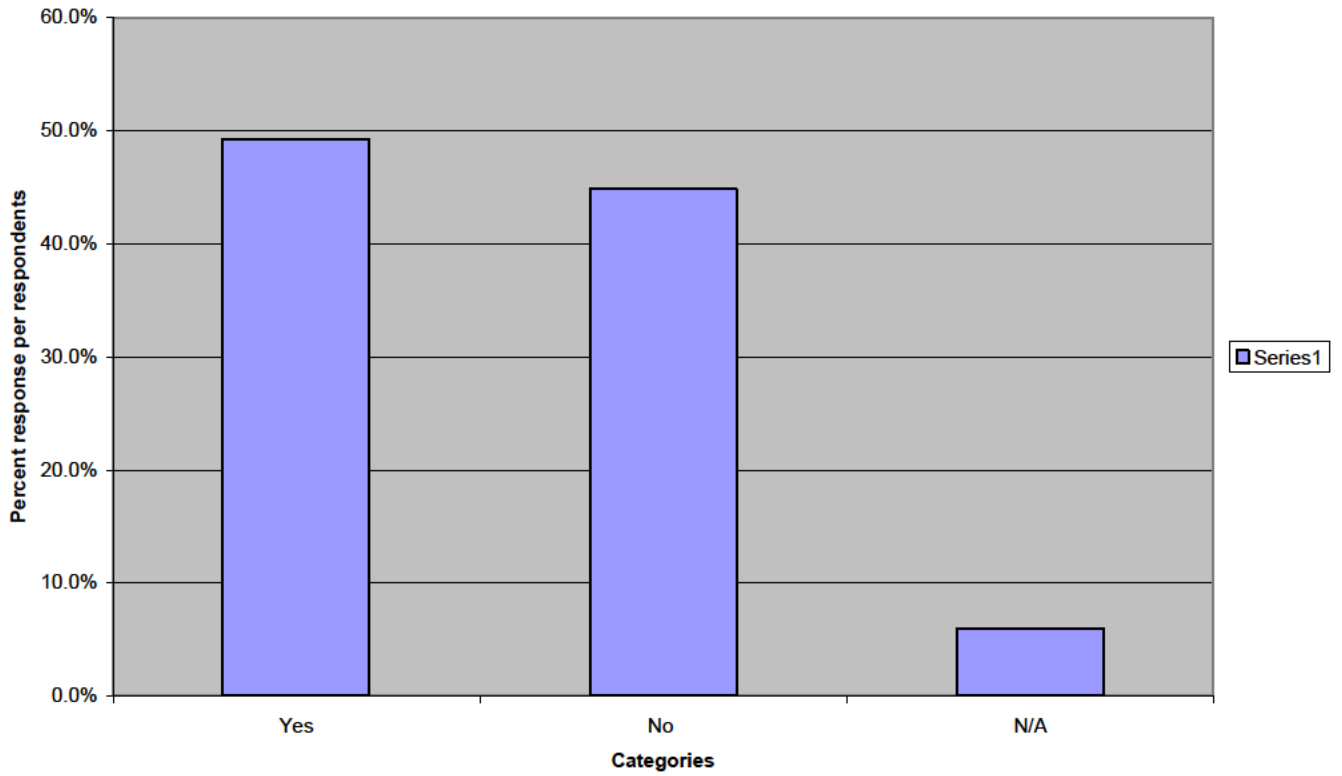


Responses for “Other”:

1. saturday is the best day for a market 2. Sat should remain for workers & early pick freshneses 3. any weekday 4. extending the weekday shift to 9pm (on Fri in particular) 5. I'm happy with once a week on Saturday 6. Any day but Sunday 7. whenever 8. saturdays are the best day 9. saturday is fine 10. weekends before 9am. 11. wish you had another market location closer to the east side 12. Sat 3pm-7pm 13. Sat or Sun afternoon 1-4pm 14. I prefer Saturday 15. mornings 16. It's a great program and I would fit it into my schedule. 17. add later times on sunday 18. I'm unsure about my schedule this summer 19. anytime 20. saturday makes the most sense 21. People have things to do on Friday! and the weekend too! 22. in the past the market was too early for me to make it there .. therefore it would be awesome to have an afternoon market with perhaps music/entertainment by local artists who love the farm ;) 23. during the day on weekdays 24. I do not live on campus and prefer to buy at farmers' markets closer to home. 25. I don't know my schedule yet

Question 8.

