

Expanding the UBC Farm Market

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Expanding the UBC Farm Market

Scenario 1, AGSC 450 2007



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1. ABSTRACT

The University of British Columbia Food System Project (UBCFSP) is an ongoing collaborative effort between AGSC 450 students, project collaborators and partners to build a more sustainable UBC Food System. Our group investigated the feasibility of expanding the UBC Farm Market (UBCFM) to include a variety of vendors. Expansion of the market aims to address a problem of excess demand for UBCFM products while enhancing and re-localizing the UBC food system. Our research methodology involved Community Based Action Research (CBAR). To determine the desirability of a UBCFM expansion, we surveyed both potential and current customers from the UBC community as well as local producers of cheese, meats, seafood, garlic and mushrooms. Of the 540 customer responses received, the majority originated from UBC undergrads (37.8%), followed by UBC indirect-affiliates (18.0%), UBC alumni (15.4%), University residents (14.8%), UBC staff members (13.3%), UBC graduate students (12.8%), unspecified (7.2%), and UBC faculty or instructors (6.3%). Customer responses indicate a keen desire for access to local fresh produce and cheeses at the UBCFM. There is little desirability, or indifference, for certain products and services such as: meat/seafood, baked goods, prepared foods, crafts, massages, barbeques, and face paintings. Two of ten vendor respondents, Windy Acres (garlic) and Goat's Pride Dairy (high quality goat cheeses and fresh eggs), are interested to join the UBCFM in the 2007 season. Both vendors could fill market niches at the UBCFM. Also included in this report are the policies and insurance issues regarding UBCFM expansion. Based on a plethora of survey results and research, we have included a set of recommendations for UBCFM expansion, including vendor regulations, market layout, and potential educational opportunities for customers at the markets. We highly recommend that the UBCFM expand slowly in the short term to allow for adaptive management.

2. INTRODUCTION

The University of British Columbia Food System Project (hereinafter called UBCFSP) is an ongoing collaborative effort to evaluate the 'food-print' of UBC's food system, to identify barriers to change, and to seize opportunities to increase the sustainability of the UBC food system. In this paper, we outline one of the many strategies of the UBCFSP, namely, the expansion of the UBC Farm Market; an effort to re-localize the campus food system.

The demand for locally produced food is growing in Vancouver and throughout cities across North America (Halweil, 2002). Prime examples of this are the growth in both the number and annual sales from Vancouver farmers' markets administered by Your Local Farmer's Market Society (YLMFS) (Roberta LaQuaglia, Personal Communication, AGSC 450 Lecture, March 14, 2007). This trend has also been reflected by the growth of the UBC Farm Market (UBCFM) over the last six years. Currently, the demand for UBCFM products exceeds supply. As such, the farm management has expressed an interest in expanding the market to include a variety of vendors - particularly local BC vendors supplying meats, eggs, cheeses, and dairy products - to supplement the farm's output of fruits, vegetables, honey, and eggs (Amy Frye, Personal Communication, AGSC 450 Lecture, March 14, 2007).

2.1 Problem Statement for expansion of the UBC Farm Market

The UBC Farm management requires further information regarding 1) the level of interest among BC vendors to join the UBCFM, 2) the demand for UBCFM products among the UBC community, and 3) the feasibility of expansion.

2.2 The UBCFM in the context of the Broader Food System

The desire to expand the UBCFM comes out the recognition of the unsustainable nature of the global food system of which the UBC food system is a microcosm. Mirroring the larger system,

the campus food supply chain mostly delivers food of negligible nutritional quality, which is shipped in from afar to sustain a large urban population. In the process, people are increasingly unhealthy while a large amount of waste is produced, either in terms of greenhouse emissions due to transport, packaging wastes and/or organic waste end products.

Globally, consumers are increasingly disconnected from their food sources (Halweil, 2002). Although this problem is the result of many concurrent socio-economic forces that are moulded by a productionist paradigm, a fundamental support to the food system is cheap oil (Lang & Heasman, 2004; Pollan, 2006). Cheap oil affords agribusiness the ability to source foods from a global network of suppliers and utilize long term storage; it supports highly mechanized agricultural production systems and development of synthetic fertilizers and pesticides; and it allows consumers to travel ever increasing distances to large consolidated retailers while local businesses go under (Halweil, 2002; Pollan, 2006). Because the relationship between food production, distribution, processing and retail is so heavily reliant on cheap oil, the dominant food system provides “cheap food” on the basis of externalized economic, ecological and social costs (Halweil, 2002).

Urbanization contributes to the disconnection between consumers and their source of food. As urban sprawl continues, farming at the urban fringe becomes less profitable due to rising land values and distance between consumer and farm increases. Ironically, even rural farming populations are increasingly disconnected from their food sources. A market driven food system combined with production subsidies discourages local crop diversity and rural self-sufficiency (Halweil, 2002; Pollan, 2006).

Farmers’ markets, like the UBCFM, strive to reconnect local consumers and producers and to recreate a food system devoid of the unpleasant realities of the dominant food system. As Halweil (2002) points out, markets are one of the easiest ways to rebuild a local food system

because they operate “below the radar” of the conventional food system. Markets create dependable socioeconomic partnerships where farmer income is increased and consumers benefit from access to nutritional fresh food and the reassurance that comes with knowledge of how ones food is produced. Markets also promote the diversification of local production, which increases ecological resiliency of farms and is a further justification for the protection of local farmland (Halweil, 2002).

2.3 Scope for Expansion

As a group we have reached consensus that our approach to this project has been based on an ecocentric paradigm. While we understand that decisions regarding market expansion must be economically and socially sound, we feel that all choices should reflect the highest degree of ecological consideration.

New vendors will preferably limit the ecological impact of the UBCFM. Their production practices, transportation distance, and ability to contribute an educational component to the Farm are important for maintaining the vision of the UBC Farm through a market expansion.

Our surveys of market demand were limited to the UBC community. Looking any further a field was not considered the most ecologically responsible choice, as we would like to minimize the amount of travel distance between market and consumer. Additionally, with the development of residential housing on UBC South Campus, it is expected that the local consumer base could increase substantially in coming years. The UBCFM is therefore well suited to become an example of a cooperative and sustainable urban / agricultural interface (Mark Bomford, Personal Communication, AGSC 450 Lecture, March 14, 2007).

Also, based on discussions with Dr. Murray Isman, the Dean of the faculty of Land and Food Systems, and Amy Frye, the Marketing coordinator of the UBCFM, we feel that any future

expansion of the market should proceed in a stepwise fashion. Short-term increases should be limited to 2-4 vendors so that UBCFM management has ample time to review the strengths and weakness of implementing change, reflect upon solutions and new strategies, and then move on.

2.4 Group reflection to the Vision Statement of the UBCFS Project

In general, our group is supportive of the vision statement of the UBCFSP; however, we have included a few suggestions for its improvement.

The UBC Food System Project:

- 1) Must protect and enhance the diversity and the integrity of the natural ecosystem and resources that supports it***

We easily support this statement as we understand that such a philosophy should guide any decisions regarding development on campus, and particularly the farm, because its proper functioning depends on sustainable management of a natural system. As mentioned above, our collective ecocentric paradigm places “the integrity of the natural ecosystem and resources” as a primary priority. Although often neglected in everyday issues, such philosophy is essential for both social and economic sustainability.

- 2) Relies on local inputs when possible, where inputs and waste are recycled and/or composted locally***

As can be discerned from our proposed UBCFM regulations (see section 5.4) and the project scope (see section 2.3) we completely agree with this point.

