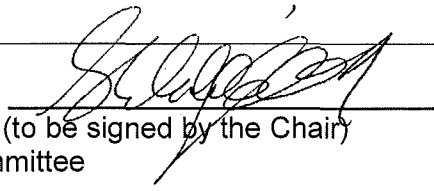




Hamilton

CITIZEN COMMITTEE REPORT

To:	Board of Health Chair and Members
From:	Name of Chair: Sarah Wakefield Name of Advisory Committee:  Community Food Security Stakeholder Committee (to be signed by the Chair)
Date:	September 26, 2011
Re:	Farmers' Market White Paper

Recommendations:

1. That the Board of Health receive the Farmers' Market White Paper for information.
2. That the issue of developing a Farmers' Market Policy be referred to the planning department using this White Paper as a starting point.

Background:

The Community Food Security Stakeholder Committee (CFSSC) aims to help develop local food infrastructure and procurement. Some of the actions to meet this goal involve exploring models for a local food distribution initiative (LFDI), consulting with key stakeholders (e.g., local farmers, city staff, food retailers and distributors, restaurateurs, and community and emergency food providers) about LFDI models, and planning for increased access to local food in Hamilton.

As one way to meet this goal, committee members identified the need for a comprehensive policy in the City of Hamilton that would allow farmers to set up a stand or market on city property, and to sell their local product directly to residents.

Members of the CFSSC Policy Sub-Committee obtained funding for a research team to produce a White Paper through the Public Health Chronic Disease Prevention Program Budget. Two researchers worked under the direction of the CFSSC Policy Sub-Committee from January to March, 2011. They produced the White Paper, titled Farmers' Markets in Hamilton, Meeting Vendors' and Customers' Needs (Appendix A). This White Paper includes a literature review of the benefits of farmers' markets; policy facilitators and obstacles; Canadian municipal farm market policies; an

SUBJECT: Farmers' Market White Paper (City Wide) - Page 2 of 3

inventory of the nine local farmers' markets in Hamilton; and consultations from a variety of stakeholders who contributed to the recommendations through on-line surveys, focus groups and outreach at food and agriculture conferences

Analysis/Rationale:

Farmers' Markets are an integral part of a healthy food system. They provide access to fresh, high quality, nutritious food. Currently, Hamilton's farmers' markets operate on an ad-hoc basis without consistent policy direction or support. The Farmers' Market White Paper (Appendix A) explored this issue in more detail, consulting with local farmers' market stakeholders and looking at best practices in other jurisdictions. Our findings suggest that:

1. Hamilton needs a barrier-free farmers' market policy
 - A policy that is clear and easy to understand for customers, managers and vendors.
 - A policy that is comprehensive, supporting new and existing markets, and recognizing the diversity of both customers and vendors.
 - A policy that is user-friendly, removing unnecessary costs and red tape, and makes farmers' markets accessible to all Hamiltonians.
2. A clear, comprehensive and user-friendly policy that supports a variety of farmers' markets will have a positive economic impact on the entire community.
 - Every dollar spent in farmers' markets stays and circulates in the local economy for longer than a dollar spent in conventional retail stores.
 - Sixty per cent of people who shop at farmers' markets will also shop at surrounding retail stores.
 - Farmers' markets provide revenue for local farmers and support rural economic development.
 - Other economic benefits of farmers' markets include increased tourism and travel into the community, and improved quality of life for community members.
3. Hamilton's lack of a (comprehensive) farmers' market policy is out of touch with community needs.
 - Currently, barriers exist which prevent residents and tourists from accessing farmers' markets in Hamilton. These barriers include limited parking availability and transit options, paid parking, hours of operation and lack of promotion.
 - Other barriers also prevent vendors from participating in farmers' markets, none more significant than unnecessary costs and red tape in areas such as licensing and zoning.
 - Existing legislation and red tape does not support the needs of farmers' markets and interferes with farmers' market expansion and growth.

Based on the results of the White Paper, the Community Food Security Stakeholder Committee has six recommendations for a comprehensive farmers' market policy in Hamilton:

SUBJECT: Farmers' Market White Paper (City Wide) - Page 3 of 3

- A comprehensive farmers' market policy should be developed in consultation and collaboration with community partners;
- The policy should allow farmers' markets to run like not-for-profits, with supportive infrastructure that is either low-cost or rent-free;
- Each farmers' market must have a governing structure that includes farmers in the decision-making process;
- Farmers' market accessibility and affordability need to be improved through increased transit options and reduced parking fees, for example;
- There should be a single point of contact to help streamline information and support the ongoing operation of farmers' markets;
- And finally, a comprehensive policy will have a strong promotional aspect, including the creation of a local brand (i.e. Hamilton Local) and online presence to increase public awareness and facilitate a collaborative network across markets.

Implementing a farmers' market policy is a first step towards achieving food security in Hamilton. By following up on the findings of this White Paper, the Board of Health will be showing leadership in moving Hamilton "towards being a place where all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes self-reliance and social justice."

**Citizen Committee Report
on
Farmers' Market White Paper
from the
Community Food Security
Stakeholder Committee**

Recommendations

- 1. That the Board of Health receive the Farmer's Market White Paper for information.**
- 2. That the issue of developing a Farmers' Market Policy be referred to the planning department for further study, using the White Paper as a starting point.**

Background

- **Need was identified in 2009-2010 for a comprehensive policy in the City of Hamilton that would allow farmers to set up a stand or market on city property and to sell their local product directly to residents**
- **White Paper was produced in 2011 with input from the literature and community.**

White Paper Findings

- **Hamilton needs a barrier free farmers' market policy.**
- **A clear, comprehensive and user-friendly policy, that supports a variety of farmers' markets, will have a positive economic impact on the entire community.**
- **Hamilton's lack of a farmers' market policy is out of touch with community needs.**

Six Recommendations

- 1. A comprehensive farmers' market policy should be developed in consultation and collaboration with community partners.**
- 2. The policy should allow farmers' markets to run like not-for-profits, with supportive infrastructure that is either low cost or rent free.**

Six Recommendations

- 3. Each farmers' market must have a governing structure that includes farmers in the decision making process.**
- 4. Farmers' market accessibility and affordability need to be improved through increased transit options and reduced parking fees.**

Six Recommendations

- 5. There should be a single point of contact to help streamline information and support the ongoing operation of farmers' markets.**
- 6. A comprehensive policy will have a strong promotional aspect, including the creation of a local brand and online presence to increase public awareness and facilitate a collaborative network across markets.**

Policy is one step towards food security in Hamilton

By following up on the findings of this White Paper, the Board of Health will be showing leadership in moving Hamilton:

“towards being a place where all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes self-reliance and social justice.”

Farmers' Markets in Hamilton Meeting Vendors' and Customers' Needs



**City of Hamilton Community Food Security
Stakeholder Committee - Policy Sub-committee
March 31, 2011**

Table of Contents

TABLE OF CONTENTS	2
ACKNOWLEDGEMENTS	3
EXECUTIVE SUMMARY	4
SETTING THE CONTEXT	6
LITERATURE REVIEW	9
METHODOLOGY	20
RESULTS	23
POLICY RECOMMENDATIONS TO CONSIDER FOR HAMILTON	75

Acknowledgements

Thanks to all who participated in the study for your time and assistance. We are especially grateful to all of the farmers' market managers for the extra time and effort they contributed towards this research. City staff were also extremely supportive and offered their expertise and resources without hesitation. We appreciated the hospitality of the neighbourhood hubs at their monthly meetings. We would also like to extend particular thanks to:

- Anne Freeman and Carole Ferrari of the Greenbelt Farmers' Market Network for allowing the research team to participate in the Greenbelt Farmers' Market Networking Room at the *Guelph Organic Conference*.
- Karen Burson of Eat Local Hamilton for offering the research team a table at the *Hammering Out a Food Policy: Preparing the Ground* conference on February 10th, 2011 and for assisting with extra outreach.

Executive Summary

In January 2011, the Hamilton Community Food Security Stakeholder Committee engaged two research coordinators to explore the needs, issues, and interests of farmers' markets in Hamilton and to collect examples of other municipal farmers' market policies with the goal of creating a white paper for further review by the City of Hamilton

A brief literature review established common definitions, benefits and challenges of farmers' markets in general and offered some insight into the potential for municipal policies to be supportive of farmers' markets. The literature identified municipal policy and regulatory barriers that impact access and food safety, economic and management success of markets, and impose prohibitive fees. A number of farmers' market policies from other jurisdictions were studied to suggest possible future directions for policy in Hamilton. They cross a spectrum from market guidelines for individual markets operated by municipalities to policies that address multiple farmers' markets within a city.

An inventory of farmers' markets in Hamilton was developed from online directories. The researchers consulted a variety of stakeholders including farmers' market managers, vendors, customers, city staff, and neighbourhood hub representatives. On-line surveys, focus groups, and outreach at food and agriculture conferences were used to collect data that was consolidated and coded using Survey Monkey and Microsoft Excel.

Findings from 58 customer, 14 vendor, 9 manager and 27 city staff respondents found that the most frequented farmers' markets were the Downtown and Dundas farmers' markets while Binbrook was least known and frequented. The availability of fresh foods, support for local farmers and producers and the availability of local foods were the most important reasons for customers to attend farmers' markets. Customers perceived limited parking and hours of operation as challenges. Markets could be improved or better supported by the City of Hamilton with improved promotions, increased support for local food and agriculture, longer hours and more markets, greater transparency around local and organic vendors, improved vendor mix, better parking access and decreased red tape.

SUBJECT: Farmers' Market White Paper (City Wide) - Page 5 of 84

Farmers' market manager respondents identified increased vendors, customers, financial sustainability, promotion of local produce, intergenerational mingling, and visibility of market locations as their vision for farmers' markets. Barriers to farmers' markets included signage, promotions, costly rent, infrastructure, local food and organic transparency, and city support was seen as one way to overcome these barriers.

Vendor respondents attended one to four farmers' markets in Hamilton; only four respondents wished to attend more while several others were considering scaling back their market participation if sales did not improve. They associated good location, management, involvement of vendors in decision-making, a good customer base and general atmosphere of community with successful farmers' markets. City staff had similar views to customers but were also concerned with food safety and unnecessary spending.

Meetings with neighbourhood hubs identified red tape and liability; transportation and physical access; adequate selection; and economic viability as barriers to establishing farmers' markets and food access programs in their communities. A focus group with senior city staff and councillors identified several policies that impact farmers' markets including the Hamilton Farmers Market By-law, Municipal Parking Policies, Signage By-Law, Business Licensing, Zoning and any fees associated with these policies. Input from two conferences re-emphasized the importance of promotions and supporting local food and farming by increasing parking easements and infrastructural support.

White paper recommendations for a Hamilton Farmers' Market Policy include recognizing the public benefits of farmers' markets; supporting a diversity of markets; planning for potential farmers' markets; consulting with community stakeholders; collaborating across sectors and departments; streamlining communication with a single point of contact; reconsidering rent and infrastructure; considering parking easements and transit solutions; and encouraging communication between farmers' markets.

Setting the Context

The impetus for this research emerged from the *Hamilton Community Food Security Stakeholders' Committee* (CFSSC). The CFSSC includes representatives from the agricultural community, local environment groups, volunteer groups, universities, food industry, health care, community members, and City of Hamilton representatives from Council, Public Health, Community Services, and Planning and Economic Development.

The mandate of the CFSSC is to move Hamilton towards being a place where all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes self-reliance and social justice.

While the City of Hamilton has a by-law that addresses the management of the Hamilton Downtown Farmers' Market (By-law 10-209), the development of 7 new farmers' markets in the municipality since 2008 led to the question: "How can the City of Hamilton best support a diversity of farmers' markets across departments and jurisdictions?"

In order to address this question, the CFSSC decided that it first needed to identify the needs, issues and interests of farmers' markets in Hamilton. An initial scan of other municipal by-laws and zoning issues was conducted by the planning department after which funding was secured by Hamilton Public Health Services to hire two research coordinators to conduct research from January 2011 to March 2011.

Research Team

The CFSSC policy subcommittee that conducted this research is comprised of

- Chris Krucker, owner and operator of Manoron Farm and initiator of several Hamilton markets;
- Christine Senson, Health Promotion Specialist, Public Health Services;
- Elizabeth Shaver-Heeney, Public Health Nutritionist, Public Health Services;
- Robert Clackett, Planner, Zoning By-law Reform Section, Strategic Services/Special Projects Division, Planning and Economic Development Department;
- Susan Coverdale, Business Development Consultant, Economic Development and Real Estate Division;
- Vicki Edwards, Public Health Nutritionist, Public Health Services

The subcommittee contracted two research coordinators to conduct the bulk of the research. The two consultants were:

Angela Beppe— Angela completed her Bachelor in Urban and Regional Planning from Ryerson University in April 2010. Her projects included "Cultivating Rural Creativity" for Prince Edward County, which dealt with agriculture-supportive Economic and Cultural Development, as well as experiences with public engagement and policy analysis.

Carolyn Young—Carolyn completed her Masters in Environmental Studies in September 2009 with a specific focus on the political challenges and opportunities of farmers' markets in Toronto. She has continued to support the Toronto and Greenbelt Farmers' Market Networks in their ongoing efforts to improve communication with city departments as well as transparency and inclusion at markets.

Research Objectives

1. To explore the needs, issues, and interests of farmers' markets in Hamilton to determine the need for and possible structure of a municipal policy.
2. To conduct a scan of municipal policies related to farmers' markets in Canada and elsewhere.
3. To collect names of participants interested in forming a group of staff and community members for future policy development and consultation.

Literature Review

Benefits of Farmers' Markets

There is substantial evidence that farmer's markets are important economic sources for farmers. They are also important economic drivers for regional economies that have strong ties to agriculture (Hamilton, 2006). The literature shows that farmers' markets have a high economic multiplier effect on their surroundings: That is, a dollar spent at farmers' markets stays and circulates in the local economy for longer than a dollar spent in a supermarket (Econsult Corporation, 2007). In addition:

- Farmers' markets are important sources of income for farmers. Dr. Neil Hamilton writes:

For some farmers they are a minor source of income, but an important form of social connection to the local community. For a significant number of producers, the markets may reflect an important source of income to supplement other farm income or provide a farm-based addition to a primary non-farm occupation. For a smaller but significant number of families, farmers' markets represent both a major source of income and the primary or sole source of farm income. (Hamilton, 2006; p.4)

- Farmers' markets have direct economic impacts on surrounding businesses. A 2002 study of 800 customers at a variety of farmers' markets across the United States found that 60% shopped at surrounding stores on market days. Of those, 60% said that they *only* shopped at those businesses during farmers' market visits. (Project for Public Spaces, 2002)
- A study commissioned by the Project for Public Spaces identifies expanded consumption options, increased tourism and travel, improved quality of life, and "enhanced image" as additional qualitative benefits of markets to the local

society and economy (Econsult Corporation, 2007).