Would you be interested in attending activities at the UBC Farm Market, such as barbeques, face painting, etc on a regular basis?



*Question 9.*

Is/are there anything specific that you would like to see at the UBC Farm in the near future? If so, please list them.

[1.](#) A large waterproof shelter / tent where people could sit and enjoy a drink/snack- , washrooms that work reliably, regular buskers /entertainers starting early in the morning to entertain the line-up [2.](#) more chickens for more eggs:) [3.](#) a more efficient check out system [4.](#) UBC farm is great, shall stay forever [5.](#) more public involvement - eg the community gardens - and I would like to see UBC saving and selling their own seeds - although it does involve some work, it is also very lucrative and help finances [6.](#) garden plots for ubc residents [7.](#) mushrooms, bulk fruit (boxes) from Okanagan region, large bags of soil for houseplants [8.](#) newspaper ads, other advertising, and better signage [9.](#) stick with produce and do it well [10.](#) more outreach to community [11.](#) Better service so there are no line ups. Sufficient produce so you don't have to arrive 1/2 hour in advance of opening time to ensure ability to buy items. [12.](#) Have more produce for sale for a longer period of time - and of a better quality. [13.](#) more eggs and salad mix [14.](#) no [15.](#) nut butters, raisins, more recipes [16.](#) I love to bring my 7 year daughter to the market. She really likes the things that you can presently do at the farm: u-pick flowers and berries, demonstrations with the bees, watching the chickens). [17.](#) article [18.](#) live chicken and other animals for purchase [19.](#) Plants, herbs, cut flowers [20.](#) Community Gardens for UBC residents [21.](#) different kinds of tomatoes, dill, cucumbers [22.](#) We would attend more farm events (love Farm fest, halloween pumpkins) - this could become a real community venue. Also advertise for rental of the space. Our department had a party there last fall!! [23.](#) community garden plots for ubc neighborhood residents [24.](#) good whole wheat bread, locally made preserves made from locally grown berries and fruit [25.](#) more visible support from UBC [26.](#) Community Education programs [27.](#) Allow volunteering from neighbourhood teenage kids [28.](#) fresh flowers, a better way to walk there from Hawthorn Lane neighbourhood (i.e. from east mall) [29.](#) I would like to see more frequent occurrence of the farmer's market on campus. My son has activities on Saturday mornings which prevents us from going to the UBC Farm market. [30.](#) more variety of produce and other products (cheese, yogurt, baked goods, local seafood) [31.](#) animals such as llamas to look at [32.](#) Community gardens [33.](#) Green Tea Lattes [34.](#) Someone selling flowers ... [35.](#) Easier, more accessible public transportation [36.](#) higher production and more quantity of farm products themselves - not turning the markets into some sort of weekly consumerist festival. [37.](#) permaculture [38.](#) more educational opportunities: workshops etc [39.](#) cooking lessons or 100 mile meal prep club [40.](#) local & natural is equal (and sometimes better) to organic in my mind... knowing that it's grown locally and an explanation of how it's grown naturally (ie. whole foods), then I don't need it to be ce [41.](#) shuttle bus [42.](#) More family-friendly [43.](#) more produce [44.](#) chayotes [45.](#) Seafood and produce ...what could be finer? [46.](#) public garden plot rentals [47.](#) This isn't a "near future" item, but I just wanted to say how much I enjoyed the Wreath Making workshop before Christmas - it felt like a real community event, and it was very affordable [48.](#) Build a smoke house and give the people some Lox! [49.](#) better parking, shorter line-ups, [50.](#) no animal products! [51.](#) Compared to other markets, UBC farm can produce very small products; keeping sustainable and organic ways of harvesting are the most important point for the UBC farm as market differentiation. [52.](#) beeswax candles, seeds [53.](#) more cash registers so faster service [54.](#) N/A [55.](#) a membership for a box a month of produce that could be shared between 1 or 2 families [56.](#) A shuttle bus from the city bus stop to the market site. It's almost impossible to get to without a car. [57.](#) growing even more food, increase production [58.](#) More information about the farm (e.g. its role, volunteer opportunities) [59.](#) I think you're all doing great work already! [60.](#) more connections between coursework and the farm, a community garden [61.](#) variations of products and hand made items [62.](#) organic meats [63.](#) More eggs