- 3) ‘Is a secure system that provides food that is affordable, available, accessible, culturally, ethically and nutritionally appropriate, and safe and can adapt to changes’***

While we feel this statement is an excellent vision with regard to food security for the campus and the wider Vancouver communities, with regard to culturally appropriate food, we see potential for conflict with statement #1. As noted by AGSC 450 Groups 15 & 28 (2006), many culturally appropriate foods - particularly fruits and vegetables originating from warmer climates - are difficult or impossible to produce locally and therefore require long-distance importation. Relying on importation of perishable foods can comprise an effort to preserve and protect the integrity of our shared global ecosystem. That said, there is room for improvement and a vacant market niche for the local production of several staple cultural foods (Roberta LaQuaglia, Personal Communication, January 2007). We do, however, recognize the limitations of local food production due to seasonality: a more sustainable food system must limit imported foods as much as possible while increasing consumers' education about winter food storage, food preserves, etc.

- 4) ***Nourishes the present generation to provide for healthy diets that do not compromise the food security of present or future generations.***

We are in agreement with this guiding principle.

- 5) ***Nurtures feelings of community and promotes enjoyment of food around the food table.***

We agree and feel that the UBC Farm is the best existing example of this vision on campus. The UBCFM expansion is a good strategy to meet this vision given the future of a neighbouring community to the farm on south campus.

- 6) ***Fosters awareness, understanding and personal responsibility within the community of every component from production to disposal.***

Through the use of educational tools, tours, and activities available during the UBCFM, we believe this can be accomplished (see sections 7 & 8). A cyclical waste management system that is already in place at the UBC farm is sure to foster awareness about waste disposal.

7) *Contains a balance of imported and local foods that come from socially and ecologically conscious producers to ensure long-term financial viability.*

Referring back to statements 1 and 3, unless products are not possible to produce locally, we do not wish to support imported foods. If financial sustainability of the UBC Food system requires the importation of foods, then perhaps a 'friendly amendment' to the vision statement could be put forward as to read something to the effect: "Strives to minimize reliance on imported food over time while maximizing opportunities for local production of culturally appropriate foods." An added benefit of farmers markets is the keeping of money within the community (Halweil, 2002; Pollan, 2006).

8) *Consumers, food workers and educators are made aware of the reciprocal impacts that the UBC food system has on surrounding food systems.*

This goal can be achieved through the use of educational tools, tours, and activities, which we recommended the market host: anyone who partakes in such activities should leave with an increased knowledge, as the products they have purchased and/or the event they participated in will help in the long-term social, economical, and ecological sustainability of the UBC Community.

3. METHODOLOGY

In assessing the feasibility of expanding the UBCFM, we utilized Community Based Action Research (CBAR) methodology, in accordance with the wider UBCFSP. Writings in *Action Research* (Stringer, 1999) informed our CBAR methods. Other literature review included previous

AGSC 450 UBCFSP student reports, course material and other texts on the topic of food system sustainability.

At this stage in the UBCFSP, our role in CBAR is to gather further preliminary information about the feasibility of expanding the UBCFM. We realize that our research is one cycle in the process of CBAR. According to Stringer's 'action research routine' we are fulfilling the 'look' and 'think' stages, the results of which will inspire an "act" stage in the near future (Stringer, 1999). We are hopeful that our efforts will instigate future CBAR cycles to guide UBCFSP partners and collaborators in the development of more strategies (such as this one) to fulfill the vision of UBCFSP.

Our group's main data collection included two surveys: a UBC community consumer survey and a local vendor survey. All 'scenario 1' groups collaborated in the preparation, dissemination and analysis of these surveys. We chose surveys as the best means to gather research from multiple stakeholders given our time constraints and because well-designed surveys are convenient to analyze.

Additional data collection included informal discussion and email correspondence to determine UBC vendor policies, farm management criteria, and farmers' market policies of *Your Local Farmers Market Society* (YLFMS). Some groups we communicated with included the Alma Mater Society (AMS), Classroom Services, YLFMS, Murray Isman (Dean of the Faculty of Land and Food Systems) and the UBC Farm. All parties shared knowledge about the feasibility of UBCFM expansion.

A vendor survey was drafted by a subgroup consisting of members from each of the five 'scenario 1' working groups. The survey consisted of 8 questions intended to determine the willingness of vendors to join an expanding UBCFM and under which conditions they would be most likely to attend (see the vendor survey in Appendix A). Based on Amy Frye's (2007)

suggestions, target vendors included local producers of cheese, meat, seafood, eggs, garlic and mushrooms. The survey was initially e-mailed to thirteen vendors and involving convenience sampling. The breakdown of vendors by commodity included 4 cheeses, 5 meats, 1 garlic, 1 mushroom coop, and 1 seafood vendor (see list of vendors in Appendix C). If after a period of 6 days, no response had been received from a vendor, they were surveyed by telephone.

The vendor subgroup had intended to contact a larger number of vendors, but this was contingent upon timely receipt of a list of vendors from Roberta LaQuaglia of YLFMS. Roberta did, in fact, graciously produce a list of vendors that were turned away from YLFMS due to limited market space; however, it was received on April 04, 2007, which was too late to be useful this year. The list provides an opportunity to future AGSC 450 students to access this information from YLFMS (see Appendix D).

A consumer survey was disseminated electronically through Survey Monkey™ over a period of one week to the following groups: UBC students, UBC Farm customers, UBC Farm volunteers, others (Cathleen Nichols' & Carol Travis' email lists, the UBC Food Society, and Sprouts), and University Neighbourhoods Association (UNA). The survey utilized non-bias, random sampling (see Appendix E).

3.1 Data analysis

Vendor data was analyzed qualitatively by coding written and spoken responses into groupings. Survey questions 1 and 3 were exceptions because they involved “yes” and “no” answers, which could be analyzed using percentage response rates. Also, survey bias was considered in determining the reliability of data.

Consumer data was analyzed based on the distribution of response rates among 540 respondents. Further, response rates from individual groups within the UBC Community listed above were analyzed for trends. Also, bias was considered in determining the reliability of data.

4. FINDINGS AND DISCUSSION

4.1 Vendor Survey results and Discussion

Of the thirteen vendors contacted, ten (77%) responded. Unfortunately, two responses, from Greenhill Acres and Moonstruck Organic Cheese, were not accompanied by informed consent. The remaining eight replies did include informed consent (see Appendix B).

From a total of ten respondents, two (20%) vendors, Goat's Pride Dairy and Windy Acres (garlic), indicated a desire to join the market during its present schedule on Saturdays from 9 – 1 pm. The eight others (80%) explained that their inability or disinterest to join the market was due to long traveling distance (cited twice), labour shortage (cited twice) and/or prior commitments to other farmers markets (cited five times). However, three (38%) of the 'no' respondents expressed an interest for the market if it were rescheduled to another day or time. Two vendors, Greenhill Acres (without consent) and Wildseafoods, showed interest in joining the market if it were held Saturday afternoon (e.g. 3 – 7 pm) following the YLFMS Trout Lake Farmers Market. Little Qualicum Cheeseworks would be keen to sell at the UBCFM if it were held on Sundays (see Appendix B).

Seven out of ten respondents answered question 8 regarding the cost of a stall at the UBCFM. Of those seven, six (86%) agreed to a stall fee between \$25 and \$30. Frostbauer Natural Food Farm felt that a \$20 fee was more appropriate.