- "Farmers' markets contribute to a greater reliance on locally-based food systems and benefit local and regional economies [and]... strengthen food security through citizen engagement and support sound food system strategies as well as bring people together for sharing and celebration" (City of Vancouver, 2010; p. 12)
- The Greenbelt Farmer's Market Network 2010 Shopper Study found that perceived benefits of farmers' markets not only included access to fresh local food as a benefit, but also cited direct revenue to farmers, rural economic development, and the building of social and community ties, as perceived benefits of farmers' markets by shoppers. (2010)

The benefits of farmers' markets are numerous. However, to understand the real impact that farmers' markets can have in their communities, it is important to recognize their relation to other important factors in the economy and community. For example, the Shoppers Study by the Greenbelt Farmers' Market Network found that many shoppers at farmers' markets "are seeking out and buying local food well beyond supermarkets" including purchasing from on-farm and pick-your-own markets, as well as through Community Shared Agriculture programs (CSAs). As well, the study found that shoppers spent an average of around \$40.10 during weekly market visits, which represents almost half of the average weekly shopping budget of Ontario citizens (approximately \$86.97 per week according to Statistics Canada). Finally, the study also found that spending increased the longer customers had been shopping at farmers' markets. These three factors suggest that over time, the economic impacts of farmers' markets, both independently and in relation to other local food marketing initiatives, will increase substantially.

Policy Recommendations from Literature

Literature from academia, governmental and non-governmental sources was analyzed to establish how other jurisdictions and organizations approach farmers' market regulation from a policy perspective

Farmers' markets pose unique challenges from a policy perspective. There are spatial, parking, energy, environmental, social and economic considerations for any commercial enterprise. However, qualities of farmers' markets such as their outdoor and public locations; their ability to service both public and private goals; and their temporary and seasonal nature distinguish them from the more traditional "bricks-and-mortar" commercial enterprises.

In his research for Project for Public Spaces and the W.K. Kellogg Foundation, Dr. Neil Hammond identified five policy and regulatory obstacles to farmers' markets:

- Access to dependable and desirable space to hold markets;
- Freedom and flexibility to design and operate markets to meet farmer and consumer needs;
- Food safety and health regulation issues restricting the types of products and methods of marketing available;
- Lack of funding to staff, promote and advertise the markets; and
- Expanding the number and type of consumers being served by markets (2006; p.5)

As well, the regulations that municipalities and provinces have developed over time have critical impacts on farmers' markets. The costs for both individual vendors and markets as a whole have substantial implications for the economic viability of farmers' markets. In its efforts to create a city-wide farmers' market policy, the City of Vancouver found that "fees can drive up the cost of food prices, deter vendors from

participating and discourage market groups from setting up markets in the City."
(2010; p.7)

Finally, there are obstacles to the success of farmers' markets that do not come from policy barriers, but that municipal policies can mitigate. In their own research, Stevenson et al (2007) identified five reasons why markets fail:

1. Their small size
2. Lack of products or vendors (in terms of variation as well as volume)
3. Lack of administrative revenue
4. Low-paid or volunteer managers
5. High manager turnover

Stevenson et al. also pointed to the particular vulnerability of newer farmers' markets. They found that farmers' markets were more prone to failure within their first four years compared with longer established markets.

These obstacles suggest how municipalities can take part in ensuring that markets succeed by stepping in and providing the resources that a small or start-up market cannot marshal. In addition to financial resources (or relief from financial burdens), municipalities can support market incubation through the following: knowledge extension, additional management assistance, succession planning assistance, additional personnel, and other non-financial resources which can ensure the successful long-term management of farmers' markets. The recommendations by Stevenson et al to plan new markets carefully and pursue financial support from the community to ensure viability reinforce the significant impact municipalities can have on the long-term success of farmers' markets.

The importance of developing land-use policies for farmers' markets was also highlighted in the literature. "Establishing Land Use Protections for Farmers' Markets" identifies three benefits of adopting land-use policies for farmers' markets:

1. Increasing and protecting farmers' markets by removing barriers;

2. Optimizing location; and
3. Increasing access for low-income customers

It also presents ways that these benefits can be accomplished through policy change, such as by streamlining the permitting process, hosting markets on City-owned land, subsidizing purchases for low-income residents, and partnering with schools and other local organizations such as universities and hospitals. The document encourages planners to identify potential farmers' market sites whether on public, institutional (hospitals and schools) and/or private land, to adopt zoning regulations that establish farmers' markets as a permitted use in appropriate locations, and to locate farmers' markets on sites that have pedestrian, bike and public transit access as well as sufficient off-street parking.

To accomplish these objectives through land-use policies, it is necessary to have Official Plans and zoning by-laws that recognize farmers' markets, either as a discrete use, or appropriately classed with other uses that have similar characteristics. To help to accomplish this, the National Policy and Legal Analysis Network (NPLAN) and the Public Health Law and Policy (PHLP) provide model language for zoning and comprehensive plan (or Official Plan in Ontario) language for developing supportive land-use planning policies for farmers' markets.

As previously noted, Dr. Hamilton's research highlights policy obstacles to farmers' markets. His research also provides some key observations for local level policies, such as the following:

- Operational questions governing the rules and procedures for farmers' markets need to be clarified. This covers location, logistics, timing, and other factors the coordination of which is essential to successful operation.
- The input of vendors, market managers, and other stakeholders is critical when developing policies that will provide the legal authority to vendors and markets to operate.

- Affirmative action to develop market networks and funding mechanisms is one of the key ways that municipalities can support farmers' markets.
- In order to maximize health and food safety, it is essential not only to communicate standards of safety, but also the method that these standards will be inspected. (2005)

Examples of Municipal Farmers' Market Policies

From an initial scan of available resources, a large number of farmers' market policies from around North America were found. Many of these policies are "internal," meaning they are produced by boards, management bodies, BIAs, or other organizations responsible for setting up and managing farmers' markets (internal being the language used by Neil Hamilton in his 2006 Farmers' Market Policy Inventory).

There are few Canadian examples of citywide policies that detail general municipal approaches to governing and supporting farmers' markets; however, what policies or resources that are available provide valuable guidance in integrating policy directions from the perspective of municipalities and third parties such as academia and planning organizations.

Certain trends emerge from studying both internal and external policies, and suggest specific areas of focus for any future policy development. These areas relate to what may and may not be sold at each market, the season and time periods of operation for each market, guidelines for vendor acceptance and attendance at the market, and governance over the market. However, there are many variations between markets. For example, certain markets limit vending to agricultural products (processed or otherwise), while others allow the sale of crafts and even antiques. While these differences in characteristics provide examples for future policy decisions, they do not address the focus on "needs, interests and issues" identified by the CFSSC for this project.

The City of Ottawa Zoning By-Law 2008-250, Kingston Ontario BY-LAW NO. 2006-118, and St. Catharines By-law Revisions to Market Square 94-100, were by-laws identified by the researchers as pertinent by-laws to consider for this analysis. As well, policies from the City of Vancouver and the Province of Alberta provide valuable guidance. In addition, the American Planning Association (APA) and the NPLAN have published useful guidelines for integrating food systems language and policies into planning, which is very important to the farmers' market policy development goals.

City of Ottawa, Ontario

The City of Ottawa zoning by-law provides an example of including farmers' markets as an "as of right" use in their zoning by-law. In the Ottawa by-law, farmers' markets are permitted in two zones: The General Mixed use zone, sub-zone GM22, where a market is limited to a gross floor area and outside space of 3,720 m²; and The Rural Institutional zone, where farmers' markets are considered to be retail food stores under the definition, included in the same category as a "supermarket, butcher shop, bakery shop, produce outlet, [or] delicatessen" (2008, p10s 188(22) & p13s223 (1(d))).

Other efforts of the City of Ottawa demonstrate the City's support of farmers' markets as well. These efforts to make permanent the Ottawa Farmers' Market Pilot Project include making space for a permanent market by including market needs in the redesign of Lansdowne Parke to accommodate both a year-round and seasonal market, as well as improved governance through "[a] more formalized reporting structure be established between the Ottawa Farmers' Market and the City," which includes direct leasing of the property to the market by the city

(http://www.ottawa.ca/residents/public_consult/lansdowne_partnership/farmers_market.pdf).

Another effort the City of Ottawa made to support the Ottawa Farmers' Market, was to only gradually increase rents from a subsidized to a self-sustaining market value amount. This process involves increasing the rent from the subsidized rate by five

percent per year until the amount reflects true market value (City of Ottawa Extract of Draft Minutes April 22, 2010).

The Ottawa example illustrates the need to include farmers' markets "as-of-right" in zoning by-laws and other municipal plans because it "eliminates the need for a permit and increases the land available for markets [and]...can also help to protect existing markets in the allowed use area" (NPLAN, 2009; p.3). As well, greater oversight and governance over farmers' markets is essential to ensure that consistent treatment and support of markets is maintained.

St. Catharines, Ontario

One strategy that a City can use to support farmers' markets is to have one person hired by the city in part to deal with communications regarding farmers' markets. St. Catharine by-law outlines the responsibilities of a city-based clerk of markets. In this case, the "Director of Economic Development and Tourism Services Department" is named responsible for market operations.

While this case may not be suitable for the purposes of the City of Hamilton, it nonetheless provides a good example of the direction that such a key person could offer in terms of general management. In St. Catharines, the location of this role in the Economic Development and Tourism Department offers added benefits by connecting economic development and tourism to the long-term sustainability of the farmers' market.

City of Kingston, Ontario

The City of Kingston by-law pertains predominantly to the organization and governance of vendors and the market as a whole. For example, it gives guidelines for the roles and selection of a farmers' market Jury, which is tasked with approval of vendors, evaluating vendor products, and carrying out the making and dissolving of vendor leases. While the document provides a useful template for the organization of any future policy, at this time it does not suggest any new issues or policy directions

for this process. However, for future reference, it does provide detailed market design guidelines that could be valuable during policy development.

City of Vancouver, British Columbia

The example of Vancouver is an ideal one, because it details a number of different aspects of policy development in the city, as well as providing a detailed background of the process that was undertaken while formulating the policy. The City of Vancouver focused on using parking lots, easing and coordinating fees, and creating a faster and more integrated process for approving farmers' markets, as key issues to address in its city-wide farmers' market policy.

Parking lots are important because of their relative accessibility compared to parks and easements, and also because of the relative efficiency of servicing the traffic and parking needs of farmers' markets. To address traffic and parking issues, the city made provisions with Engineering services to provide "special notification signage" at their cost, and to undertake placement and removal of signage at the beginning and end of each market season. Due to issues of safe parking and traffic flow, it was decided that city staff would work with farmers' markets to adequately assess locations where reasonable on-street parking can be provided and signs installed to secure parking for market vendors.

In the Vancouver case, there were concerns with the high cost of fees associated with obtaining the necessary permits to operate a farmers' market. These fees included special event approval letter fees, special event market permit fees, electrical permit fees, tent fees and street closure fees. As well, proponents wishing to operate on lands other than streets or parkland would be required to obtain a development permit and a business license. In cases where temporary shelters or new permanent structures were needed for market operation, requisite building permits were also required, representing a 4-6 week time constraint as well as associated permitting fees.

The prohibitive costs were assessed by various city departments, all of which concluded that the respective fees were neither fair nor representative of the relatively minor impacts and operations of farmers' markets relative to typical commercial enterprises. Farmers' markets were re-classified, and compared more fairly with daycares, cultural facilities, and "social service centres where the applicant is an incorporated non-profit society." This re-classification created a significant cost savings for farmers' markets. See table 1 for details.

Table 1 Comparison of old and new fee structures for different zones of land (Vancouver) (DE: Development, BU: Building, EP: Electrical Permits, BL: Business License, ENG: Engineering)

Samples:		
Zoned Lands		
Streets and Sidewalks		
Parks		
Note - If there is a combination of two of the locations there may be a combination of fees.		

As well as the over-arching directions that the City of Vancouver is pursuing, the City has also released guidelines for farmers' markets that should provide valuable guidance in developing similar policies in Hamilton.

Alberta Approved Farmers' Market Guidelines - Best Practices for Farmers' Market Operations

The Alberta Approved Farmers' Market Program regulates all markets in the Province of Alberta. The Best Practices for Farmers' Market Operations provides a detailed template for establishing the operations and management provisions of markets from business planning, to education of customers, vendors, and managers, to food production, to "Greening the market" according to acceptable environmental practices, and many other categories (2009).

Internal Farmers' Market Rules

Internal Farmers' Market Rules refer to the rules and regulations established by farmers' market managers and administration. While it is important that a Farmers' Market Policy for Hamilton is not overly prescriptive, and while different markets will require individual regulations appropriate to their location, vendor mix, and other categories, it is nonetheless valuable to consider some of the trends that internal rules suggest. The internal farmers' market policies used as examples for the following trends are Market on Broadway in Orangeville, Ottawa Street Market in Hamilton, Downtown Georgetown Farmers' Market, Burlington Mall Farmers' Market, and the Newmarket Main Street Farmers' Market. These trends include product and vendor mix, market frequency, parking, and loading and unloading requirements.

Product and Vendor Mix

Many markets hold to a 70% producer rule, where at least 70% of the agricultural product must be grown by the vendor. In some cases, this 70% can include product not directly grown by the vendor if it is grown by a relative or neighbour of the vendor, or if it is grown within a certain distance of the vendor's farm (such as at the Market on Broadway in Orangeville, Ontario). More stringent production requirements exist as well. For example, the Ottawa Street market in Hamilton requires that vendors or product come from within 100 Kilometers of the market. In this case, 75% of the product a vendor sells must be their own, and 25% can be grown by a relative,

neighbour farmer, or member of an approved association, and is subject to the same 100 Kilometer restriction.

Market Frequency and Time

Internal regulations often detail the frequency of markets and the time of day in which they take place. Because time of day of markets is typically permitted or determined either by municipalities, BIAs, or property owners, there is a potential for some conflict between establishing new hours according to customer desires (such as later times during the week, or with greater frequency).

Parking, Loading and Unloading

Parking parameters are usually detailed in internal regulations, and include limitations on the number or size of parking spaces permitted for vendors. This seems to be included in relation to loading and unloading requirements, which detail the time frames that market set-up and takedown can occur. They also detail the safety and liability concerns of the site, limiting the movement of vehicles when customers are likely to be present, and detailing penalties for non-compliance.

Methodology

Data Collection

Farmers' Market Inventory

Farmers' markets in Hamilton were identified and their contacts established by consulting on-line directories created by Friends of the Greenbelt Foundation (www.greenbeltfresh.ca), Farmers' Markets Ontario (www.farmersmarketsontario.com), Hamilton Eat Local (www.environmenthamilton.org/food/) and individual farmers' market websites. These websites and the individual market websites provided information on the hours, location, number of vendors and date of establishment of most farmers' markets in Hamilton.

Stakeholders

The research team identified various stakeholders to be consulted. The stakeholders were:

- Farmers' Market Managers and Management Associates
- Farmers' Market Vendors and Stallholders
- Farmers' Market Customers
- City Staff and Councillors
- BIA representatives
- Neighbourhood Hubs

Neighbourhood Hubs were consulted regarding the potential of farmers' markets to meet food access and security needs in their neighbourhoods with the recognition that the potential for more farmers' markets in new areas would need to be considered in a Hamilton Farmers' Market Policy.