and berries [64](#). Extension of the farm activities to year round [65](#). blueberries! it would be a great student project to take on [66](#). cooking with unsellable produce/ on campus place to buy produce/ soups from ubc farm [67](#). Delivery [68](#). More people buying produce from the market! :) [69](#). fresh fruits [70](#). Continued interaction with community groups [71](#). increase production [72](#). My local farmers' market back home on Vancouver Island always had a great selection of local organic cut flowers and a few great bedding plants. Not sure if you already do this, but if not I am intere [73](#). all kinds of greens, tomatoes [74](#). n/a [75](#). Plants/seedlings/seeds [76](#). community garden plot [77](#). More accessibility to students, students are quite willing to buy local, but the bus route never reveals where the UBC farm is, discounts to students might be wise to attract students [78](#). Bread!! [79](#). continued commitment to establishing inner urban sustainable food systems [80](#). more farmade-like events [81](#). more farm presence in main areas of campus might encourage more student involvement, expansion of organic food boxes/delivery program . [82](#). Utilize the fuller horticulture pallet by having blueberry bushes, rubarb crowns, veggie starts, apple trees, and chicken tractors available for sale with corresponding showtell. Urban Ag for DIY [83](#). Shuttle Bus! , more bike locking, sell/rent bike baskets to people, have people stand at the main road to answer questions/ directions [84](#). Figs, goats (for goat milk + cheese) [85](#). Your smiling face. [86](#). berries, more varieties of kale [87](#). they should get livestock again! [88](#). SPCA certified products [89](#). Set up both at the SUB to promote or sell products from UBC farm. [90](#). Children's activities, tours [91](#). more promotion, so more people know about it [92](#). I didn't know about the farmers' market in the first place [93](#). Change the location closer to central campus. What's the point if people need to drive out to the area and burn all the extra fuel? [94](#). no hormones/no antibiotics, but not necessarily organic meats/poultry (more affordable than organic and healthier than commercial) [95](#). local, organic tofu (Salt Spring Tofu company); local, organic cheeses (Qualicum and Moonstruck); music; locally-made herbals (tinctures, salves, creams) [96](#). honey, tours for ESL students? [97](#). variety of organic cheeses, some organic meats, more baked goods, and some minimally processed foods [98](#). workshops/ community participatory input - like planting or harvesting days or a volunteer program for planting harvesting that gives discounts on farm merchandise (i know this exists for market days) [99](#). kids area [100](#). the cob oven fired up! [101](#). yellow beets, potted herbs, spinach, rainbow chard, other uncommon varieties [102](#). Breads, buns etc... [103](#). cows. I like cows. [104](#). be open in the afternoon, as it's hard to get there in the morning [105](#). workshops on sustainability, 'environmental footprints', etc. - maybe Dr. Rees, from Planning, who came up with the footprint, could participate, along with the sustainability programme - Dr. Suzuki? [106](#). more vendors [107](#). I like that the majority of produce sold at the farm is grown at the farm and I really think it should stay that way [108](#). More publicity - very few people outside of LFS even know hat the farm market exists, and very few have ever seen the farm. Maybe offer tours for students? [109](#). more! [110](#). music [111](#). More attractions [112](#). Personal plots available