Although only two positive vendor responses were obtained, it is an encouraging start given the likelihood and feasibility of a slow, short-term increase in the number of vendors at

UBCFM (Amy Frye, Personal Communication, AGSC 450 Lecture, March 14, 2007). Fortunately, Goat's Pride Dairy is not only a producer of fine cheeses, but also of free range eggs which are badly needed at the UBCFM (ibid). Similarly, Windy Acres can supply garlic, which is also in high demand (ibid).

The respondents who would consider joining the market if it were held late Saturday afternoon could easily be disregarded as this is not an ideal time of day for shopping for many customers. Additionally, mid-summer heat is highest during those daylight hours and could present issues for maintaining high produce quality.

4.2 Vendor survey bias

While the vendor survey did get a fairly high response rate (77%), there could be have significant bias associated with the administration of the survey by telephone. Several subgroup members administered the survey leaving much room for individual interpretation. Also, question eight may have yielded biased results inherent in contingency valuation, whereby; respondents' willingness to pay in a survey is often in excess of their final commitments.

4.3 Consumer Survey Findings

Of the five UBC community groups surveyed (see section 3), 540 responses were compiled from all groups. The majority of respondents were UBC undergrads (37.8%), followed by UBC indirect-affiliates (18.0%), UBC alumni (15.4%), University residents (14.8%), UBC staff members (13.3%), UBC graduate students (12.8%), unspecified (7.2%), and UBC faculty or instructors (6.3%) (Figure 1).

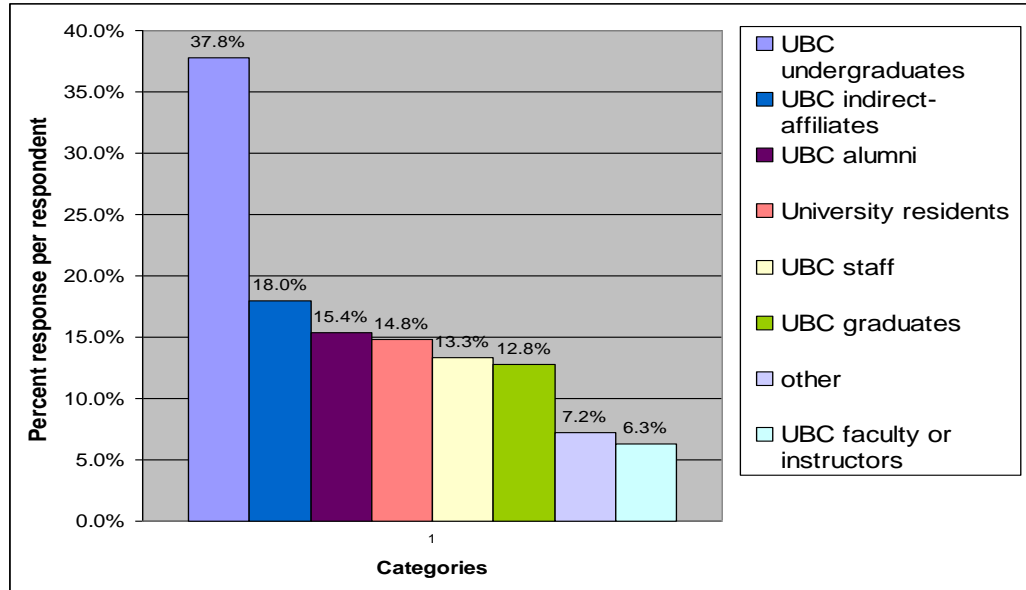


Figure 1. Percent distribution of respondent-types among all groups

When asked about the acceptability of local but non-organic products at the UBCFM, more than 80% of respondents in each group responded in support. Further, 64% of total respondents feel that organic certification is only somewhat to not important: UBC students are the most inclined to not require certification, and UBC Farm customers show mixed opinions. Despite this, 83% and 77% of total respondents feel it is very to extremely important for foods to be free of pesticides and genetic modification: respectively the UBC Farm volunteers showed most support at 90% and 87%, while UBC students showed the least support at 58% and 42%.

In terms of a definition of 'local food', 79% of all respondents agree that having products grown in the Lower Mainland and BC is very to extremely important. In contrast, half (53%) of total respondents think it is somewhat to not important to have foods directly from UBC farm: particularly, 60% of others, and 44% of UBC Farm volunteers.

The trend for fresh local foods is reflected by 74% to 96% of respondents in each group showing much interest in having produce at the farmers market: all groups are 90% or greater, except others (83%) and UBC students (74%).

Generally all respondents are neutral in terms of having meat and seafood at the UBCFM: 55% and 46% of total respondents are not interested mildly interested in having meat and seafood, respectively. However, the highest response rate is 62% for UNA respondents who are somewhat to very interested in having seafood at the UBC Farm Market.

As for having crafts and services at the UBCFM, 61%, and 53% of total respondents are mildly to not interested, respectively. In contrast, 65% of total respondents are somewhat to very interested in having baked goods. Similarly, 64% for all respondents are somewhat to very interested in having prepared foods. Although baked goods and prepared foods show some desirability, 77% of total respondents are somewhat to very interested in having cheese.

The majority of respondents (81.9% on average) per group indicate that they are willing to pay a higher premium for local products: UNA and UBC Farm Customers/Volunteers rank highest at 85.7% and 84.1%, respectively. Half (45%) of respondents (especially UBC Farm customers/volunteers) think that convenience is not a factor at the farmers market; however 79% of UBC Students and 63% of others think that it is very to extremely important, respectively. Respondents (average 48%) feel that having a variety of foods at the farmers market is not to somewhat important. In terms of the available quantity of products at the UBCFM, half (49%) of total respondents feel that is not to somewhat important. Generally, respondents are willing to have local and fresh products at the expense of price, quantity, variety, and convenience.

All groups support (average 68.4% response rate) having the farmers market on Sundays from 9am to 2pm; however, this response could be heavily biased as the current Saturday timeslot was not an option in the question regarding market scheduling. Out of 25 written comments, 10 mention that Saturday is best for them, while others are unsure, indifferent, or prefer different times on the weekend or weekdays.

Half of respondents (49%) show interest in having activities at the farmers market (barbeques, face painting, etc), while 44.8% show no interest, and 5.9% of respondents do not state a preference. Specifically, there is support from 58.9% of UBC Farm volunteers and 40% of others, whereas 52.7% of UBC Farm customers and 52.6% of students are not in support.

4.4 Consumer Survey Discussion

Overall, responses indicate that having local (but not necessarily organically certified) and fresh products (especially produce and cheese) at the UBCFM are much desired. Respondents are willing to pay premium for more sustainable or local products, and feel that local products should not be limited to the UBC Farm but to the Lower Mainland or BC. Despite lack of support for organic certification, respondents show strong support for products that are free of pesticides and genetic modification. There is little to some desirability, or indifference, for certain products and services such as: meat/seafood, baked goods, prepared foods, crafts, massages, barbeques, and face paintings. Respondents show support for the UBCFM to be held on Sunday; however, due to the aforementioned bias it is strongly recommended that it remain held on Saturdays, at least until more reliable data is collected.

4.5 Consumer Survey Bias

All groups to which the survey was distributed, except the UBC students group, consist of several respondent-types (UBC undergraduates, UBC indirect-affiliates, University residents, etc.). Some groups have a similar distribution of respondent-types, such as between others, UBC Farm volunteers, and UBC Farm customers; thus, different response rates between groups may not be significant. Presenting results on a per respondent-type basis would have provided a more distinct comparison; however this was not possible due to the analysis limitations of Survey Monkey™.