Surveys

Online surveys were created using Survey Monkey and were distributed to vendors and customers through market managers and to city staff through department heads and contacts of the subcommittee. Each survey was tailored to the needs, issues and interests of the different stakeholders. The research team made follow-up phone calls to each farmers' market manager every other week for 5 weeks following the survey distribution. Surveys were first distributed to market managers on February 7th and a deadline was set for March 14th. Customer surveys were also promoted to participants of the *Hammering Out a Food Policy: Preparing the Ground* conference held March 10th and through the Hamilton Eat Local list-serve in order to reach an audience that is particularly engaged in farmers' markets and food policy. Outreach was also done through market websites and through the CFSSC contacts.

Conferences

During the research timeline, opportunities arose to interact with farmer vendors, other Ontario market managers and customers. The research team attended the *Greenbelt*

Farmers' Market Networking Room at the Guelph Organic Conference on January 26-27th and Hammering Out a Food Policy: Preparing the Ground on February 10th, 2011.

The objectives were to collect broader and comparative opinions on the purpose, advantages and disadvantages of farmers' market municipal policies.

Focus Groups

Three types of focus groups were used to collect more in-depth information to enrich the data collected from surveys.

- 1) **Neighbourhood Hubs**—a member of the research team attended three separate neighbourhood monthly meetings to investigate the need for and interest in a farmers' market in their neighbourhood.
- 2) **City Staff and Councillors**—a focus group was held to engage city councillors and other relevant city staff to investigate the challenges and opportunities of existing city by-laws as well as the potential for a new city policy on farmers' markets
- 3) **Participant Focus Group**—farmers' market managers, vendors, non-profit organizations and other city staff were invited to participate in a focus group to broaden the discussion on a farmers' market policy and enrich the data collected by surveys.

Data Analysis

Quantitative

Multiple choice and numerical data collected using online surveys was used to tally responses and percentages. Some quantitative data was consolidated using Survey Monkey and the rest was compiled and analyzed using Microsoft Excel spreadsheets where all charts and graphs were created.

Qualitative

The qualitative data collected using on-line survey essay boxes was collected and entered into a Microsoft Excel spreadsheet. Answers were categorized and coded according to emerging themes. Each response may have been coded for multiple

themes. Responses for each question were then sorted and the number of times each theme arose was counted. It should be noted that different opinions sometimes exist within a theme. For instance, some respondents felt there should be fewer farmers' markets while others wanted more. The number of times a theme arose indicates the importance of this theme for respondents and not their individual opinion. The different opinions are described and elaborated on within the report.

Limitations to Methodology

While the research team attempted to conduct research and outreach in an equitable fashion there were some constraints on the methodology. First, because surveys were distributed through market managers to both vendors and customers, the number of respondents per market varied greatly according to the interest of each market manager and their relationship with their vendors. Secondly, there were several markets whose management was in transition at the time of this study and therefore were not fully represented in the data. Further outreach and observation at markets was made difficult by the research timeline. Finally, the sample size of respondents was relatively low, making it difficult to draw definitive conclusions. Nevertheless, the data speaks to some important themes for consideration in the creation of a Hamilton Farmers' Market Policy.

Results

Inventory of Farmers' Markets in Hamilton

Initiation of Markets

The number of farmers' markets in Hamilton has increased fourfold in the past 5 years. The historic Downtown farmers' market was founded in 1837. Over 100 years later, the Ottawa Street market was initiated in 1955. There were several other markets that were initiated and then eventually closed down within the 20th Century. Since 2008, there have been 7 new markets created. In 2008, the Hamilton Mountain (colloquially called Concession Street) farmers' market was initiated by a group of

citizens at a local church. In 2009, four new farmers' markets were created in the City of Hamilton.

Location

While the Downtown Hamilton farmers' market is located within its own market building in the downtown area, the rest of the farmers' markets take place out-of-doors. The Ottawa Street and Dundas farmers' markets are located in Hamilton Municipal Parking System parking lots at Ottawa and Edinborough Streets and Hatt and Millers Lane, respectively. Two other markets are located on church properties, including the Hamilton Mountain and Ancaster farmers' markets. Other locations include a University (McMaster) and an Agricultural Society's fairgrounds (Binbrook).

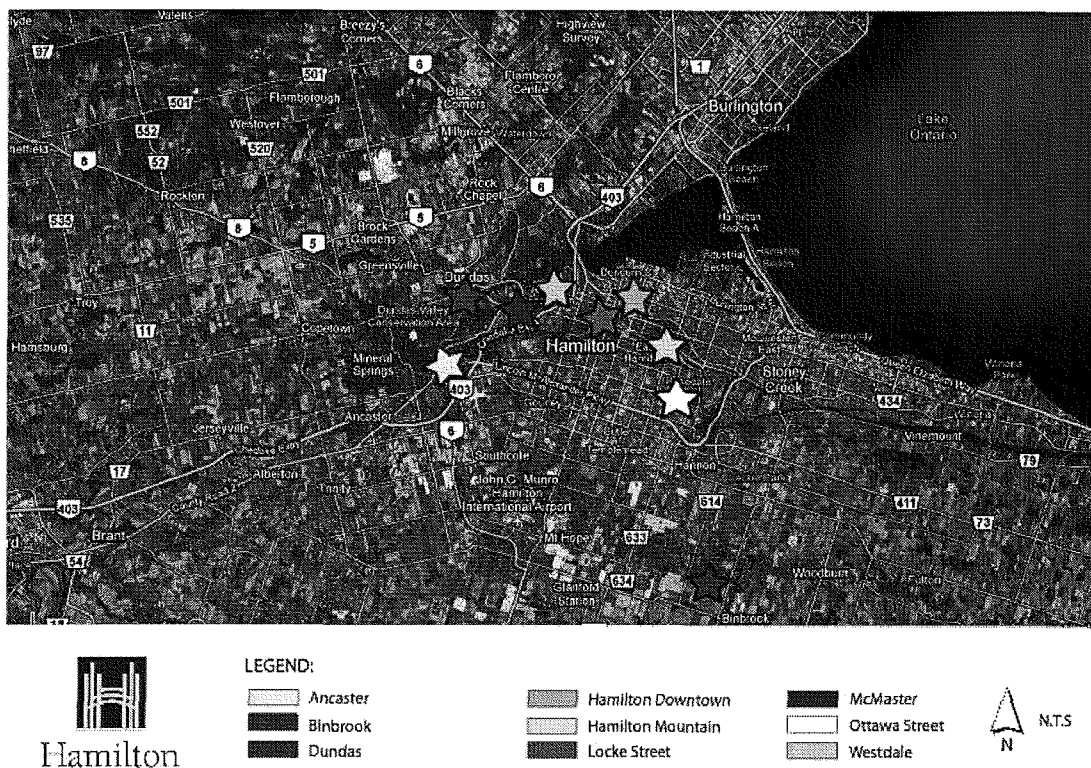
Table 2 Chart of Farmers' Market Locations in Hamilton and Zoning

Market	Address	Location Type	Property of	Zoned	New Zoning By-law (05-200)
Ancaster	272 Wilson St. E	Parking Lot	Church		Community Institutional (I2) Zone
Binbrook	2600 Regional Road 56	Binbrook Fairgrounds	Agricultural Society	Public Open Space (OS2-039) Zone	
Dundas	Hatt Millers Lane	Parking Lot	HMPS	Central Area Commercial (CAC) Zone	
Hamilton Downtown	55 York Blvd	Public Market	Culture		Downtown Central Business District (D1) Zone
Hamilton Mountain	Viewpoint Ave. and Mountain Park Ave.	Parking Lot	Church		Neighbourhood Institutional (I1) Zone
Locke Street	211 Locke St South	Parking Lot	Privately-Owned	Community Shopping and Commercial - H District	
McMaster	1280 Main St. W		University		Major Institutional (I3) Zone
Ottawa Street	204 Ottawa Street N.	Parking Lot	HMPS	Community Shopping and Commercial - H District	
Westdale	1020 King St. W	Parking Lot	Cinema	Neighbourhood Shopping Centre (G/S-1361)	

The distribution of farmers' markets within the City of Hamilton jurisdiction shows a concentration of markets in the lower city and former City of Hamilton boundaries.¹

¹ The City of Hamilton is comprised of six former municipalities as the result of provincially-legislated amalgamation in 2001.

Figure 1 Map of Farmers' Market Locations



Administration

The organizations administering farmers' markets in Hamilton are varied. Four out of nine of the farmers' markets in Hamilton are associated with Business Improvement Associations (BIAs) including Ancaster, Dundas, Ottawa Street and Westdale Village. Ancaster is supported by the BIA but is officially managed by a steering committee of vendors and citizens. The Dundas market was initiated by the Chamber of Commerce² and BIA simultaneously with a community group that had organized some vendors. The group formed a not-for-profit organization out of necessity in order to receive an economic development start-up grant and to lease City-owned property.

Binbrook is also administered by a not-for-profit, the Binbrook Agricultural Society, that owns and operates the Binbrook fairgrounds where the farmers' market is held. The Downtown farmers' market is administered by the Culture Division of the City of

² The Chamber of Commerce had operated a Dundas farmers' market in the past.

Hamilton; Locke Street is managed by a vendors' association; the McMaster farm stand is managed by the McMaster Students' Union, Hospitality Services and the University's Office of Sustainability; and the Mountain farmers' market is managed by a community group with farmer-vendor members.

Times and Hours

The days and hours of the farmers' markets are listed below in table 3. There is one market open on both Tuesday and Wednesday, three markets open on Friday, and four markets open on Thursday and Saturday. Many of the newer markets are open in the afternoons and evenings while the Saturday and longer established markets have morning or daylong hours. Newer farmers' markets are open 4-7 hours a week compared with 16 hours (Ottawa) and 44 hours (Downtown) for the older markets.

Table 3 Hours of Operation of Farmers' Markets in Hamilton

Market	Days Open	Hours Open	Start	End	No. of Weeks	Days/ Week	Hours/ Week	Hours/ Year
Ancaster	Wednesday	3pm-7pm	16-Jun	13-Oct	18	1	4	72
Hamilton Downtown	Tuesday, Thursday, Friday, Saturday	7am-6pm 7am-6pm 8am-6pm 6am-6pm	1-Jan	31-Dec	52	4	44	2288
Dundas	Thursday	3pm-7pm	17-Jun	14-Oct	19	1	4	76
Locke Street	Thursday	3pm-7pm	17-Jun	28-Oct	20	1	4	80
McMaster	Thursday	11:30-5:30	26-Aug	14-Oct	8	1	6	48
Westdale	Saturday	9am-1pm	19-Jun	25-Sep	15	1	4	45
Hamilton Mountain	Saturday	7am-2pm	15-May	13-Nov	27	1	7	189
Ottawa Street	Friday, Saturday	7am-3pm	1-Jan	31-Dec	52	2	16	728
Binbrook	Friday	2pm-7pm	18-Jun	8-Oct	17	1	5	85

Infrastructure

While most farmers' markets are outdoors, there are still infrastructure considerations. It is possible to sell frozen meat and dairy products from coolers, yet it is preferred by public health inspectors that farmers' market vendors bring their own freezers. For this reason, **electricity** is one form of infrastructure that farmers' markets need to consider.

Water for dish and hand washing is another infrastructure need. Although farmers' markets are exempt from the Health Promotion and Protection Act's Food Premises Regulation, health inspectors may still require a hand washing station if vendors do any on-site food processing as required in the Health Hazards Act.

Washrooms, vendor parking, customer parking and storage space are other infrastructure considerations. Some farmers' markets offer washrooms to vendors, some to both customers and vendors and some none at all. Some farmers' markets allow vendors to park where their stall is whereas others require that vendors park elsewhere. When this is the case, parking for vendors should be planned for as their vehicles may include trucks and trailers. Customer parking is especially important to consider in the larger markets (Downtown and Ottawa Street) since these farmers' markets draw from a larger geographical area. Farmers' markets in less densely populated areas should also consider where customers will park or how they will access the market.

Table 4: Infrastructure at Farmers' Markets in Hamilton

Market	Electricity	Water	Washrooms	Storage	Vendor Parking	Customer Parking	Tents
Ancaster	Source unknown	Source unknown	Church -for vendors only		Church	Church	Church
Binbrook	Fairgrounds	Fairgrounds	Fairgrounds		Fairgrounds	Fairgrounds	
Dundas	City-- market paid for installation	None	Local retailer (vendor only)	None	Park where vending-- space limited	Paid for by Customer	Vendors
Hamilton Downtown	City	City	City	City		Paid for by Customer	
Hamilton Mountain	Church	Church	Church		Church	Church	
Locke Street	Landlord	Landlord	Landlord	None	None	Paid for by customer	Vendors
McMaster							Source unknown
Ottawa Street	Source unknown	Source unknown	Source unknown			Paid for by customer	Source unknown
Westdale	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown

Tents are important for food safety and vendor wellness as they protect both farmer and food from sun and rain. Most farmers' markets require that vendors bring their own tents. Some market managers purchase the tents for their vendors, or purchase a few extras and a "community tent" where volunteers can promote the farmers' market and other community events. Storage for tents and other infrastructure is sometimes needed and in the case of the Downtown farmers' market, a loading dock for unloading. Table 4 shows the infrastructure that farmers' markets in Hamilton offer their vendors and customers.

Market Costs

Management costs for farmers' markets vary widely. Generally, market managers have to factor space rental, liability insurance, parking permits, manager salary, infrastructure and any permits required by the City into their budget, let alone promotions. While some markets may operate without a market manager, evidence shows that farmers' markets that rely on volunteer management are more likely to fail (Stevenson et al., 2006). Table 5 gives an overview of the costs incurred by some of the farmers' markets in Hamilton. Because these costs were derived from an open-ended survey question, it is difficult to summarize overall expenditures.

Stall fees provide revenue to farmers' markets so that they can cover some of these costs. If stall fees were set at \$25 a week at a farmers' market with 15 vendors that ran 18 weeks of the year, the total revenue from stall fees would be \$6750 presuming that no discounts were given for pre-payment. If the farmers' market needed to pay for rent at \$2000, a market manager at \$3000 and insurance at \$1000, that would leave \$750 for any other fees that it might incur plus promotion. \$25 per week is a common stall fee for many newer farmers' markets, even those located in more affluent neighbourhoods in Toronto, for instance.³ Table 6 outlines some of the stall fees set at newer farmers' markets in Hamilton.

³ This information is described in Young, 2009.

Table 5 Farmers' Market Costs in Hamilton

Market	Market Rental Fees	Insurance	Other Costs	Market Manager	Parking	Total Costs
Ancaster	Stall fees shared with the Church	\$1,500.00	Outdoor market ~ initial startup \$12K-\$15K	\$0.00	\$0.00	\$1,500 after initial costs
Binbrook	\$0.00	Covered by existing policy		\$0.00	\$0.00	\$0.00
Dundas	\$2,000.00	\$1,000.00	Marketing-\$2,000.00	\$3,000.00	\$0.00	\$8,000.00
Hamilton Downtown	City	City	Unknown	Unknown	\$0.00	Unknown
Hamilton Mountain	\$500.00	\$200.00		\$0.00	\$0.00	\$700.00
Locke Street	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00
McMaster	\$0.00	Covered by existing policy		p/t @ 10/hour		Unknown
Ottawa Street	Unknown	\$500	Office rent includes phone, internet, washrooms	p/t @ 15.00/hr	Customers pay .85/hr	Unknown
Westdale	Unknown	Unknown	Unknown	Unknown	Unknown	Unknown

Table 6 Stall Fees Required by Some Farmers' Markets in Hamilton

Market	Frontage Feet/Stall	Stall Fee/ Week	Stall Payment Rules (yearly/weekly)
Ancaster	10 ft - 20 ft	25	1/2 to full year
Binbrook	Unknown	Unknown	Unknown
Dundas	10 ft	30	1/4 to 1/2 to full
Hamilton Downtown	Unknown	Unknown	Unknown
Hamilton Mountain	Unknown	Unknown	Unknown
Locke Street	10 foot	25	1/4 to 1/2 to full
McMaster	Unknown	Unknown	Unknown
Ottawa Street	Unknown	Unknown	Unknown
Westdale	10-20 ft	25	Unknown

Vendors

The number of vendors at farmers' markets in Hamilton varies anywhere from 1-67.