## Appendix II. Vendor Survey

### **Vendors Survey**

- 1) Are you aware that the UBC Farm hosts a Farmers' Market on Saturdays?
- 2) At the farmers' markets you currently attend, how much of your produce are you able to sell? (Kg, fraction of total produce?)
- 3) Are you interested in coming out to the UBC Farmers' Market to sell your products? Why or why not?
- 4) Presently, the UBC market is held on Saturdays from 9 am to 1 pm. Does this time slot work for you? If not, what day would work best for you?
- 5) Which products and what volume do you estimate you could supply to the UBC Farmers' market?
- 6) What is the size of the stall you are utilizing at the farmers' market you are currently attending? Small(6X7)? Medium (10X20)? Large (16X20)?
- 7) If there are volunteers available, would you be interested in having them help you during the market hours?
- 8) Do you think \$25 - \$30 is a reasonable starting rate to be a vendor at a farmer's market?



**Vendor Responses by Email:**

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Moonstruck Organic Cheese	Y	always have extra stock.	No, the costs and time of travel make it too hard.					
Green Hill Acres	Y	1/4 farm product	Sat are already booked.	How about Sat 3-7pm	beef, lavender, garlic, potatoes, honey		Y	
Wild Seafoods	vaguely	Don't sell out	I have a very full schedule in the summer, due to the fact that our peak fishing opportunities are in the summer. However, I would consider the market if it fit into a convenient schedule.	- currently committed to the Trout Lake Farmers' market on Saturdays - consider an evening Saturday market → allow me to participate in two markets on a Saturday, utilizing my time on the Mainland (we are located on Vancouver Island near Victoria).	seafood harvests	10x10 tent with direct access to my freezer van - which is 19 feet in length	Y	Y
Goat's Pride Dairy	N	50%	Yes, because we do not presently have many outlets in your area	Yes	Organic goat cheeses and farm fresh eggs	Medium	Y	Y
Ambercott Acres			- attend the Penticton Farmer's Market on Saturdays - attend a few farmer's markets in West Vancouver on Sundays,					