Therefore, the analysis of all 540 respondents from all groups, as is done here, may be more significant and reliable.

In terms of the survey format, respondents may have committed the *Central Tendency error*, which states that responses were focused in the midrange of two extremes (i.e. between not important and very important), as they may have wanted to avoid expressing a strong opinion (Agriculture & Agri-Food Canada, 1991). Also, the order in which questions were presented may have caused respondents to provide similar answers to subsequent questions (*Proximity error*), or may have led respondents to provide a particular answer because the question appeared to be logically associated to another question (*Logical error*) (ibid, 1991). For instance, respondents were asked to rank the importance of twelve criteria in a single tabular-formed question (Q5 in Appendix E) – the twelve criteria being in such close proximity and showing logical association could have caused the aforementioned *Proximity* and *Logical* errors.

The content of survey questions may have caused bias. In particular, respondents were asked which market days would be best for them; it offered all days of the week except for Saturday (Q7 of Appendix E). As mentioned above, written comments suggested keeping Saturday as the current market day: had it been included, more respondents may have selected it, rather than Sunday. Moreover, the survey question in regard to the desirability of activities at the UBCFM may not have adequately provided enough information for respondents to provide a reliable answer; the question only listed barbeques and face paintings as examples.

5. FARMERS MARKET REGULATIONS

5.1 Existing UBC Policy and Farm Market Expansion

After communicating with the Alma Mater society, who administer the rental of tables and space to vendors during events at the Student Union Building, we were directed to Classroom

services who explained that the Faculty of Land and Food Systems and the UBC Farm are the regulating bodies for vendor policies affecting the UBCFM expansion (AMS, Personal Communication, January 2007; Classroom Services, Personal Communication, January 2007).

UBCFM expansion is unaffected by UBC Campus and Community Planning's development permits. Development permits are required for new or temporary buildings, but not for fences or sheds, nor for the temporary table set-ups required of the UBCFM expansion (UBC Campus & Community Planning, 2006).

AGSC 450 Group 15 (2006) revealed that permission from the Dean of Land and Food Systems is a necessary step in the policy framework to orchestrate a market expansion. Under the condition that our expansion proposals support the UBC Farm's vision, the Dean of the Faculty of Land and Food Systems, Dr. Murray B. Isman has granted permission for an initial, small-scale expansion of the UBCFM (Dr. Murray Isman, Personal Communication, March 4, 2007). However, permission is contingent on periodic evaluations of the ecological and financial viability of the market as it expands in the years to come. Dean Isman noted that evaluations must consider the effects of increased waste production and recycling, health regulations, parking issues, and profitability (*ibid*). He was assured that those issues, and more, were being addressed in this project (see Appendix G for a copy of email correspondence indicating both Dean Isman's permission and Mark Bomford's confirmation that UBCFM expansion is integral to the vision of the farm).

5.2 Health Regulations and Farm Market Expansion

Health regulations enforced by the Vancouver Coastal Health (VCH) Authority will affect the method in which foods are prepared for and sold at the UBCFM; their purpose is to ensure that foods being sold do not pose a threat to consumer health.

Organizers, and vendors who are selling prepared, higher risk foods and preparing foods at the market are required to abide by the *Guidelines for Special Events Organizers* and *Guidelines for Construction & Operation of a Temporary Food Booth* (BC Association of Farmers' Markets, 2007c). The guidelines state that organizers and vendors must have at least Foodsafe Level I certification, and that organizers submit to VCH a list of all vendors 14 days prior to the UBCFM, as well as a site map indicating the location of food vendors and sinks (VCH, 2005; VCH, 2003). Vendors will have to submit an application for a *Temporary Special Event Food Permit* 14 days prior to attending the market – failure to meet this deadline results in a \$30 late fee (VCH, 2006).

Vendors who are serving produce or lower risk home-prepared foods must adhere to the Farmers' Market Guidelines, but will not require any permits (Bill McIntyre, Personal Communication, March 13, 2007). The guidelines suggest that only those foods deemed as lower risk foods shall be prepared at home; lower risk foods do not support the growth of pathogenic bacteria, whereas higher risk foods support the growth of pathogenic bacteria such as *E. coli* and salmonella (BCAFM, 2007c).

At the point of sale, lower risk home-prepared food vendors should clearly display a warning to consumers which states that “[their] food has been prepared in a kitchen that is not inspected by a regulatory authority” (BCAFM, 2007c, p. 3). Hand wipes are adequate for sanitizing hands for vendors of whole fruits/vegetable; however, home-prepared food samples and portioned produce require a source of water (minimum 5 gallons) and soap for hand and utensil cleaning. Portioning of samples at home prior to the market is recommended (BCAFM, 2007c).

Vendors of higher risk foods (shell eggs and raw meat, poultry and fish) must gain approval from VCH by submitting the *Sale of Food at Temporary Food Markets* application (BCAFM reference) 30 days prior to the market (BCAFM, 2007c). In particular, regulation requires vendors of raw meat, poultry, and seafood to sell only pre-packaged frozen and labelled products

with the packaging date, vendor's contact information, frozen storage information, and product and processor's name. Sale of any thawed and subsequently refrozen meats will be prohibited; thus they must remain in a frozen solid state at the market (ibid). Egg vendors are required to sell uniform (crack-/leak-free) and clean (feces-/feather-free) eggs and crates. They shall be kept at 4°C from the farm/processor to the consumer, and must be labelled with the farm/processor name and the packaging and sale date (ibid).

Lastly, the guidelines suggests that a market manager be appointed to ensure that the above regulations are followed, that all vendors (except produce vendors) complete the *SFTFM* application, and are able to produce a letter of approval from VCH (ibid).

5.3 Vendor Policy

All BC farmers markets are registered as non-profit organizations (NPO). There are two ways of registering as a non-profit organization: non-incorporated or incorporated (Group 15, 2006). There are numerous benefits of becoming a NPO, including a tax-deductible status, being able to apply for grants / funding and issuing tax-deductible receipts. All NPOs can be incorporated either federally or provincially, depending on their goals. The benefits and costs of incorporation are discussed thoroughly by AGSC 450 Group 15 (2006).

The UBC Farm must obtain its own insurance policy to cover officers, employees and the board of governors of the NPO, as well as personal liability. The UBC Farm is presently insured by UBC policy and current vendors are considered to be part of the farm's education aspect, and thus are covered. New vendors will require their own, or need to purchase UBC insurance coverage.

There are two recommended ways for the UBCFM to acquire insurance. Once the UBCFM has acquired status as an NPO, it can become an "Associate Member" of the BCAFMA. Under this status, the UBCFM will receive up to \$2,000,000 in coverage at an annual cost of \$325 (BCFMA,

2007). The alternate method is to purchase individual liability insurance as well as governor and manager insurance. The rates for this are dependant on the package the UBCFM chooses, but all are more costly than the rates offered by BCAFM. Also, the rates for NPO insurance have risen steadily over the last few years, making this option less favourable (Harris, 2005). To decide which option to pursue, the board of directors must review initial start up costs of finding an independent insurer against having to abide by regulations of the BCAFM and pay their associated transaction costs.

5.4 Proposed Vendor Regulations

We have developed a set of regulations to facilitate a smooth and efficient expansion of the UBCFM. Regulations will benefit the farm, vendors and customers alike. In developing these regulations we drew from ideas presented by Roberta LaQuaglia of YLFMS and other sources.