Table 7 breaks down the number of vendors per farmers' market in Hamilton.

Table 7 Numbers of Vendors at Farmers' Markets in Hamilton⁴

Market	Min Vendors	Max Vendors
Ancaster	21	24
Binbrook	5	12
Dundas	21	25
Hamilton Downtown		67
Hamilton Mountain	10	15
Locke Street	4	5
McMaster	1	5
Ottawa Street	21	21
Westdale	1	1

⁴ Estimates based on directories and survey responses, but may not be the latest counts.

Customer Demographics

Market managers were asked to describe their customer base. The customer base ranges from 60 to 5000 weekly depending on the time of year. Most farmers' markets appeal to a broad range of ages and groups. Some, like Ottawa Street, have noticed small changes in the customer demographics from an older population to more diverse age groups in recent years. Others, like Mountain, detail how their customers arrive at their farmers' market and where in Hamilton they are from. Table 8 summarizes the responses from farmers' market managers and associates.

Table 8 Customer Demographics by Market

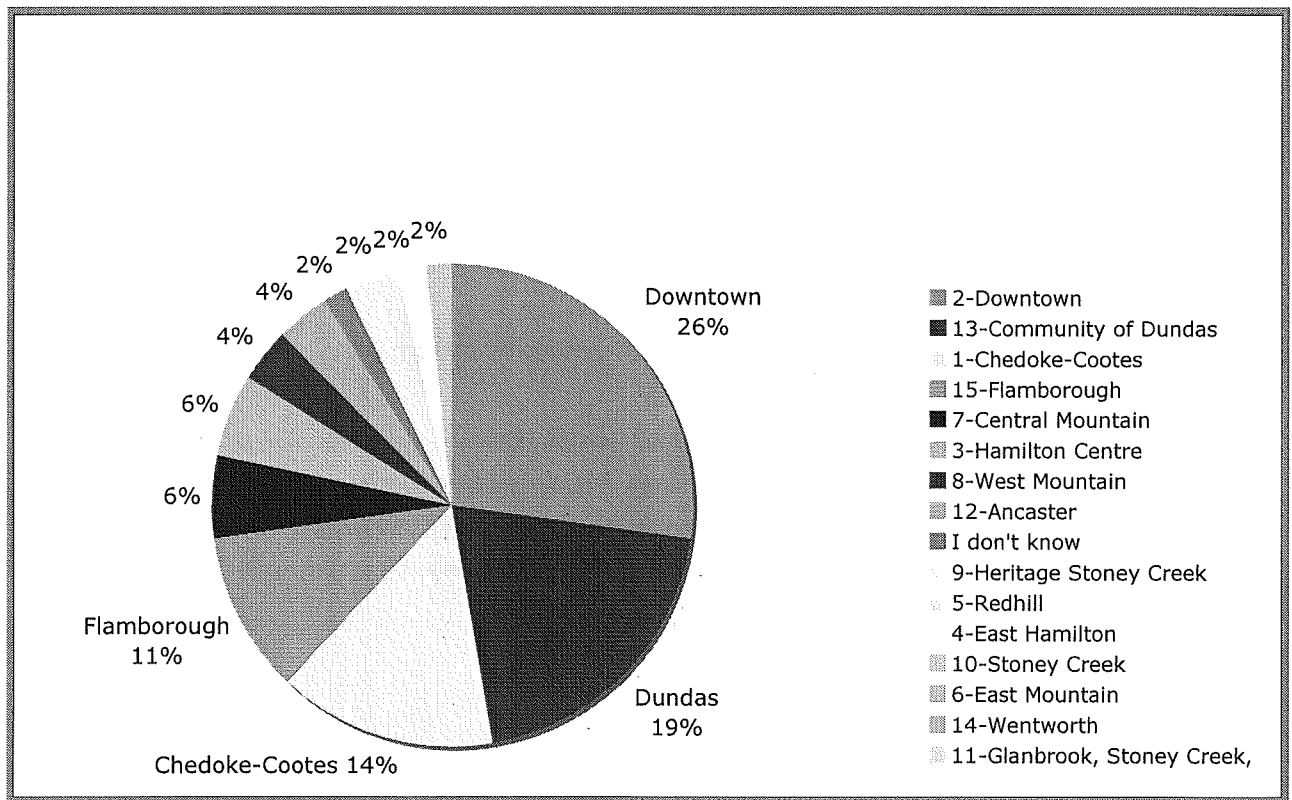
Market	Description of Demographics	Estimated Numbers
Ancaster	Mix of age groups; seniors and families with young kids from 3:00-5:30, 5:30-7:00pm it is the people coming home from work.	300-500 each week
Binbrook	Local residents - young families and seniors	
Dundas	Seniors; young families; Hamiltonians; Dundas residents, Ancaster residents, youth, singles	Approx. 1000 weekly
Hamilton Downtown	Wide range of ages, ethnicities and socio-economic backgrounds.	We do not have figures yet
Hamilton Mountain	Many walk from the area. Others from outside of the mountain area such as Ancaster, Dundas, lower city, Binbrook, Stoney Creek, Mount Hope either travel by bus and/or car. Demographics: seniors to young families with children and individuals of all ages. It is obvious that visitors are from many different cultures.	Early and Late Season: 2-4000; Mid-Season: 3-5000
Locke Street	Local residents, seniors, young families, singles	
McMaster	Administration and Students	60 per week
Ottawa Street	In the past three years the customer profile in general has gone from an older ethnic population to a more diverse group including young parents with children up to and including the seniors.	
Westdale	Unknown	Unknown

Findings from Customer Surveys

Customer Respondents by Ward

In total, there were 58 customer respondents from across the City of Hamilton. The wards that were most represented were Ward 2-Downtown (26%), Ward 13-Community of Dundas (19%), Ward 1-Chedoke-Cootes (14%) and Ward 15-Flamborough (11%). Ward 11-Glanbrook, Stoney Creek was completely unrepresented and there were several respondents who were unsure of their ward (2%).

Figure 2 Customer Respondents by Ward (% of 58)



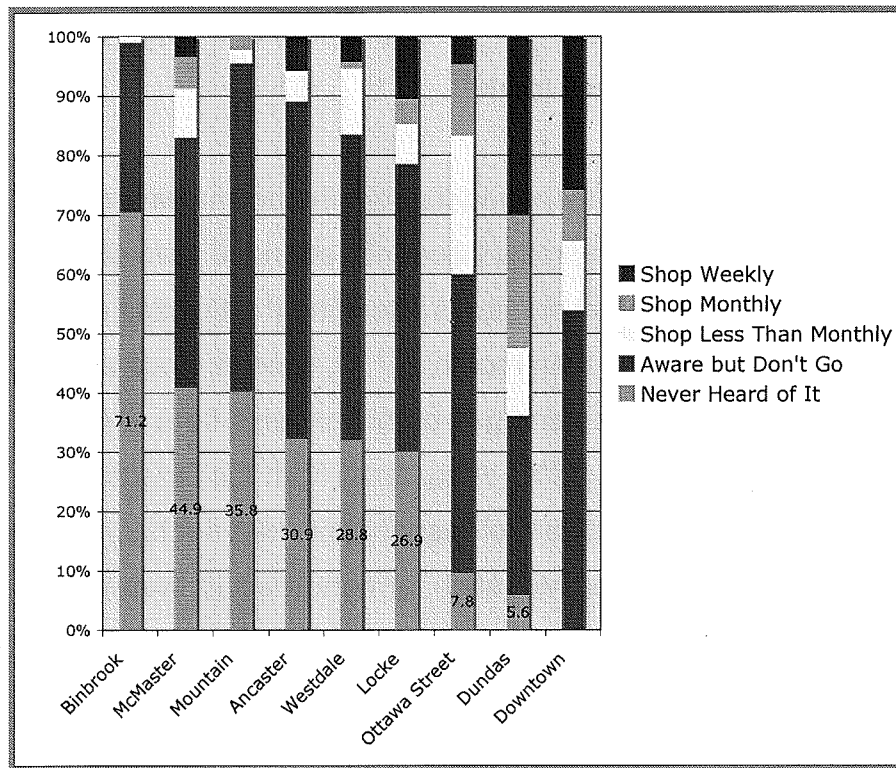
Frequency of Farmers' Market Attendance

Customers were asked to rate their attendance at markets as 1) weekly, 2) monthly, 3) less than monthly, 4) aware of it but don't attend or 5) never heard of it. Figure 3 outlines the percentage of responses for each market.

It is not surprising, given the percentage of respondents from the downtown core and the Community of Dundas, that these are the most frequently attended markets. It is worth noting, however, that the number of respondents attending the Dundas market weekly (28.8%), monthly (21.2%), and less than monthly (7.4), exceed those attending the Downtown market despite the higher percentages of respondents from wards 1 (26%) and 2 (14%) compared with Dundas (19%). Also, apart from the Downtown, Ottawa Street and Dundas markets, at least 25% of respondents had not heard of the other farmers' markets. Initiated in 2008, the Mountain farmers' market⁵ was still unrecognized by almost a third of respondents, while the Binbrook market was unknown by over 70%.

⁵ This may be due in part to a more colloquial reference to this market as the "Concession Street" farmers' market.

Figure 3 Frequency of Customer Shopping at Farmers' Markets in Hamilton (% of 58)



When categorized, respondents' primary markets (those they attended the most, either weekly or monthly) were different based on their ward. There were more respondents from wards 2 and 3 that identified the Downtown farmers' market as their primary market and the Dundas farmers' market was a preference among respondents in ward 13 demonstrating a preference for proximal markets. However, many of the farmers' markets were attended by respondents in geographically dispersed wards (Ancaster, Mountain, Ottawa Street, Downtown, Westdale) which may point to a willingness to travel for farmers' markets (Saturday markets) or may depend on where respondents work (weekday markets).

Hamilton residents also identified farmers' markets they attended outside of the City of Hamilton or that were not included in the study. The following is a list of other markets that were mentioned by respondents:

- Milton (mentioned by 2 respondents)

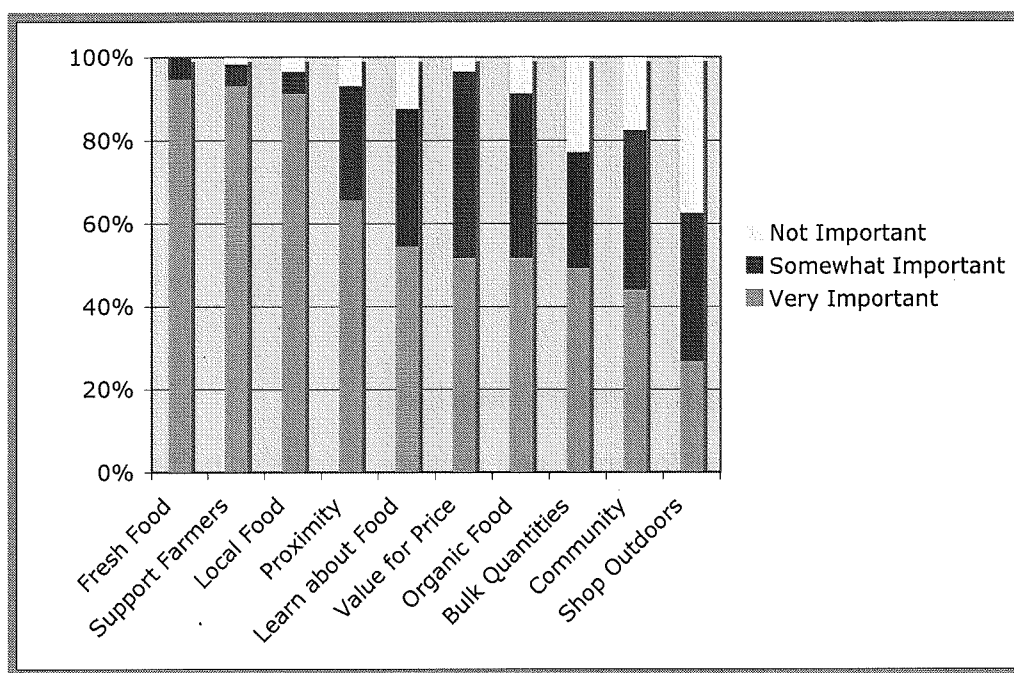
- St. Jacob's (mentioned by 3 respondents)
- Christ Church Cathedral on the Art Crawl/Makers Market James St. (3)
- St. Catharines (1)
- Grimsby (1)
- Guelph Line Burlington (1)
- St. Lawrence (1)

Reasons Why Customers Attend Farmers' Markets

In the survey, customers were asked to rank given reasons for attending farmers' markets as "Very Important," "Important" and "Not Important." Figure 4 illustrates the percentage of responses for each category.

The availability of fresh foods (95%), support for local farmers and producers (93%) and the availability of locally grown foods (91%) were all ranked by the majority of respondents as very important. A majority of respondents also considered the proximity of the market to their home or work (66%), learning about where their food comes from (55%), good value for price (52%), and the availability of organic foods (52%) as very important. A large majority of customers also considered value for price (97%) and availability of organic food (91%) as at least somewhat important. Of least importance were *seeing friends and building community* and *shopping outdoors* with a ranking of at least somewhat important of 66% and 83% respectively.