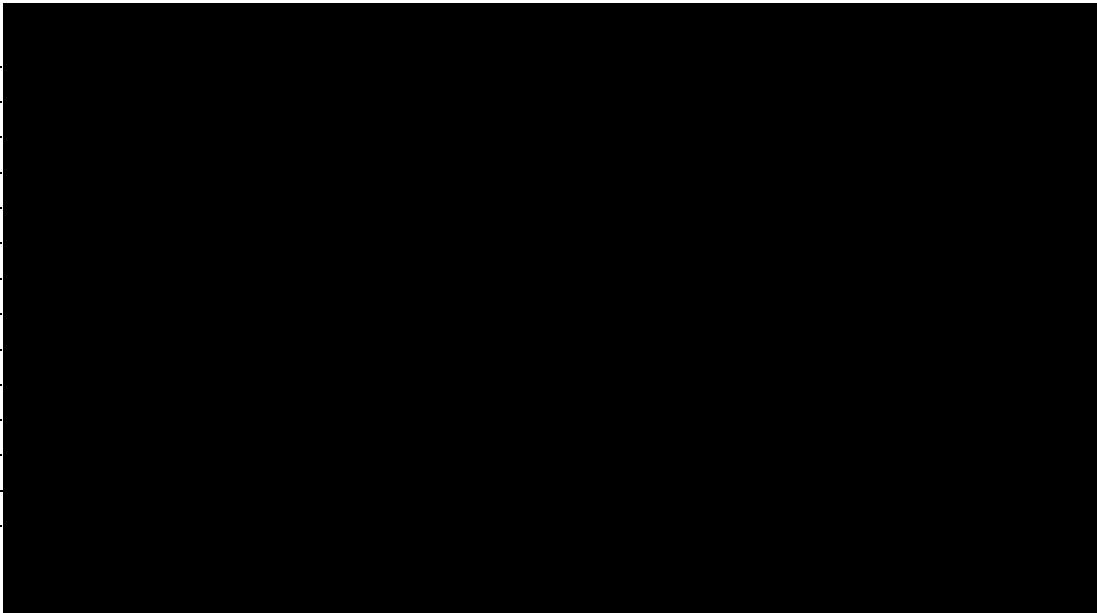
**Vendor Responses by Phone:**

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Windy Acres	Y	All	Yes, more money	Yes	garlic, other vegetable crops depending on market interest	10 X 13	Y	\$30
Goldwing Ostrich Products	Y	All	No, too far; not enough labor	Y, if can come	beef chicken and turkey	10X10	No	Yes
Forsbauer Natural Food Farm	Yes	Everything	No, not enough labour; already attend three farmer's market	No, not at this time - but some farmers might be interested for a Monday night market				Average is \$20
Specialty Mushroom Growers Co-op	Yes	All	NO, already attends Trout lake and UBC is too far.	NO. No better time because Sundays will be taken up with the new YLFMS on Sundays and weekdays are unattractive to most farmers				
Little Qualicum Cheeseworks	Yes	All of it!	Maybe the odd week	No, If yes it would be Sundays	cheese ; volume is not a problem; can supply plenty.	10x10	Yes, that would be an asset	Yes

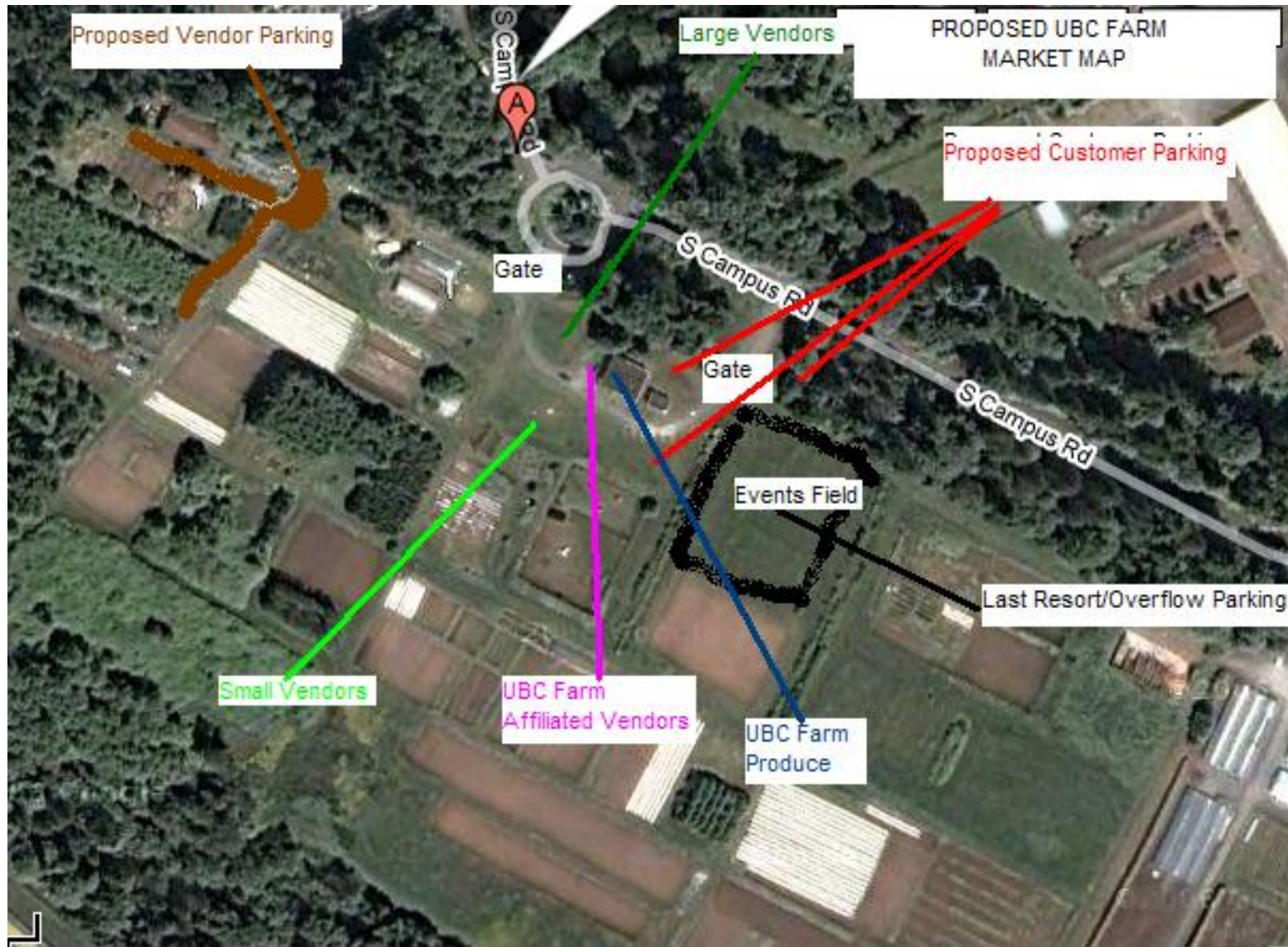
**Appendix III. Potential Vendor Contact Information from YLFMS**