Currently, the UBCFM charges a \$5 stall fee (Mark Bomford, Personal Communication, AGSC 450 Lecture, March 14, 2007). Based on the results from the vendor survey, we suggest that UBC Farm Management increase this fee to \$25. Notwithstanding a fee increase, vendors must bring their own table. This practice is the norm at other farmers markets and the UBCFM does not have enough tables to supply all vendors if the numbers increase. Additionally, a higher fee will be required to cover the cost of vendor insurance.

Currently, the UBCFM is reselling apples and fruit from the Okanagan to meet their customers' demand. New vendors should not be allowed the reselling of any goods, but UBCFM should continue buying these goods through Discovery Organics, at least in the short term. We believe it is more sustainable for Discovery Organics to pool large orders of produce, rather than having many small farmers each driving down to sell directly at the market. If some farmers in the

Okanagan were to carpool, it could be an alternative, but currently, buying from Discovery Organics is the best choice for the farm.

We have devised regulations pertaining to vendor inclusion at the UBCFM based on the UBCFSP vision statement and our concept of sustainability.

1. Vendors are only considered if they reside in BC. Those vendors operating closest to the UBCFM should have priority over those based further a field.
2. It is required that the vendor be a producer or family member. This regulation is intended to promote social sustainability at the event. Customers at the UBCFM will have a chance to meet and discuss with farmers growing their food, which is one of the many benefits of shopping at a farmers market.
3. The UBCFM will include a majority (55-60%) of vendors selling organic produce. Albeit, we do recognize that a non-organic vendor is equally capable of farming in a sustainable way. However, if a non-organic vendor requests inclusion, he/she must disclose production practices.
4. Seniority should be given to existing vendors, as the UBC Farm has already formed a relationship with them and they have a customer base at the UBC Farm Market.
5. Vendors cannot leave the market early even if they have sold all their products; this would not be good for the appearance of the UBCFM. Farmers are welcome to leave and come back, but cannot pack up their table until the end of the market.

At the end of the day, it would be beneficial to collect vendor daily sales reports. The UBCFM initiated this last season, so they do have an idea of how much money is flowing through the market in one day (Amy Frye, Personal Communication, AGSC 450 Lecture, March 14, 2007). This could be used to give potential vendors an idea of the volume of the UBCFM, how much to bring, and how much to expect in sales.

6. MARKET LOGISTICS

6.1 Market Operation

The UBCFM has been in operation since 2001. The UBCFM relies on 1.5 hectares of market garden land and an additional 4 hectares has potential for agricultural use (Group 28, 2006). Currently, there are 7 vendors regularly at the market: Mayan group, Sprouts, Just Abundance & Beyond Nutrition, Moody Bees, UBC Honey Bee Project, Artist in Residence and Urban Aboriginal Community Kitchen Garden Project (Amy Frye, Personal Communication, AGSC 450 Lecture, March 14, 2007). UBCFMs are open from 9 am to 1 pm every Saturday between June and early October (ibid). Long line-ups and products running out quickly indicate the popularity of the market.

Consumer survey respondents indicate a desire for an extension of the UBCFM operating hours by one hour (i.e. 2pm). This could be beneficial, provided produce doesn't run out early. There is also consumer (68%) demand for a Sunday market. While the UBCFM management has considered changing the market to Sunday, we feel that maintenance of a Saturday schedule is preferable to accommodate present customers and the two vendors interested in joining the market (see section 4.1). Also, the initiation of a YLFMS Kitsilano market in 2007 could pose a customer conflict.

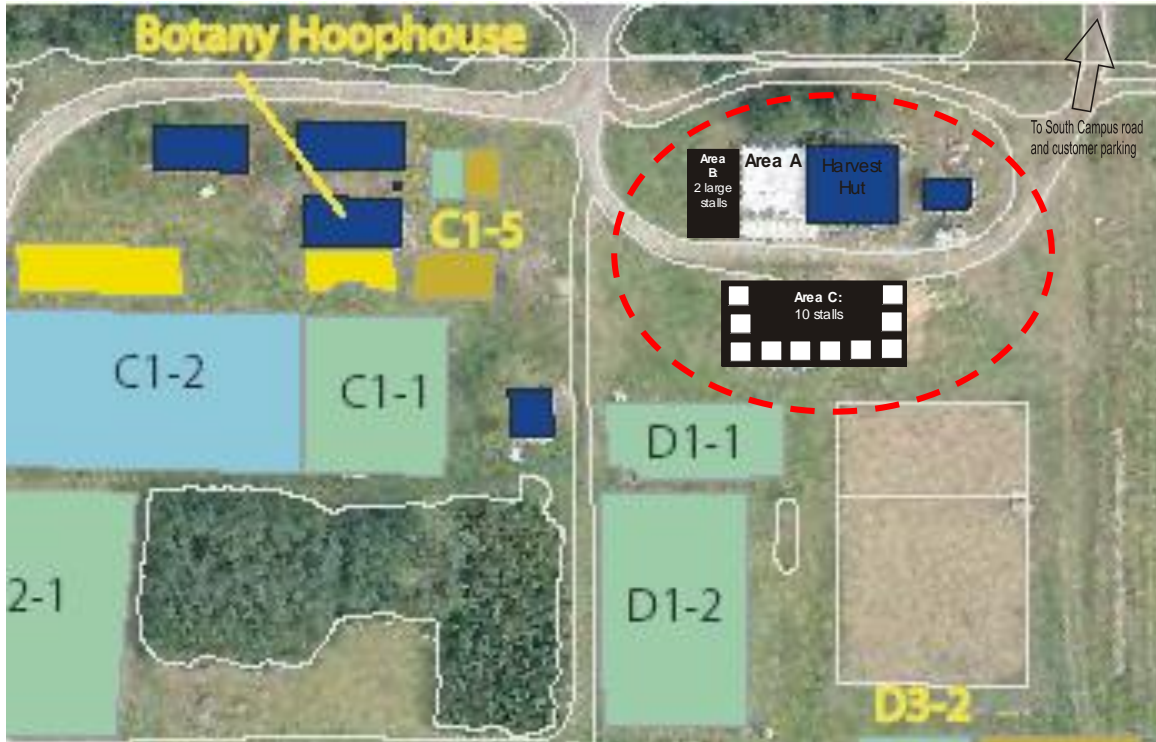


Figure 2. Proposed layout for an expanded UBCFM

6.2 Layout of the UBC Farm Market

In hopes of accommodating more vendors and a quicker flow of customers at the UBCFM we have created a modified layout of the UBCFM incorporating ideas from AGSC 450 groups 15 and 28 (2006) (Figure 2). The UBCFM could be separated into 3 main areas. Area A, is a 50m² covered space attached to the 'Harvest Hut', and is best suited for the display of UBC produce and baked goods (as it is presently used). Area B, adjacent to Area A, is approximately 50m² and could used be for one or two larger vendors that need space for both their produce and equipment (e.g. frozen meats and seafood vendors who require a refrigerated truck adjacent to their stall). Should there be no large vendors attending, this area shall be assigned to new smaller vendors on a first-come basis. Area C, a level grassy area opposite the road to the harvest hut, could be used for up to 10 small stalls.

The vendor survey indicates that 2 vendors are prepared to join the UBCFM. Unless more vendors are recruited in the short term, Area B is likely to accommodate all vendors. Area C has enough room for vendors if the market continues to expand in the coming years.