Figure 4 Customer Reasons for Attending Farmers' Markets (% of 58)



Some customers mentioned other reasons why they attended farmers' markets. The following are direct quotes from customer surveys:

- Dundas market is beautiful to visit - an aesthetic experience!
- Availability of different spices and products like fair trade coffee, samosas and pupusas, where I can buy from people who came from all over the world.
- Can negotiate, to have products brought in, that I like
- Available all year round and not just the summer
- Food security, diversity, education and environmental impact
- I want my dollars to go to the people who produced my food, not to middleman, corporations and their executives.
- Only source of Local Organic until recently
- Seasonal favourites can get me to make a special trip, such as when asparagus is in and at peak quality/freshness/value.
- Discounts for community programs
- I like the variety of goods and vendors as well as having an outing

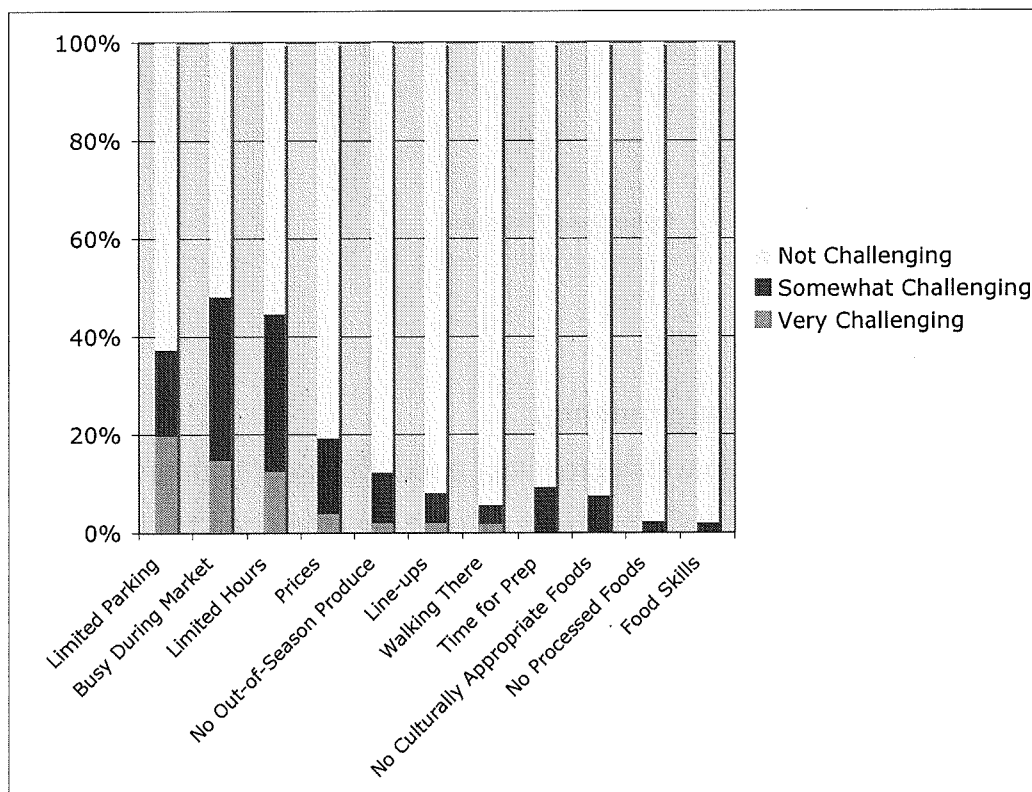
Challenges in Attending Farmers' Markets

Customers ranked 11 themes as "Very Challenging," "Somewhat Challenging," "Not Challenging" and "Not Applicable." The majority of respondents categorized all suggested themes as "Not Challenging." However, those that were ranked as "very challenging" by the most respondents were:

- 1) Limited parking (18%);
- 2) Inconvenient hours for schedule (15%); and
- 3) Limited hours (13%).

Several comments enriched the multiple choice responses calling attention to the need for a car and therefore parking to purchase bushels; the willingness of customers to drive further and pay a little more for local, organic produce; the need for more frequent transit to Dundas on Saturdays; interest in a Waterdown market, more weekday markets and markets located in parks. Figure 5 shows the breakdown of themes.

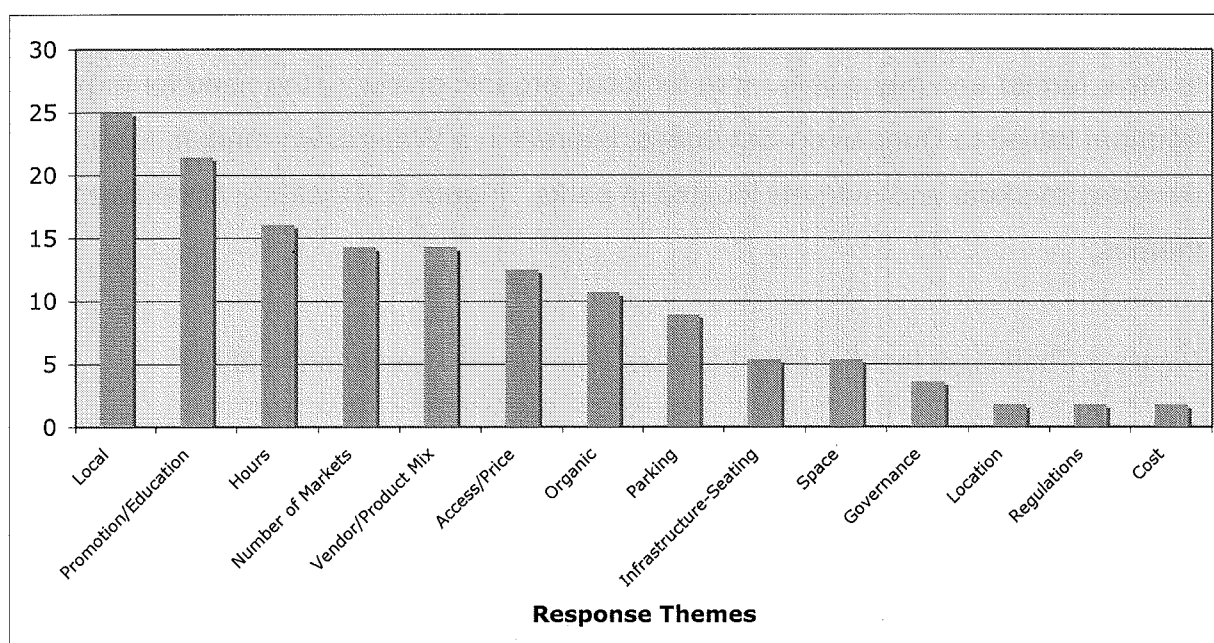
Figure 5 Challenges in Attending Farmers' Markets in Hamilton (% of 58)



Suggestions for Farmers' Market Improvements

Customers were asked how they thought farmers' markets in Hamilton could be improved. As an open-ended question; the answers were compiled and then coded. Figure 6 shows a breakdown of themes related to improvement by number of respondents; they are elaborated on below.

Figure 6 How do you think farmers' markets in Hamilton can be improved? Customer Responses by Theme (%)



Local Food and Producers (14 respondents)

Many of these comments had to do with increasing, encouraging or supporting the availability of local producers, artisans and foods. Some saw the need for a diversity of

local, organic, conventional and imported produce at each farmers' market, while others thought that specific farmers' markets could focus on local-organic producers. Several respondents visited the Downtown and Ottawa Street markets and found it difficult to really support local producers there.

SUBJECT: Farmers' Market White Paper (City Wide) - Page 41 of 84

Other respondents spoke to the need to create transparency around “local” vs. resellers.

“A farmers' market should support local farmers and agriculture - that means that the vendors should be the people who grow the food, and the food should be local. Otherwise it's no better than a grocery store, but people are misled into thinking that they're supporting local food and the local economy.”

Some respondents suggested the need for a local distribution system:

“We cannot expect farmers themselves to be spending a lot of their time accommodating long market hours on multiple days, so this also speaks to a need for distribution systems to get local food to customers at markets without the farmers needing to be present (possibly a local food terminal).”

Finally, there were a couple of comments calling for more education and programming around local foods. One suggestion was for more food prepared directly from farmers' market vendors' ingredients.

Promotion and Education (12 respondents)

Most comments in this category involved more promotion of farmers' markets in general, as well as their importance for the environment, local economy and community. Some respondents specified promoting local food, educating customers on the seasonal nature of food production in the Hamilton area, and the beneficial impacts of organic production. Many of the comments involved suggestions for how to promote farmers' markets including a strong emphasis on social media and the internet:

“Communication of where they are located (Mapquest feature); easy website using the myhamilton.ca and “Inform Hamilton” website; using creating a Facebook page.”

Other more traditional methods such as on-site free cooking demonstrations and gift certificates were mentioned. One respondent saw the opportunity for each market to develop its own niche:

"Each market should develop an identity and really cater to its closest residents. A multi-cultural bent for Downtown, organic for Westdale, urban for Locke Street, just something to set them slightly apart from each other. Ottawa Street already seems like the place to go for large amounts."

Finally, a few respondents mentioned collective promotions as a solution to the small advertising budgets of most farmers' markets:

"A more cohesive effort for advertising the markets; educating on why they are important; and how people can choose/use fresh, local produce would be valuable and require fewer resources than each market doing these things individually. This could include a 'Hamilton Farmers' Market logo/signage/website (could be within Hamilton Eat Local site to avoid extra work) used by all markets. Although it is important to provide access to very low-priced fresh food (which is often imported and off-season), there should be some way to distinguish stands or whole markets that are producer-based (a high percent of the produce/product is from the producer selling it)."

Market Hours (9 respondents)

Most of the comments on hours were requesting more frequent and longer hours of operation. More specific comments requested more mid-week farmers' markets, later hours during the week for people finishing work and three respondents wanted the Downtown market to be open a fifth day, some suggested Wednesdays. One respondent wanted to see "better" hours for Dundas and a longer season.

Number of Farmers' Markets (8 respondents)

Most comments in this category wanted to see more markets. Some respondents added that this would make it more convenient for more people and would decrease

SUBJECT: Farmers' Market White Paper (City Wide) - Page 43 of 84

the need for parking. One respondent suggested that the smaller ones should expand by making it easier for farmers to come and sell. Others suggested new markets in Mountain-Limeridge or at a social service agency; Gore park and the pavilion on King Street for special markets (Sunday, Thursday, artisan); and one respondent wanted a year-round farmers' market in the West end:

"I think there are lots of markets with plenty of experiences to choose from. I think the markets are great."

One respondent actually said the opposite:

"Don't have small markets on every street corner, such as the Locke Street and Westdale markets. I think they take away from the Downtown, which should be our focus after all the money spent on renovations."

Vendor Mix (8 respondents)

A total of eight respondents made comments regarding the vendors or products represented at farmers' markets (apart from 'local' or 'organic' themes). These included wanting more variety of options (local, conventional, organic and imported); more fresh produce stalls and fewer baked goods (Dundas); more artisans; more prepared foods; more "ethnic" foods; and heirloom vegetables and fruits.

Price/Access (7 respondents)

There were several responses recognizing the need for affordable prices and access for lower income Hamiltonians at farmers' markets. Most of the responses weighed the need to support local food and farmers with the importance of food access.

Others specified the need to create better access in terms of price:

"Offer food for all price ranges. Remember that 20 % of Hamiltonians live in poverty, and often can't afford fresh fruits and vegetables."

One respondent saw the issue of access as partly one of image:

"Promote them as a space for everyone, not just foodies."

One respondent suggested holding a market at a social service agency and offering farmers' market vouchers to those on social assistance.

Organic Food (6 respondents)

Respondents wanted to see more organic produce. Some respondents wanted to see specific organic farmers' markets or sections at farmers' markets that were organic only for transparency reasons. One respondent wanted to see more education on the advantages of organics:

"Talk about the environmental advantages of organic for soil health and pollinator populations as well as farm worker health."

One respondent indicated that they were willing to travel for local, organic produce:

"More focus on local and organic farms. Ottawa Street farmers' market is close by my house, but there's a lack of organic vendors, so I find myself going to Locke Street, since they have more local and organic options."

Parking (5 respondents)

Free short term parking for central markets was mentioned by 5 respondents in response to this question:

"If there was more parking nearby, I would buy more."

Infrastructure-Seating (3 respondents)

Three respondents mentioned the need for seating; two at the Downtown market and one at the Dundas market. One specifically mentioned seating for seniors.

Space (3 respondents)

Three respondents mentioned the need for wider aisles at the Downtown market; one emphasized this with regards to accessibility to people in wheelchairs and scooters.

Governance (2 respondents)

Two respondents suggested more consultation with stallholders as part of the governing policy in the Downtown market:

"A market policy that respects the concerns of farmers (and ideally prioritizes local foods) would be the key to long-term success of local markets."

Location (1 respondent)

One respondent thought that farmers' markets could use "...better visibility in each area! Many people do not know where and when the farmer's markets run."

Regulations (1 respondent)

One respondent said: "Cut the red tape for farmers."

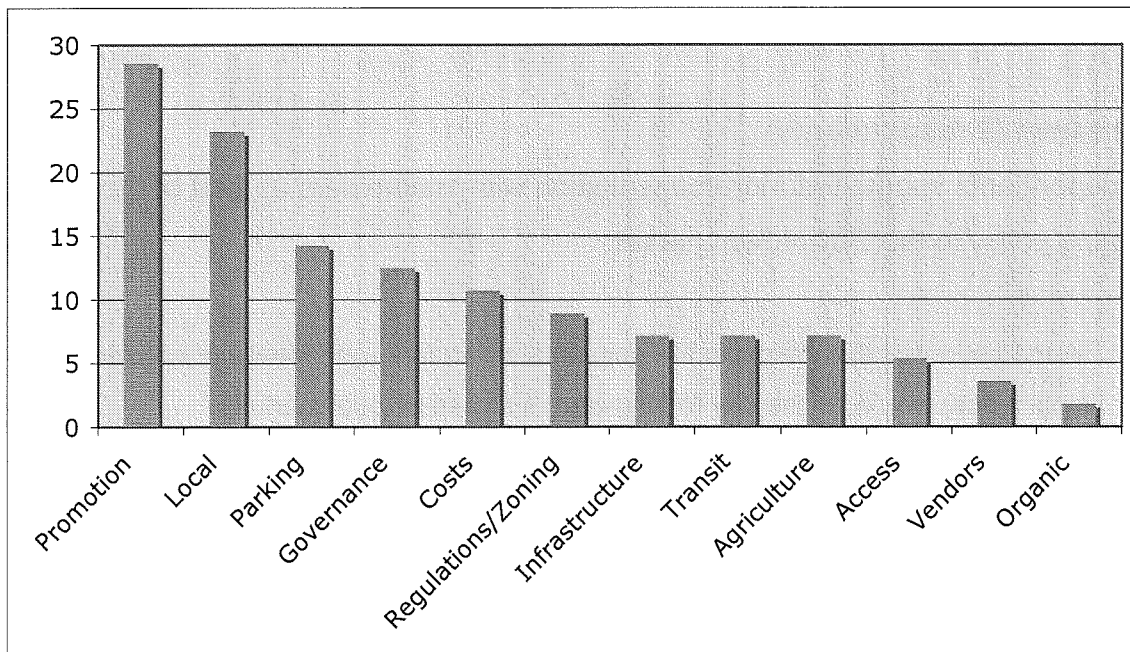
Cost (1 respondent)

One customer said: "Keep the rental low for the farmers."

Suggestions for City Supports

Customers were asked what they thought the city could do to better to support farmers' markets in Hamilton. Similar themes emerged from respondents' comments. There were, however, some new themes that emerged. Figure 7 summarizes the themes and their frequency in customer responses.

Figure 7 How Can the City Better Support Farmers' Markets? Responses by Theme (% of 58)



Promotion (16 respondents)

Respondents thought the City could assist with advertising and promotion, particularly if a cohesive strategy were implemented. Other suggestions not already mentioned included employing local broadcasting; free cooking and gardening classes; enlisting volunteers for food demos; and creating farmers' market newsletters with circulation that includes Waterdown, Freelon, Millgrove, Lynden, Rockton, Carlisle.

Local (13 respondents)

Comments focused again on encouraging local production and limiting reselling and imports. Suggestions included encouraging local production and products by increasing accessibility to information for farmers and small businesses; the establishment of a local food terminal was reiterated; and more locally based food initiatives like a local food café at city hall.