City/Prov	Phone	e-mail
Chilliwack, BC		
Abbotsford, BC		
Port Coquitlam, Bc		
Vancouver, Bc		
Chilliwack, BC		
Delta, BC		
Oliver, BC		
Yarrow, BC		
Roberts Creek, BC		
Surrey, BC		
Coquitlam, BC		
Vernon, BC		
Qualicum Beach		
Yarrow, BC		
Vancouver, BC		
Aldergrove BC		
Surrey BC		
Vancouver BC		
Langley, BC		
Vancouver, BC		
Abbotsford, BC		
Aggasiz, BC		
Oliver, BC		
Pemberton, BC		
Chilliwack, BC		
Vancouver, BC		
Kelowna, BC		
Brackendale, BC		
Mara, BC		

Burnaby, BC
Lytton, BC
Delta, BC
Surrey, BC
Oliver, BC
Osoyoos, BC
South Surrey, BC
Ladner, BC
Cawston, BC
Surrey, BC
Surrey, BC



Appendix IV. Proposed UBC Farm Market Map



## **Appendix V. Additional Resources**

### **Food Safety Resources:**

BC Association of Farmers' Markets—*Guidelines for the Sale of Foods at Temporary Food Markets*  
(includes List of Low Risk and High Risk Foods and applications)  
[www.bcfarmersmarket.org/web/pdf/foodsaleguidelines07.pdf](http://www.bcfarmersmarket.org/web/pdf/foodsaleguidelines07.pdf)

Alberta Food Safety Checklist for Market Managers  
[http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/apa6620/\\$FILE/Manager\\_startup\\_checklist\\_May%2004.doc](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/apa6620/$FILE/Manager_startup_checklist_May%2004.doc)

Alberta Farmers' Market Association—*Marketing Food Safely Manual*  
<http://www.albertamarkets.com/system/MarketingFoodSafelyManual.asp>

Waverly Borough Council—*Food Safety for Farmers' Markets* (UK resource)  
[http://www.waverley.gov.uk/farmersmarket/food\\_safety.asp](http://www.waverley.gov.uk/farmersmarket/food_safety.asp)

### **Incorporation as a Society in BC Resource:**

BC Ministry of Finance – *Information for Incorporation of a British Columbia Society*  
<http://www.fin.gov.bc.ca/registries/corppg/forms/reg20.pdf>

### **Other Farmers' Markets Resources:**

Agricultural Marketing Service Farmers' Markets - *USA Farmers' Markets Facts and Information*  
<http://www.ams.usda.gov/farmersmarkets/facts.htm>

National Farmers' Retail and Markets Association (FARMA) – *Information about Farmers' Markets in the UK*  
<http://www.farmersmarkets.net/>

Local Harvest – Information about Farmer's Markets in the USA  
<http://www.localharvest.org/>

### **Cloth Bag Manufacturer Resource:**

Bring Your Own Bag – Reusable shopping bags (Vancouver, BC)  
<http://www.bringyourownbag.ca>