6.3 Parking

A total of 8 cars can park in the main lot outside the UBC farm gate. Currently, “overflow” parking is used on South Campus Road and accommodates approximately 40 cars. Assuming an expanded market will occur, additional traffic problems will have to be solved. The parking lots of Paprican, Triumph and BC Research could potentially ease overflow. If needed, permission to use these lots will have to be obtained. While these lots are large, the exact number of cars that can hold is still unknown. If we intend to expand the UBCFM, vendors will have first priority to use the parking areas nearest to the harvest hut (Mark Bomford, Personal Communication, AGSC 450 Lecture, March 14, 2007).

6.4 Transportation

Since the UBC Farm is located in an underdeveloped area of UBC, the accessibility to UBC Farm is a potential barrier to the expansion the UBCFM. Driving and cycling are primary sources of transportation to UBC Farm. Bus and shuttle bus services, provided by TransLink and the Coast Mountain Bus, do not service areas near the farm (Figure 3). The Translink stops for buses 25, 41, 43, 49 and 480, are located at the intersection of Westbrook Mall and 16th Avenue. The shuttle bus stop is located at the intersection of Westbrook Mall and Hampton Place. An additional 10-15 minute walk from the drop-off locations is necessary to reach the UBC Farm.

The UBC Farm has contacted different organizations in the past to try and expand the current bus route to include a stop closer to, or at, the UBC farm. These requests were declined; the main reason being high operational costs.

The West End Market of YLFMS has successfully implemented a bicycle taxi service for seniors (Roberta LaQuaglia, Personal Communication, AGSC 450 Lecture, March 14, 2007). Perhaps a similar mode of transport from bus stops and overflow parking lots could facilitate customer movement too and from the market.

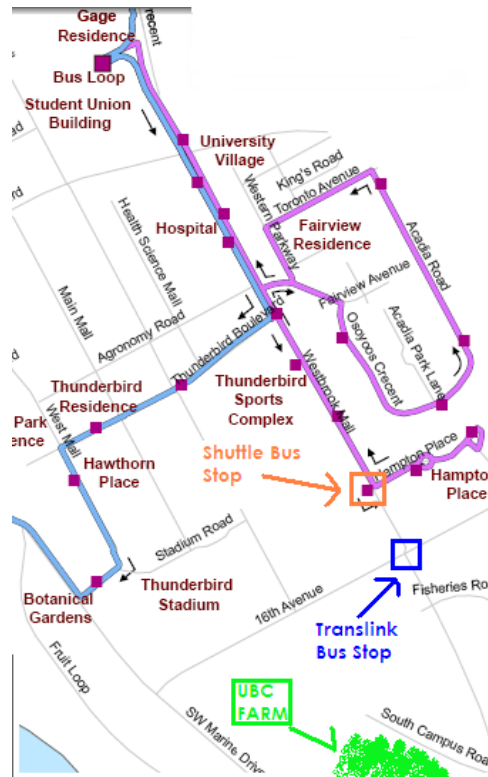


Figure 3: Route of UBC Community Shuttle Source: UBC TREK Program Centre.

7. EDUCATION

Education is one of the central roles of the UBC Farm's mission (Land and Food Systems, 2006). To achieve this end, UBC Farm Management attempts to incorporate educational opportunities into all farm activities, including Saturday markets.

When people attend the UBCFM, they are met with the unique experience of buying food on a working farm (Group 28, 2006). They are able to go out into the field and see the produce growing, as well as talk to farmers that have harvested the produce. Market goers can also gain

some hands on experience, and may have the opportunity to pick their own produce (ibid). This offers a rare experience to urban dwellers.

To further the educational component of the UBCFM, we have the following suggestions. During the market, vendors are strongly encouraged to bring a one-page biography of their farm to display at their stall. This way, customers can see how their food was produced. This may also serve as an ice-breaker for customers and vendors to discuss sustainable and humane production methods. There is also potential for vendors and local cooks to do provide workshops highlighting recipes involving local, fresh, seasonal produce. Customers could also be presented with seasonal recipe flyers; they are more likely to try something new having the knowledge of how to prepare it.

We believe having nutritional information displayed around the UBCFM would greatly contribute to the educational component of the markets. Fortunately, interpretive signage is currently being produced for customers to be able to take self-guided tours around the farm. A customer suggestion box could also provide feedback regarding changes they might want to see at UBCFM.

As education is a key component of the UBC Farm's mission, we believe it is very important to continue to expand these educational resources at markets. A larger market will also mean more exposure for the programs that are already being run at the farm, including their summer camp program (Group 28, 2006). We understand that many of these suggestions require more volunteers than the farm currently has, but these can be goals that the UBC Farm can work towards as the market expands.

8. RECOMMENDATIONS

In conclusion, based on our findings and discussions, our group proposes some recommendations to help to expand the UBCFM and to provide guidance for future research:

- The UBCFM should begin expansion this year with the inclusion of Goats' Pride Dairy (cheeses and eggs) and Windy Acres (garlic).
- Future AGSC 450 classes should utilize the YLFMS list of vendors in Appendix D to recruit new UBCFM vendors.
- Future vendor surveys conducted by AGSC 450 students should be standardized (i.e. limited to email correspondence or phone calls, not both).
- The UBCFM Saturday schedule should be maintained to preserve the loyal consumer base and current UBCFM vendors. A Saturday market will also reduce overlap and competition for customers with the new Kitsilano YLFMS farmers market beginning in June 2007.
- The UBCFM should only sell local BC produce that is produced by sustainable farming methods.
- The UBCFM should not be limited to certified organic vendors.
- Implement educational events and information aforementioned in the education section (7.0) of this paper. These will not only help the UBCFM to expand, but will also increase social sustainability by allowing visitors to gain further interest in the farm and community participation in the UBC Food System.
- In the short term, the UBCFM should maintain present insurance policy for outside vendors. In the long term, we suggest that the UBC Farm become a non-profit organization to qualify for BCAMF membership and insurance coverage (\$325). Charging thirteen vendors at \$25 each will cover this cost.
- UBCFM expansion should occur in a stepwise fashion to allow for adaptive management regarding possible labour shortages, increased waste production, etc. We suggest increasing the number of vendors by 2 to 4 every year as a short-term goal, with annual re-evaluation.

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APPENDIX A

Survey Questions for Vendors

- 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?

APPENDIX B

Table 1: Summary of Results to Vendor survey

Consent	Vendor	Q1	Q2	Q3	Why or why not	Q4	Q5	Q6	Q7	Q8
yes	Windy Acres	y	100%	y		y	garlic perhaps other vegetables	10x30	yes	yes (30\$)
yes	Goat's Pride Dairy at McLennon Creek	n	variable depending on product usually 50% turnover	y		yes (because they do not have many outlets in Point Grey)	Organic goat cheeses and eggs	10X 20	yes	yes
yes	Little Qualicum Cheeseworks	y	100%	n	Maybe the odd week	Other market commitments, yes (if held on Sunday)	cheeses	10x10	yes	yes
yes	Wildseafoods	n	extra product always available	n		Other market commitments, but likely if held from 3-7 pm	price list will follow	10 X 10 tent + 19 cube truck	yes	yes
no	Greenhill Acres	y	0.25 of stock	n		Other market commitments, but likely if held from 3-7 pm	n/a	n/a	n/a	n/a
yes	Goldwing Ostrich Products	y	100%	n	short on labour and too far	yes (if they can swing it the schedule is fine)	Beef chicken and turket	10x10	no	yes
yes	Ambercott Acres	n	n/a	n	already at penticton on Saturday		n/a	n/a	n/a	n/a
yes	Forsbauer Natural Food Farm	y	100%	n	short on labour and already attend 3 markets		n/a	n/a	no	20\$
no	Moonstruck Organic Cheese	y	always have extra stock	n		no (costs and time of travel make it too hard)	n/a	n/a	n/a	n/a
yes	Specialty Mushroom Growers Co-op	y	100%	n	too far, already at Trout Lake	no (No better time because Sundays will be taken up with the new YLFMS on Sundays and weekdays are unattractive to most farmers)	n/a	n/a	n	yes
Totals		30 % not aware	70% aware	20% yes 80% no	38% of 'no' respondents could change if it held on another day					