Parking (8 respondents)

The theme of free short-term parking for the Downtown farmers' markets was re-emphasized in these comments.

Governance (7 respondents)

Again, this theme focused on fair, equitable, and participatory governance for all farmers' markets, particularly the Downtown market. One suggestion was the creation of multi-stakeholder boards that include vendors.

Costs (6 respondents)

Reducing costs for farmer-vendors, particular local ones, at farmers' markets emerged as a theme here. Some respondents recognized that expensive stall fees could exclude some people from participating in markets. Some solutions to this were to create tax incentives for farmers and markets; allow city property to be used for free when it is not being used for something else; have youth volunteers assist farmers; and provide start-up grants for markets.

Regulations and Zoning (5 respondents)

Respondents asked that the City help ease the amount of "red tape" faced by new markets; recognize that small-scale markets and producers may not be able to conform to the same guidelines as large ones; and disallow residential housing near farms—"The farm life should come first, not someone's objection to a smell, for example."

It was suggested that regulations should be enabling at first and that more rigorous guidelines could be implemented at a later time. One comment recognized the difficulties in accessing information for new markets and producers:

"I had a very hard time finding information regarding preparing and selling prepared local food products, safe food handling regulations, inspection of food preparation and service premises, etc. This should not be an obstacle to new farmers and businesses!"

Other suggestions included the creation of a fair and broad farmers' market policy and/or an even broader "Hamilton Food Policy." Another suggestion was that the City hires a farmers' market coordinator for diverse markets.

Agriculture (4 respondents)

This theme addressed the need to protect farmlands. Examples included not allowing the Mid-pen highway; attracting more small, organic farmers to the region (rather than building industrial parks over farmland) by giving a tax break for small acreages; lobbying provincial government to support small instead of industrial-scale farmers; supporting new and young farmers in the area; halting development on agricultural land; prioritizing farmland over residential areas; and giving market gardeners "a break." One comment related the need to encourage new and young farmers at farmers' markets in Hamilton:

"Many farms have stands at multiple markets in the Hamilton area and this poses a challenge for new farmers and purveyors looking for a stall."

Access (3 respondents)

Some important suggestions for how to increase access to farmers' markets included having the market newsletters (specifically for the Hamilton Downtown market) distributed in different languages (for both vendors and customers) and creating a farmers' market voucher program for those facing financial barriers. Vouchers were also seen to have the side benefit of making the markets more viable since voucher users may not otherwise shop at the market. The diversity of Downtown market vendors was acknowledged as an important feature to the accessibility of that market:

"They represent the diversity that Hamilton has to offer and they create a space where I want to go and buy my food."

Infrastructure (4 respondents)

Respondents suggested several infrastructural supports that the City could offer farmers' markets including allowing Downtown stallholders to fix and decorate their stands as needed; providing electrical power and/or gas as needed; and providing indoor space to outdoor market that run seasonally.

Transit/Transportation (4 respondents)

Respondents saw transit access and transportation infrastructure as an important factor in farmers' market success. Suggestions included making sure that transit routes run to market entrances; making sure that bike lanes run to and from farmers' markets (safe designated bike routes if not bike lanes or trails); providing more frequent buses on market days; and a free bus ride home from the market.

Findings from Farmers' Market Managers

Managers from each farmers' market were invited to participate in the research program by completing an online survey and distributing surveys to their vendors and customers. Several farmers' markets were in a state of transition between market managers or did not have a paid manager. In these cases, vendors, steering committee members and other management associates were asked to speak on the manager's behalf. All nine markets in the City of Hamilton were represented with the exception of Westdale; however, some of the management teams had more complete responses depending on the engagement of the management team.

Market Managers' Vision for Farmers' Markets

Managers were asked to summarize their 2-3 year vision for their farmers' market. The following is a summary of their responses.

- Increase Vendors (3 of 9 respondents)
- Increase Customers (3)
- Move towards Financial Sustainability (3)
- Promotion of Local Produce (3)
- Place for Families and Intergenerational Mingling (2)
- Central, visible location (2)
- Increase sales (1)
- Benches to rest (1)
- Students/Volunteers to help with set-up (1)
- Expand Number of Days (1)
- Decrease Food Costs (1)
- Balance Local with International Foods (1)
- More People who Walk/Bike (1)
- Diversity of Products including Milk, Cheese and Eggs (1)

Barriers to Farmers' Markets

Managers were asked what barriers affect the operation of their markets. The following is a summary of their responses.

- Signage, Advertising and Promotions (6 of 9 respondents): barriers included lack of an advertising budget; general need for more promotion; and regulations requiring permits for temporary and permanent signage.

"I think that we should be allowed to put our market signs in high profile spots without having to get a permit (especially since we only operate one day a week)."

"Unable to get the word out to all residents - could use help with advertising"

"The city street sign policy, in which you can only have signs on your own property etc."

- Costs of rent (1): Rent on City property is high
- Licensing for vendors (1): Need to solve costly licensing issues for vendors
- Finding a good location (1)
- Limited electrical outlets limit refrigeration at outdoor markets (1)
- Number of markets creating competition? (1)
- Lack of staffing (1)
- Need to improve physical access to facilities (1)
- Build local food system--marketing, education, distribution (1)
- Need for equitable (not equal) treatment of markets by City (1): Example: not all farmers' markets need free parking, but could use some funding for promotion.

Suggestions for City Supports

Managers were asked what the City could do to better support farmers' markets. The responses are summarized below:

SUBJECT: Farmers' Market White Paper (City Wide) - Page 52 of 84

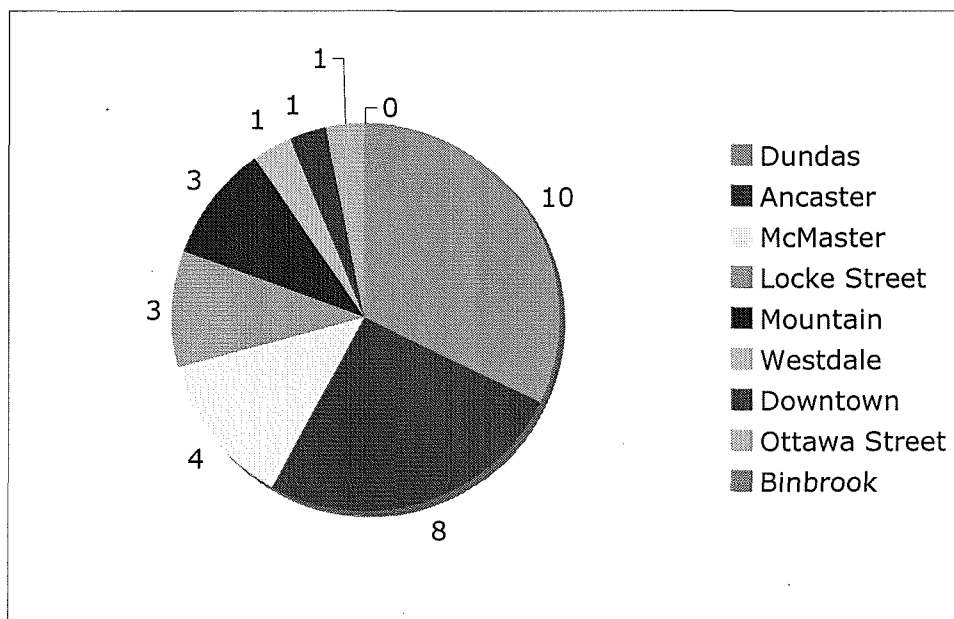
- Include farmers' market advertising in City publications and put up signs, free ads in the spec (3 of 9 respondents)
- Ensure "Local" and "Organic" transparency (3)
- Dedicated staff at City to coordinate farmers' market issues (1)
- City policy that is broad and liberal (1)
- Multi-stakeholder Boards (including vendors, BIA, councillors) (1)
- Free Parking (1)
- Ongoing infrastructure support (1)
- Lessen red tape/help navigate bureaucracy (1)
- Solve licensing costs (1)
- Marketing/Tourism support (1)
- Define "Farmers' Market" (1)

Findings from Farmers' Market Vendors

Types of Vendors Represented

Fourteen vendors responded to the online survey. They sold a variety of products including assorted vegetables (8 respondents), specialized vegetables (1), assorted fruits (2), specialized fruits (2) baked goods (1), meats (1), flowers (1), herbs (1), honey (1) and maple syrup (1). The majority of respondents were primary producers; no resellers or prepared hot food vendors were represented. The Dundas, Ancaster and Locke Street farmers' markets were well represented by respondents while the Downtown, Ottawa Street and Binbrook markets were underrepresented. Figure 8 summarizes the markets attended by vendor respondents.

Figure 8 Farmers' Markets Attended by Vendor Respondents ⁶



⁶ Vendor respondents were 14 in total but participated in up to four Hamilton farmers' markets each. This chart shows the number of vendor respondents from each farmers' market but there is a considerable amount of overlap among markets.

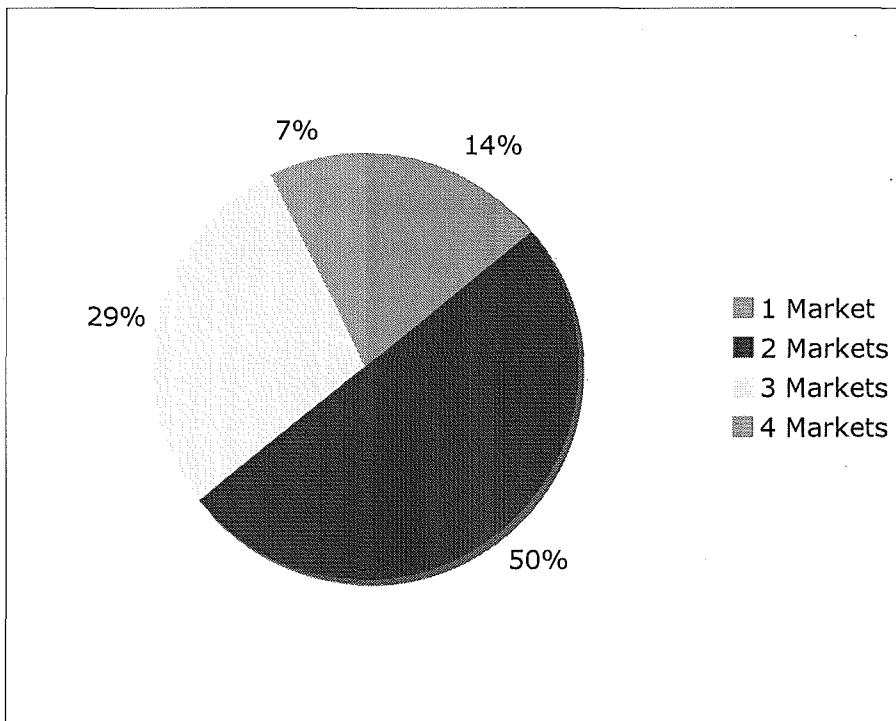
Number of Markets Attended by Vendors

The number of farmers' markets in Hamilton attended by vendors also varies from 1 to 4.

Figure 9 shows the number of farmers' markets in Hamilton attended by vendor respondents.

Some vendors indicated that they sell at farmers' markets outside the City of Hamilton or diversify their marketing with wholesale, Community Shared Agriculture (CSA) boxes or other retail venues.

Figure 9 Number of Farmers' Markets in Hamilton Attended by Individual Vendors (% of 14)



Other farmers' markets attended by Hamilton vendors included markets in Toronto and the Greater Toronto Area (3 respondents); Aberfoyle (1); Milton (1); and the Hamilton Makers Market (1).

Interest in Other Markets

Four of 14 respondents said they would be interested in selling at more farmers' markets in the future while the rest were not able to imagine expanding in the short-

term. Below are some of the comments made by vendors regarding the number of farmers' markets they attend:

- Already at 11 markets
- Want a Waterdown Market
- Prefer markets close to home like those in Hamilton
- Is willing to travel for "Organic" markets that have community programming
- Would like fewer markets but need better sales
- Don't have the manpower for more markets
- Not enough product for more markets
- Not enough shoppers—they are used to supermarkets
- Want a Friday market

Vendors' Vision for Farmers' Markets

Vendors were asked if they could envision any changes in the way they participate in farmers' markets over the next 2-3 years. Several were considering scaling back market involvement if sales did not improve (4 out of 14). Others had more specific visions:

- Considering other markets if we can get more employees (2)
- Looking for organic-focused markets, considering direct sales to chefs
- More focus on Downtown market where new kitchen, chef and visible food prep of product is very successful.
- Will have more product
- Increase vending space

Benefits and Improvements by Farmers' Market

Farmers' market vendors were asked what they liked and what could be improved at the farmers' markets they attended. Many of them associated good markets with good location, management, involvement of vendors in decision-making, customer base and a general atmosphere of community and goodwill among customers and vendors. Table 9 summarizes vendor comments by farmers' market.

Table 9 Vendor perceptions of benefits and improvements needed at farmers' markets in Hamilton (Number of Vendor Responses)

Market	Benefits	Improvements Needed
Ancaster	Beautiful setting (5); Close to farm (2); Potential to grow (2); Good management (2); Good attitude	More advertising (3); Need to improve sales or may not return; Increase customer base (2); Poor location relative to other shopping; Ready-to-eat foods; Hand sanitizers
Binbrook	No responses	No responses
Dundas	Good management (4); Good customer base (3); Good location (3); Sense of Community (customer loyalty) (3); Proximity to farm (2); Good vendor rapport (2); Fun!	More advertising, Free customer parking; Need refreshment booth; More set-up assistance; Storage shed; Seating area with shade; Hand sanitizers
Hamilton Downtown	Able to expand product line; Permanent set-up; Lots of customers;	Free parking for vendors; More hydro power in building; Better access to accessible washrooms; More entertainment; More demos;
Hamilton Mountain	Good location; Sense of community; Good customer base; Good traffic flow	A bit early; More vendor input into rules and regulations; Prioritize organic food; Customers looking for inexpensive food
Locke Street	Good location (2); Dedication of organizing vendors; Local market; Vendor mix good	Larger location (3); More visible location (2); Dusty when dry; Poor parking options; Better location; Signage; Washrooms;
McMaster	Student-run; Want students to have good food	Encourage students to grow own food and sell on campus; Students should manage, not Hospitality Services
Ottawa Street	History with market; Good customer base; Good variety of produce; year-round	More parking at peak market season;
Westdale	Not good yet—needs building	More vendors to attract people

Awareness of Policies and Regulations

Vendors were asked what regulations or policies they had to follow to operate at farmers' markets in Hamilton. Most of them alluded to the market rules that are set out by each farmers' market manager, steering committee or board. These are considered "internal policies," a concept elaborated on earlier in this report. Some internal rules mentioned were:

- Pay dues to markets
- Market rules and policies regarding reselling
- Growers must sell fresh good quality produce; reside within 100 km radius of the market.
- Arrive on time and stay until the end of the market
- Abide by parking rules

Vendors were also aware of:

- Public Health regulations with respect to preserves and hand washing stations for markets with samples. (4)
- Insurance requirements (2)
- Fire and safety
- Zoning by-laws
- Vendor's permit

Findings from City Staff

Twenty-seven City of Hamilton staff from different departments filled in an online survey assessing attitudes and knowledge of farmers' markets within the City of Hamilton staff. Surveys were distributed through subcommittee contacts and outreach was not exhaustive. Below are the findings from these surveys.

Involvement in Farmers' Markets

City staff respondents were mostly involved in farmers' markets as customers. Below are some of the ways city respondents were officially involved in farmers' markets:

- Ontario Works; Employment and Income
Looking at a project that involves farmers' markets
- Environmental Planning; Municipal Class Environmental Assessment
Involved in Downtown market
- Rapid Transit; Environmental and Sustainable Infrastructure
Involved in rezoning of public parking for Ottawa Street market
- Community Outreach; Operations and Waste Management
Working with new Downtown kitchen to provide recycling information.

Policy Awareness

The majority of city staff respondents were unaware of policies regulating farmers' markets in Hamilton (22 out of 27). Respondents were, however, aware of the following policies affecting farmers' markets:

- The City's Encroachment Process and Policy
For farmers' markets wishing to operate within the City-owned road allowance
- Hamilton Farmers' Market By-law
Guidelines affecting the Downtown farmers' market.

Attitudes of City Staff towards Farmers' Markets

City staff were asked if they had any concerns with current farmers' markets in Hamilton. The following themes emerged from their responses:

- Local (8 of 27): Lack of local, fresh produce and presence of resellers
- Food Safety (2 of 27): Cleanliness of food, especially with lack of proper water infrastructure (Downtown)
- Parking (2 of 27): Parking costs for Downtown market (especially Saturdays)
- Transportation (1 of 27): Concerned with access for cyclists and pedestrians; access to bike locks.
- Promotion (1 of 27)—Better and more promotion of locations
- Infrastructure (1 of 27)—access to water and sewer drains
- Organic (1 of 27)—more organic produce

Focus Group Findings

Focus Groups with Neighbourhood Hub Representatives

Neighbourhood Hubs are collaborative groups overseen by local planning teams, which focus on community work for the purpose of ending poverty in their neighbourhoods. Meetings with the Neighbourhood Hubs of Riverdale, Wever, and South Sherman took place over February and March. The Neighbourhood Hubs were consulted in order to represent the needs of under-serviced populations within Hamilton; this was done by requesting input from the Local Planning Teams at their monthly meetings.

Red Tape and Liability

Members of the Neighbourhood Hubs were all interested in participating in the development of a farmers' market or food access program that would provide fresh and affordable food. Both Riverdale and South Sherman Hubs expressed the need for less "red tape" and bureaucracy for farmers, vendors, or other service providers. Also, Wever identified the need to coordinate liability coverage between the municipality and any property owners interested in supporting a market on their property (for example, Mohawk College, the school board, or local churches). This coordination and decreased bureaucracy was identified as a necessity for the success of any supportive food service, such as a farmer's market, farm truck, or other structure.

Transportation and Physical Access

Transportation within and out of the communities was a limitation identified by each of the hubs. This includes transportation to the Downtown Hamilton market, as well as ease of transportation and access to potential markets or community sites. For example, South Sherman identified that there are suitable parking lots in their community, but that due to a lack of curbs, curb cuts, and other infrastructure, it is difficult for neighbours with carts, strollers, walkers, and scooters to access many of these locations.

Adequate Selection

All three hubs liked the idea of having a portable infrastructure to support their access to fresh and local food. This could take the form of a market, food truck, a program like the Good Food Box, or even a local bus to take neighbours to the Downtown market. For all options, it is essential to maintain affordability while ensuring adequate selection. Inadequate selection was identified as a drawback of the Good Food Box, which is already being trialed in Wever.

Economic Viability and Consistent Access

Food programs must remain viable for both economic and social purposes. For example, in Riverdale there was at one time both a market truck and a local food store, operated by the same owner. However, after issues arose between the owner and the municipality over post-market disposal, the truck stopped coming and attempts at re-engaging the owner have failed. The store also closed. This episode echoes the concerns of Wever, where worries about stretching farmer/vendors too thin point to a need for both consistent access and economic viability. Another aspect of this is the desire for year-round markets (mentioned in both Wever and South Sherman) and local urban agriculture projects, growing vegetables for both consumption by participants and for sale. In South Sherman, a market or food access program was seen as an opportunity to foster greater self-sufficiency and community identity as well as a way to encourage community gatherings.

Program Suggestions

The Hubs all suggested a variety of ideas to increase access to local and affordable food: A bus service like the "Fortinos" bus; a "rolling market" (similar to one developed by the Rotary Club of Ottawa); and increased local urban agriculture. However, "red-tape," bureaucracy and the associated fees were identified as the biggest barriers to vendor engagement and subsequently access to affordable food (prices might increase in order to recover vendor fees). Physical access is also an important consideration for the future development of either a market or food access program.

Focus Group with Key City Staff and Councillors

On March 15th, 2011, fourteen senior City staff and councillors in departments and wards that have an impact on farmers' markets in Hamilton were assembled for a focus group. Policy areas and departments affecting farmers' markets were identified and possible barriers to operation were discussed. The potential for supporting farmers' markets in each area was also discussed.

Tourism

City staff and councillors identified the Tourism Office as a city department that might assist in the promotion of farmers' markets. Tourism can focus on the stories of how the farmers' markets came to be, interview vendors and customers and promote the market hours and locations through social media, online video and other media. City staff were interested in the potential for a "local" brand and collective promotion for farmers' markets; the need for a common definition or understanding of farmers' markets; and the possibilities to connect with agritourism. Tourism's mandate is to bring people in from outside of Hamilton, but it needs to be supported by Hamiltonians.

Locations and Zoning

City staff and councillors discussed how the new Official plan might impact existing farmers' markets. Under the new official plan, farmers' markets are designated as a "retail" use and are permitted in commercial zones, mixed use zones and P3 citywide parks. However, retail uses are not permitted in "institutional" zones. Farmers' markets could be designated as "public" if under "care and control" of the municipality. In this case, they would need endorsement from the City and would be permitted in "institutional" zones.

Signage By-law

The signage by-law was identified as a policy that affected farmers' markets. Under the signage by-law, temporary and permanent signs over a certain size require permits for safety and liability reasons. It was noted that "informational signs" do not

require a permit and that farmers' market signage could fit within this category, though individual vendor signage does not.

Parking

The Hamilton Municipal Parking System is a self-financing City-owned Corporation whose mandate is to meet its budget. There was at one time 2 hour and 1 hour free parking associated with the Hamilton Downtown farmers' market as a result of a campaign to retain businesses in the downtown core; the Culture division originally paid for it but it became too costly in recent years. One suggestion to offset parking costs for customers was to offer free rides home from farmers' market on public transit.

Rental Costs on Public Land

Parking lots charge farmers' markets for the costs (such as property taxes and maintenance) pro-rated from a yearly cost based on the *Market Value Lease*. Parking does not make a profit from these rental charges except from increased customer parking on market days. Cities are obligated to charge the fair market rate for use of public space except for not-for-profit organizations under the *Municipal Act*. If farmers' markets were considered "not-for-profits" and council were interested, they would not need to charge the "fair market value."

Food Safety Regulations

Food Safety regulations and public health inspections can have an impact on farmers' markets. Farmers' markets are exempted from the Food Premises Regulation under the Health Protection and Promotion Act (HPPA) so long as they maintain a vendor mix of 50% +1 farmers. The Downtown market does not qualify for this exemption. Farmers are defined in the Association of Supervisors and Public Health Inspectors of Ontario (ASPHIO) guidelines. Nevertheless, inspectors continue to inspect for health hazards at markets.

Licensing

The Business License by-law was identified as a policy that affects farmers' markets. Some vendors require a business license while others do not. There is an exemptions to the Business License that applies to "true farmers" but not to vendors reselling a majority of produce that is not their own.

Definitions of Local

The focus group discussed the importance of defining "local" and prioritizing the City of Hamilton and surrounding regions.

Potential Funding Sources

The potential for offering "in-kind grants" to farmers' markets in order to help pay for rental costs was discussed. This would avoid affecting parking revenue and would give the City some control on the legitimacy of farmers' markets. The *Community Partnerships Program* was one source of funding that could be revamped to address farmers' market needs.

Relationships with Business Improvement Associations

It was important to City and Parking Authority staff that farmers' markets have a positive relationship with their BIAs. BIAs also play an important role in market location as BIAs are often where people shop. Hamilton Association of BIAs (HABIA) offers a model of how farmers' markets could be coordinated and connected with the City.

Focus Group with Farmers' Market Managers, Vendors and City Staff

On March 16th, a focus group was held for all interested vendors, market managers and city staff concerned with the outcomes of the white paper. Eleven participants were shown some preliminary results and then asked to name challenges that farmers' markets faced and suggest solutions to these challenges. Many of the points were covered by the survey themes; however, key points from the meeting are listed below.

Communication with City Staff

Farmers' markets need a clear and consistent message from different city staff and departments. Clarify policies and procedures for farmers' markets and one-off special events including what you need for first aid and road closures and who to speak to for permits and guidance.

Regulations

There is a need for fair and equitable treatment of farmers' markets while recognizing diverse needs including easier access to information. This might be accomplished by a broad and enabling policy, a city contact responsible for farmers' markets and a comprehensive document for farmers' market managers and vendors.

Bringing people into the Downtown

The Downtown market cannot rely solely on the communities that live within walking distance. Parking has a major impact on sales. When free parking was decreased from two to one hours, the number of customers decreased from 6000 to 3000. Downtown and Ottawa Street markets could be considered "regional markets" and planned for accordingly. Suggestions including having more tour buses come to the market and planning special market buses and routes during market hours.

Parking

At Dundas, vendors found that they were not allotted enough parking spaces for both their vehicle and their trailer, complicating set-up and adding to their costs. At Ottawa Street, there is not enough parking for customers during the peak market season. Downtown vendors also struggle to find appropriate places to park their trucks. It was recognized by the group, however, that free parking across the board did not make sense, but that special considerations should be given to farmers' markets that draw from a larger geographical area.

Findings from Conferences

Guelph Organic Conference

As part of the scan for other municipal by-law examples, one member of the research team attended the Greenbelt Farmers' Market Networking room at the Guelph Organic Conference in January 2011. Three questions were posted on the wall: 1) What policies/regulations exist that create challenges for your farmers' market?; 2) What policies/regulations exist that support your farmers' market?; and 3) What policies/regulations can you think of that would better support your farmers' market?

Political Barriers

- Farmers' market was zoned "commercial" so didn't fit within the Niagara Escarpment Commission zoning (regional zoning)
- Difficulties garnering support from Economic Development department because local businesses felt threatened. Businesses pay taxes and vendors do not.
- Required a "Peddler's License" at \$1200, usually for door-to-door sales people.
- Needed an entrance permit for the highway from the Ministry of Transportation. They said that because it was a 2-lane highway, there was too much traffic for a market there.
- Barriers to entry from public health

Political Supports

- Non-Competition Rules for Producer Markets (if you are reselling a product, you must wait until all other vendors who grow that product sell out)
- Local Food Maps (regional initiatives)
- Toronto Clean Air Document mentions that all policies should "support farmers' markets"
- City allowed for a "Blanket" vendors permit for a group of vendors as opposed to charging each vendor (Elora)

Potential Policies

- Subsidize and/or supply water and electricity for markets
- Parking easements for vendors
- Support public outreach to diverse communities
- Board Governance support for farmers' market board (assistance with how to run a board, e.g. BIAs get city support in this way)
- Keep policies flexible/less restrictive and bureaucratic
- Support food business incubation
- Provide space
- All departments across the board support markets!
- Assist with coordination and communication among markets to avoid competition and market saturation.

These comments show the common political issues that farmers' markets face as well as some of the different tactics municipalities have used and could use to address the growing number of new markets.

Hamilton Food Policy Conference

One member of the research team attended the *Hammering Out a Food Policy: Preparing the Ground* conference in February 2011. The research team solicited input from participants to the following questions: 1) What do you think would improve farmers' markets in Hamilton?; 2) Why do you think farmers' markets are important to Hamilton?; and 3) What do you think are barriers to farmers' markets here? Most of the comments were captured by the survey themes. There were, however, a few responses that stood out:

Improvements

- Communication between markets (being allies rather than just competitors)
- Preferential pricing for local foods?
- Shorter-term contracts for vendors, better contracts for local farmers (Downtown)

- A specific fund for markets to tap into to cover costs occasionally

Important

- Bringing a sense of community back to places post-amalgamation
- Potential for community organizing

Barriers

- Fear of competition from businesses
- Farmers' markets are not near where I shop
- Policy that include urban growers
- Parts of the city have very little physical access to markets
- Concern that not enough farmers to sell at pop-up markets.

Farmers' Markets Policies

Provincial Regulations

Food Premises Regulation

One provincial policy that has changed the framework for farmers' markets in Hamilton is the Food Premises Regulation 562, found within the Health Protection and Promotions Act (HPPA) of the Ontario Ministry of Health and Long Term Care. While farmers' markets are inspected and regulated by municipal Public Health Units in Ontario, the terms of inspection were altered by the adoption of an amendment exempting farmers' markets and church bazaars from the same scrutiny applied to restaurants and other commercial food premises in 2006.⁷ The amendment exempts farmers' market food vendors from the Food Premises Regulation, which requires Public Health Inspectors (PHIs) to inspect both food and the premises at which the food is prepared, sold and displayed.⁸ In practice, what this means is that farmers' markets that fit the criteria for exemption should not be required to have inspectors visit their processing facilities provided they are selling non-potentially hazardous products.⁹

ASPHIO Interpretation of Provincial Regulations

Although the HPPA and Food Premises Regulation are legislated at the provincial level, enforcement takes place at the municipal level. The ASPHIO, a professional association for Public Health supervisors and inspectors, created a Guide of Common Approaches for farmers' markets interpreting the exemptions for inspectors. The Guideline draws on other sections of the HPPA that authorize inspectors to assess the exempted premises for health hazards. The definition in the amendment states that a "Farmers' Market"

⁷ Press Release Dalton McGuinty 2006, www.ogov.newswire.ca/ontario/GPOE/2006/06/15, viewed February 2009.

⁸ 'Recommendations to Ensure Food Safety at Ontario's Farmers' Markets', *Ontario's Farmers' Markets Food Safety Working Group*, December 2005, http://www.health.gov.on.ca/english/public/updates/archives/hu_06/hu_farmFM.html, viewed April 5th, 2009

...means a central location at which a group of persons who operate stalls or other food premises meet to sell or offer for sale to consumers products that include, without being restricted to, farm products, baked goods and preserved foods, and at which the majority of the persons operating the stalls or other food premises are producers of farm products who are primarily selling or offering for sale their own products.¹⁰

The exemption goes further to define farm products:

“farm products” means products that are grown, raised or produced on a farm and intended for use as food and include, without being restricted to, fruits and vegetables, mushrooms, meat and meat products, honey products, maple products, fish, grains and seeds.

This definition has been interpreted by ASPHIO as meaning that a farmers' market, in order to qualify for an exemption from the Food Premises Regulation, must have 50% plus 1 food vendors selling farm products.¹¹ This is the percentage of the total vendors and therefore privileges producers of primary products over processors or vendors of secondary products, prepared food vendors and artisans.