APPENDIX C

Vendor name	Products Wanted	Owners	Tel:	web site	Product list
Little Qualicum Cheeseworks	Cheese, eggs	Clarke and Nancy Gourlay		www.cheeseworks.ca	cow's milk cheese, fromage frais, cheese curds, free-run chicken eggs if available
Goat's Pride Dairy (formerly McLennan Creek)	Cheese	Peter Dykstra		www.goatspride.com	organic goat milk cheeses: feta, caprabella, capramonte, chevrotina, chevre, blue capri, blue caprina, yogurt, tomme de chevre
Moonstruck Organic Cheese	Cheese	Susan and Julia Grace		www.moonstruckcheese.com	certified organic cheeses made from the milk of our Jersey cows
Ridgecrest Dairies Ltd	Cheese	Dave Verdonk			raw wholemilk cheddar cheese, panir, gouda, parmission
Pasture to Plate	beef, lamb, pork, garlic, dried meat	Jasmin and Felix Schellenberg , Barbara Schellenberg		www.pasture-to-plate.com	frozen grass-fed beef, lamb, pork as well as dried and cured meat products
Forstbauer Natural Food Farm	Meat, eggs, veg.,	Hans and Mary Forstbauer and Family		www.forstbauer.com	eggs, vegetables and fruit including (but not limited to) artichokes, beans, beets, carrots, zucchini, squash - many varieties, corn, peppers, potatoes, blueberries, blackberries, plums, strawberries, raspberries. Frozen beef, blueberry syrup and jam
Goldwing Ostrich Products	meat	Bonnie and Ed Curtis		www.goldwingostrichprod.com	Frozen ostrich and beef, ostrich jerky and pepperoni, ostrich eggs, ostrich oil, oil soap, feather dusters and leather
Greenhill Acres	beef, pork, garlic, squashes	Georges and Janice Uebelhardt		www.greenhillacres.com	Beef, pork, garlic, pumpkins, gourds, potatoes, preserves, pickled veggies, lavender bundles and other lavender home fragrance accessories
Jay Springs Lamb Company	lamb	Chris & Jennifer Cunningham		www.jayspringlamb.ca	lamb - a variety of cuts including whole sides, sausages, roasts and chops (all frozen) Also wool and wool bedding
Iron Maiden Seafoods	Seafood	Gigi Egan		www.wildseafoods.com	rozen at sea salmon, tuna, shrimp, cod, octopus, squid, salmon roe and more vacuum sealed smoked salmon
Specialty Mushroom Growers Co-op (Richmond Specialty Mushroom Farms, Hui's Farm, Francis Mushrooms, Hidden Leaves Mushroom Farm, Mountainview Mushroom Farm)	Mushrooms	Peter Graystone		www.specialtymushroom.net	white button, oyster, portabella, crimini and shitake mushrooms
Ambercott Acres	Dried fruit, crafts	James Duperron and Kaaaly Levan			ried fruit, dried vegetables, herb teas, apricot jam, hats and jewellery
Windy River Acres	garlic	Tim Robertson, Michelle Bodell			garlic - dried and green

APPENDIX D

A list of vendors supplied by Roberta LaQuaglia. These vendors were those which YLFMS could not accommodate.

Business Name	Name	Address	City/Prov	Phone	e-mail
Bella Mushrooms Inc.	Cong Tai Van	3342-232 St.	Langley, BC		
C.M.A. Farms	Stan & Maureen Donhuysen	6685 Sumas Prairie Road	Chilliwack, BC		
Changing Strides Farm	Judith Tjosvold	9436 - 184 St	Surrey, BC		
Dominion Greenhouses	Ronel McHenry				
Dorothy's Farm	Rick		Osoyoos, BC		
Dried Flowers by Judy	Judy De Jager	4655 Community Street	Yarrow, BC		
Evergreen Organics	Shaun Schwartz	404 134 Abbott St	Vancouver BC		
Farm House Natural Cheeses	Deborah		Aggasiz, BC		
Fragrant Flora	Glenn Lewis	RR22 - 3741 Sunshine Coast Hwy	Roberts Creek, BC		
Fresh Off the Boat	Mary Anne Charles	12843 Crescent Rd	South Surrey, BC		
Garden Back to Eden	Michael Allen	42385 Yale Road	Chilliwack, BC		
Katissa Poultry	Chris				
Maggadean Farm Garlic	Deborah Wilson	6002 Bella Vista Road	Vernon, BC		
Nomad Cows	Douglas Goertz & Marlene Freisen	Box 301	Aldergrove BC		
North Arm Farm	Trish Sturdy	1888 Highway 99	Pemberton, BC		
Queen Charlotte Seafoods	John Hunter/ Warren Bente	1144 East 22nd Avenue	Vancouver, BC		
Rey-Nor Organics	Deb Reynolds	RR#1, S 10, C15	Cawston, BC		
Rocky Ridge Farm	Ian Richardson	160 Coell-Jones Road	Mara, BC		
Ross Farms	Sue Ramsay and Doug Ross	18 Mile Squamish Valley Road, Box 482	Brackendale, BC		
Sloping Hill Farm	Bea Graf & Dirk Keller	350 Parker Road	Qualicum Beach		
Smoothstone Bison Co.	Dean & Brun Sawatzky				
Stone Gate Farm	Alain LeBurel	RR#1, Site 26, Compound 14	Oliver, BC		
Stone Gate Farm	Alain LeBurel		Oliver, BC		
Suede hills Organic Farm	Phil and Cindy Levington				
Sun River Organics	Daniela Basile				
The Saskatoon Patch	Clifford & Evelyn Ask	RR-3, S-25, C-4	Oliver, BC		
Thistledown Farms	Anthea Benson	847 Pacific Drive	Delta, BC		
Western Independent Greenhouses	Alfred Kwan	6151 Thorn Avenue	Burnaby, BC		
	John Swadden	3071 Stevens St.	Abbotsford, BC		
	Gail Fort	#312-2559 PArkview Lane	Port Coquitlam, BC		
	Francoise Giovannageli	6-1075 GILFORD ST.	Vancouver, BC		
	Glen Theilin	10127 Gillanders Rd.	Chilliwack, BC		
	Dermoth Wensil	P.O. Box 4187	Yarrow, BC		
	Lynn Bose	16430-64th Ave.	Surrey, BC		
	Piotr Maryniak	1316 Sherman Street	Coquitlam, BC		
	Jason Calvert	1868 West Broadway	Vancouver, BC		
	Donna Haworth	15702 84th Ave	Surrey BC		
	Jane Stanley	312- East 53rd Avenue	Vancouver, BC		
	Bonnie MacGilchrist	27618 56th Avenue	Abbotsford, BC		
	Carmelis Alpine Goat Cheese Artisan	170 Timberline Road	Kelowna, BC		
	Jim Collier	1609 Trans Canada Highway	Lytton, BC		
	Ida Ayers	6182 Brodie Rd	Delta, BC		
	Brian Chalmers				
	Sarah Mackin	2870 31st Avenue	Ladner, BC		
	Manny Sidhu	12494 96 A Avenue	Surrey, BC		
	John van der Dusen	17974 40th Avenue	Surrey, BC		

APPENDIX E

Survey Questions for Consumers

Q1	How often do you visit the UBC Farm Market between June and October?
Q2	Which of the following do you consider yourself to be *Check all that apply*?
Q3	Please indicate how interested you would be to purchase:
Q4	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?
Q5	Please rate each of the following factors on how important they are when shopping at a farmer's market.
Q6	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?
Q7	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: *Please check all that may apply*
Q8	Would you be interested in attending activities at the UBC Farm Market, such as barbeques, face painting, etc on a regular basis?

APPENDIX F

Summary of Total Survey Results

Q1	% response	# Responses/Total
Frequently (attending more than two markets per month)	14.8%	80/540
Occasionally (attending one or two markets per month)	20.9%	113/540
Infrequently (attending five or less markets per annual Market season [Jun-Oct])	47.4%	256/540
Other (please specify)	16.9%	91/540

Q2	% response	# Responses/Total responses
UBC undergraduates	37.8%	204/540
UBC graduates	12.8%	69/540
UBC staff	13.3%	72/540
UBC faculty or instructor	6.3%	34/540
UBC alumni	15.4%	83/540
University residents	14.8%	80/540
UBC indirect-affiliates	18.0%	97/540
other	7.2%	39/540

Q3	Not Interested	# Responses/Total responses	Mildly Interested	# Responses/Total responses	Somewhat Interested	# Responses/Total responses	Very Interested	# Responses/Total responses	N/A	# Responses/Total responses
Produce	0.76%	4/528	0.95%	5/528	7.95%	42/528	89.96%	475/528	0.38%	2/528
Meat (beef, chicken, etc)	27.44%	138/503	19.28%	97/503	22.27%	112/503	28.43%	143/503	2.58%	13/503
Seafood	32.40%	162/500	23.20%	116/500	19.60%	98/500	22.80%	114/500	2.00%	10/500
Cheese	10.36%	54/521	11.71%	61/521	31.67%	165/521	45.30%	236/521	0.96%	5/521
Baked goods	10.94%	56/512	23.24%	119/512	33.40%	171/512	32.03%	164/512	0.39%	2/512
Prepared food (jams, sauces, ready-to-eat food, etc)	10.02%	51/509	25.74%	131/509	35.17%	179/509	28.68%	146/509	0.39%	2/509
Crafts (jewellery, pottery, card)	26.51%	132/498	34.34%	171/498	26.71%	133/498	12.05%	60/498	0.40%	2/498
Services (coffee, smoothies, massage, etc)	23.90%	120/502	28.88%	145/502	28.09%	141/502	18.92%	95/502	0.20%	1/502

Q5	# Responses/Total responses		# Responses/Total responses		# Responses/Total responses		# Responses/Total responses		# Responses/Total responses	
	Not Important		Somewhat Important		Very Important		Extremely Important		N/A	
Convenience	5.24%	27/515	39.61%	204/515	36.89%	190/515	17.67%	91/515	0.58%	3/515
Quality/Freshness	0.00%	0/524	0.95%	5/524	25.38%	133/524	73.47%	385/524	0.19%	1/524
Unusual/diverse varieties	8.08%	42/520	40.38%	210/520	34.81%	181/520	16.15%	84/520	0.58%	3/520
Quantity from which to choose	6.54%	34/520	41.92%	218/520	35.77%	186/520	15.38%	80/520	0.38%	2/520
Price	2.30%	12/521	42.42%	221/521	36.47%	190/521	18.62%	97/521	0.19%	1/521
In season	2.30%	12/522	21.26%	111/522	39.66%	207/522	36.21%	189/522	0.57%	3/522
Grown at the UBC Farm	9.92%	52/524	42.75%	224/524	27.86%	146/524	19.47%	102/524	0.00%	0/524
Grown in the Lower Mainland	4.04%	21/520	21.54%	112/520	43.85%	228/520	30.38%	158/520	0.19%	1/520
Grown in BC	2.50%	13/519	17.73%	92/519	35.65%	185/519	44.12%	229/519	0.00%	0/519
Free of pesticide residues	1.91%	10/523	13.58%	71/523	28.49%	149/523	55.45%	290/523	0.57%	3/523
Free of genetic modification	6.14%	32/521	16.31%	85/521	19.77%	103/521	57.20%	298/521	0.58%	3/521
Has organic certification	19.27%	100/519	45.09%	234/519	21.39%	111/519	13.87%	72/519	0.39%	2/519

	Yes	# Responses/Total responses	No	# Responses/Total responses	N/A	# Responses/Total responses
Q4	80.3%	428/533	9.4%	50/533	4.7%	25/533
Q6	81.9%	431/526	14.6%	77/526	3.4%	18/526
Q8	49.2%	258/524	44.8%	235/524	5.9%	31/524

	Monday: 3pm-7pm	Tuesday: 3pm-7pm	Wednesday: 3pm-7pm	Thursday: 3pm-7pm	Friday: 3pm-7pm	Sunday: 9am-2pm	Other (specify)
Q7	33.3%	29.1%	36.2%	36.4%	43.4%	68.4%	8.7%
# Responses/Total responses	173/519	151/519	188/519	189/519	225/519	355/519	45/519

APPENDIX G

From: Murray Isman [REDACTED]
Date: Apr 12, 2007 3:34 PM
Subject: Re: Dean Permission for Expansion of the UBC Farm Market
To: Margaret gove [REDACTED]

Margaret: Sorry for your delay in responding to your previous message. To the extent that you are requesting my permission for the purposes of your AGSC 450 report, I certainly concur in principle. I say this because any actual expansion would require approval by Mark Bomford before any real action could take place, and in my brief exchange with him we agreed that issues of liability, safety, image, etc. need be fully explored. Both he and I certainly value the legwork you and your team have made toward that end. I think you can take this as my conditional permission.

Very best,

Murray

*Murray B. Isman, Dean
*and Professor (*Entomology/Toxicology)

[REDACTED]
[REDACTED]
2357 Main Mall, Suite 248 [REDACTED]
Vancouver, BC, Canada V6T 1Z4 www.landfood.ubc.ca

At 09:46 PM 11/04/2007, you wrote:

April 11, 2007

Hello Dr. Isman,
I am writing to request an email verification of your conditional permission to expand the UBC Farm Market, as discussed previously. We would like to utilize your permission and segments of our discussion within our final report. As tomorrow is the final day of classes, your timely response will be much appreciated.

Thank you very much for your insightful words and for your time. It was a pleasure to meet you.

Kind Regards,

Margaret Bloomquist & Jason Gray

On 4/5/07, Mark Bomford <[REDACTED]@[REDACTED].ca> wrote:

Hi Margaret,

This confirms that the staff and I at CSFS - UBC Farm are interested in expanding the number and variety of vendors at our Saturday markets to include third-party vendors.

Students in AGSC 450 have been tasked as a problem scenario to investigate the feasibility of such a desired expansion. In addition to operational considerations, the feasibility assessment includes consideration of potential regulatory and legal implications at both the UBC level and with government regulations.

Though we have a strong interest in growing the market and allowing more people to benefit from the farm, at this stage any expansion that would have regulatory implications must be considered carefully. If the AGSC 450 study comes to the conclusion that this expansion would have a net benefit to the UBC Farm, then a proposal would be reviewed by the farm advisory committee before being put into operation.

Mark

--
Mark Bomford
Program Coordinator
Centre for Sustainable Food Systems at UBC Farm

[REDACTED]
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