Hamilton By-laws

There are many different policies and by-laws within the City of Hamilton that have an impact on farmers' markets. Hamilton policies and by-laws that impact farmers' markets identified by the city staff and councilor focus group and surveys include the Hamilton Market By-law, parking policies, the Sign By-law, the Hamilton Business License By-law, market value lease obligations under the Municipal Act, the Encroachment Policy, and zoning by-laws.

¹⁰ Health Protection and Promotion Act, Food Premises Regulation

¹¹ Association of Supervisors and Public Health Inspectors of Ontario, 'Common Approaches to Farmers' Markets and Special Events: A Guide for Public Health Units', 2006.

Hamilton Market By-law

Hamilton farmers' market by-law 10-209 replaces an older by-law and gives the City better control over management. Like an internal by-law, it regulates the duties of the market supervisor, market days and hours, who may apply for a stand, what may be sold at the market, termination of stallholders' rights, and the penalties owing for non-compliance. The revisions require that vendors comply with their contract and tighten identified "loopholes" which prevented this compliance. This was implemented to prevent the subleasing of many stalls by a single operator.

Signage By-law

By-law Number 10-197 regulates signage in the City of Hamilton, which intends to authorize signs that:

- (a) are appropriate in size, number, and location to the type of activity or use to which they pertain;
- (b) provide reasonable and appropriate means for the public to locate and identify facilities, businesses, and services without difficulty or confusion;
- (c) are compatible with their surroundings;
- (d) protect and enhance the aesthetic qualities and visual character of the City;
- (e) are consistent with the City's planning, urban design and heritage objectives;
- (f) do not create a distraction or safety hazard for pedestrians or motorists;
- (g) minimize adverse impacts on nearby public and private property. (By-law No. 10-197, p.7)

As a result of the focus group on farmers' markets with senior staff and councillors, a by-law clarification on the use of signs for farmers' markets was made. It was clarified that "information signs directing public to local farmers' markets do not require a permit under the by-law provided that they are placed out on market day and removed

at the end of the event, that their size is 0.8 metres high by 0.6 metres wide or less, that they do not create a safety hazard, and that they are in good repair"

(Correspondence, March 17, 2011). However, if they are larger than this, or if they are intended to be more permanent signs, then an application for permit under the Sign By-law must be made, and the relevant fee paid. Applications for a sign permit also requires a significant amount of documentation including a completed application form; plans and drawings of the sign; permit fees as set out in the City's User Fees and Charges; written authorization for the property owner; proof of approval from other government authorities with jurisdiction; a map of the location and nearest intersection; a map of the proposed site to scale including property lines and other signs; sign specifications to scale including other construction details, lighting and materials with enough information to show compliance with the Ontario Building Code.

While signage promoting farmers' market hours and locations has been clarified to fall under the "information sign" category, signage for individual vendors is more likely to be considered a "merchant sign" and therefore require a permit.

Licensing

Another municipal by-law that affects farmers' markets is the Hamilton Business Licensing By-law. The Municipal Act gives municipalities the jurisdiction to regulate and govern businesses by issuing and/or revoking licenses. The Hamilton Business License By-law requires licenses for "food premises" which is defined as "a premises where food or drink for human consumption is manufactured, processed, prepared, stored, handled, displayed, distributed, transported, sold or offered for sale." Food premises must first be inspected under the HPPA before a business license is issued. However, under the Hamilton by-law, a "food premises operated by a farmer selling or offering for sale primarily produce from his or her agricultural operation" ("farmers" as defined in the Farming and Food Production Protection Act) is exempt. In the context of a farmers' market, this still leaves a grey area for farmers who resell products, whether it is from a farmer-neighbour or from the Ontario Food Terminal.

Zoning

Many of the concerns raised during this research involved the impact of zoning and zoning verification on farmers' market development. Where farmers' markets are not listed "as-of-right" in the zoning by-law, a costly and occasionally fruitless zoning verification process must be undertaken. This is especially confusing due to the fact that the City of Hamilton is awaiting approval of the Urban Official Plan. Prior to this approval, the zoning by-laws from pre-amalgamation municipalities apply, each of which has different provisions for farmers' markets, or none at all. However, when the Urban Official Plan is approved, new Commercial, Mixed Use, and Residential Zones will come into effect. In the new Zoning By-law 05-200 taking effect in stages, farmers' markets will be permitted as-of-right in commercial and mixed-use zones as a "retail" use as well as in certain city-wide parks (P3 parks include Confederation Park, Gage Park, Dundas Driving Park, Gage Park, Turner Park, William Connell Park, and Mohawk Sports Park).

A 'retail' designation, however, is not permitted in Institutional zones. Institutional zones were implemented in 2007 and include places of worship in their permitted uses. Since a farmers' market on church property is not solely for the congregation of a Place of Worship, the use is not considered commonly incidental, subordinate and exclusively devoted to the main use or main building situated on the same lot, current farmers' markets on church properties may have to apply for a zoning verification.

As mentioned in the focus group with city staff and councillors, there is a clause (4.4 Public Uses Permitted in All Zones) in the new zoning by-law (05-200) that stipulates that "the City or any of its local boards as defined in The Municipal Act... may, for the purposes of public service, use any land or erect or use any building in any zone..." Public uses must be under the "care and control" of the municipality. The extent to which the City would have to be involved in a farmers' market to qualify is unclear. However, this is one way in which exemptions could be made for farmers' markets wishing to locate where retail use is not permitted.

Fees

Many of the policies and by-laws in the City of Hamilton that deal with farmers' markets require a fee be paid in order to either get approval, verification, or to pay for violations (such as in the case of parking or traffic tickets). In the City of Hamilton context, some examples of fees that markets or vendors might be required to pay include fees related to health inspections, traffic closures, parking, licensing, signage by-law infringements or costs related to seeking a minor variance or re-zoning of the zoning by-law on a given property.

Policy Recommendations to Consider for Hamilton

There is currently no comprehensive policy that deals with new farmers' markets in the City of Hamilton. While farmers' markets are significantly impacted by zoning, licensing, signage, food safety, leasing and parking regulations there remains a lack of clarity and understanding of how farmers' markets fit within these policies and procedures both at the City level and among farmers' market stakeholders. It is clear that farmers' markets have important benefits for the citizens and regional economy of Hamilton. This research shows that City staff and Hamilton residents are strongly in favour of a supportive municipal policy framework for enabling and encouraging vibrant and diverse farmers' markets across the City of Hamilton.

Recognize Public Benefits of Farmers' Markets

A key part of the policy framework for farmers' markets must address, and make comfortable, the private/public hybrid that farmers' markets represent. In many ways, private actors are serving their own and wider public objectives. Farmers' markets create direct linkages between farmers and eaters; connect rural and urban economies; offer fresh, local and organic produce that grocery stores fail to deliver; sustain rural livelihoods when wholesale and export markets fail; increase regional food security by keeping a diversity of foods growing locally; increase traffic to local businesses; develop vibrant community spaces and identities; offer incubation sites for new businesses and create important farmer and food purveyor networks.

The re-classification of farmers' markets in Vancouver recognizes the public services that farmers' markets provide by categorizing them with daycares and cultural centres. Recognizing the public benefits of farmers' markets in a policy document gives the City a more legitimate mandate to support them with City staff time and resources. Examples of policy documents that do this are the Toronto Food Strategy and Toronto Food Charter.

Support Diversity

Supporting farmers' markets means creating a framework for consistent political support for diverse market models and circumstances. It is clear that one size does

not fit all in the case of farmers' markets and a Farmers' Market Policy should reflect that. The benefits and challenges outlined in this whitepaper demonstrate some of the diverse needs and visions of farmers' markets and the communities they represent in Hamilton. A policy that supports diversity is not prescriptive but enabling and flexible, allowing for a variety of strategies and contexts, while drawing on the shared challenges and opportunities of farmers' markets to create a supportive framework.

Plan for Farmers' Markets

The success of farmers' markets depends a great deal on the context of their location and progressive planning can help mitigate some of the challenges that are currently faced. Since farmers' markets are temporary in nature, they are not a use that is conventionally zoned for, though historically many towns were built around a "market square." While the new Zoning By-law and Official Plan take farmers' markets into account, permitting them as a 'retail' use, there are still zones where farmers' markets are not permitted as-of-right and must apply for a zoning verification, a costly and lengthy process. The City can support new markets by partnering with their management, allowing them to be considered a "public use" and thus permitted in any zone. A 'public use' designation would acknowledge the public benefits that farmers' markets provide yet also increase dependence of farmers' markets on the municipality, which can have both positive and negative impacts.¹² Another solution used by Toronto parks is to permit farmers' markets as a "special event," and charge the requisite permit fee for the season as opposed to per day, thus avoiding the need for a zoning verification. As farmers' markets are a seasonal and sometimes temporary event, this solution may be warranted in some cases.

As mentioned by PHLP, planners can help identify potential future farmers' market locations and ensure that they have convenient access for pedestrians, cyclists, transit users as well as sufficient off-road parking.

In addition to planning for new and future farmers' market sites, it is also important to plan for new farmers. Zoning that helps conserve prime farmland (such as the

¹² For example, city strikes in Toronto have caused the closure of farmers' markets for months at a time, translating into huge losses for farmers.

Greenbelt) is crucial for long-term regional food security and, in particular, farmers' market viability. The City may also wish to consider how zoning impacts commercial urban agriculture.

Community Consultation

The importance of community and stakeholder consultation was emphasized again and again by survey respondents in relation to farmers' market governance and policy. Since successful farmers' markets can be important community institutions as well as major sources of income for vendors, these stakeholders are heavily invested in any changes that may impact their markets. Drawing from and facilitating communication between experienced community partners is one way to inform a more comprehensive policy process. Policy created in reaction to particular circumstances may not take into account the full diversity of contexts and potential situations. Market managers, vendors and customers offer both contextual and "larger picture" information and expertise with regards to farmers' markets. A farmers' market policy or city-level committee should create on-going opportunities for stakeholder consultation if it wishes to maintain broad-based support and buy-in.

Cross-Sectoral Collaboration

Lack of clarity and inconsistencies around municipal by-laws and regulations pertaining to farmers' markets speaks to a need for communication across sectors, both within the City and within the broader community. As with other emerging food security issues, farmers' markets involve diverse sectors and partnerships. The positive outcomes of bringing together representatives from different city departments in the March 15th focus group demonstrates the importance of cross-sectoral discussions. If a farmers' markets policy development process is initiated, it is recommended that an advisory committee have representatives from zoning, licensing, and parking as well as councillors, market managers, farmer-vendors and community members.

Streamline with a Single Point of Contact

New farmers' market managers are trying to navigate numerous by-laws and City departments. The idea of streamlining this process by having a "one-stop-shop" or a

"dedicated staff person" was reiterated several times within the surveys and focus groups. Creating one point of contact at the City would streamline the information gathering process for managers, vendors and customers wishing to understand the protocol for markets as well as special events that might occur at those markets. This process could also be facilitated by creating an information package for farmers' markets that includes City contacts, by-law outlines, required application forms, interpretations of the food premises regulations and other municipally-based information. Provincial regulations are also important and could be included in such an outline.

Reconsider Rent and Infrastructure

Since most farmers' markets operate as not-for-profit entities, the City could consider offering reduced or free rent for farmers' markets on municipal parking lots.

Considering the very low overhead of small farmers' markets, many of which are trying to support local, small-scale and/or new farmers, renting a parking lot for one day per week at over \$2000 can pose a barrier. This would be especially difficult for food access oriented farmers' markets or programs that are concerned with the affordability of fresh produce in dispersed communities across the City.

Parking lots in Toronto, where parking is especially lucrative and real estate valuable, are rent-free for farmers' markets and instead require a \$5000 deposit to be returned at the end of the season if no damages are incurred.

One option is to reduce the rental costs for new farmers' markets for the first two to three years of operation or until they've established a secure customer base. This would allow new farmers' markets to get established before charging full market value (see Ottawa by-laws).

Also, lack of infrastructure and infrastructure-related costs can be a barrier to new farmers' markets. City departments can assist markets by providing subsidized or free electricity, water, washrooms and other infrastructure.

Parking Easements and Transit Solutions

Parking issues are a main concern for larger farmers' markets with a regional draw.

Vendor parking is especially important for several reasons: 1) Vendors arrive in larger

vehicles and trucks in order to bring more product, 2) Parking tickets and payments mean that vendors have to pay extra on top of their rent, and 3) Vendors often require easy access to their vehicles in order to access product. While the Municipal Parking Authority may not be able to afford free customer parking for all farmers' markets, it may be suitable to consider parking easements for vendors at farmers' markets where parking is an issue.

Customer parking subsidies for limited time periods was requested by a number of customer respondents and market managers. It was agreed at the focus group and among market managers that this need not be universal among farmers' markets as parking is not an issue everywhere. Hamiltonians are leaving the City to go to other farmers' markets such as Grimsby, St. Jacob's, Milton and others and, as one respondent said, get free parking at grocery stores. A lack of free or cheap parking may affect the ability of farmers' markets to compete.

Improving the accessibility and affordability of public transit is another option to consider. Rapid transit may wish to reassess the frequency of buses and their routes on farmers' market days. Several respondents commented on the lack of accessible transit to markets. Another transportation solution would be to offer free return trips on public transit for market-goers. These transit solutions can help support farmers' markets while easing parking pressure. In addition, bike lanes and routes should be considered in relation to farmers' market accessibility.

Encourage Communication between Farmers' Markets

The City can, in conjunction with the Greenbelt Foundation, provincial marketing associations and Farmers' Markets Ontario, act as a facilitator for better communication and sharing of resources between farmers' markets. Farmers' market networks allow for collective promotions, vendor recruitment, expertise and awareness. It also allows for a more strategic vision for managing farmers' market growth. Creating a vendor directory and recruitment plan for farmers' market managers, a contact for communities wishing to initiate their own farmers' markets, a collective promotional campaign and a potential for shared definitions and awareness of 'organic' and 'local' issues are some of the potential outcomes of communication

among farmers' markets. Better communication can also assist with vendor transparency issues. Monitoring and enforcing vendor reselling guidelines and ensuring 'organic' or 'natural' practice claims are true require time and skill. Communication among farmers' market managers with regards to vendor practices can help ease the burden of vendor monitoring.

Animate Agritourism

The Office of tourism may wish to partner with Hamilton Eat Local to assist with the marketing and promotions of farmers' markets and farmers in the City of Hamilton region. Creating a farmers' market or 'Hamilton local' brand or logo; building on the "Buy Local" map concept and ensuring distribution; and creating educational videos on local agriculture are all ways in which the Office of Tourism can assist with promotions. Creating a central website for Hamilton farmers' markets and agritourism that can be promoted at each farmers' market benefits all farmers' markets in Hamilton. Using social media and online maps to spread the word about times and locations of farmers' markets is a cost-effective way of assisting with promotions.

Start-up Funds

If reducing costs for farmers' market rent and infrastructure prove to be too onerous, the City may consider refocusing the "Community Partnership" grants to include a category for farmers' markets. Because farmers' markets are most prone to failure in their first four years, start-up grants can help bridge the difficult first steps to making a farmers' market successful.

Ensuring Good Governance

The importance of diverse stakeholder involvement and good governance structure in the operations of farmers' markets is apparent from the data. Vendor engagement in decision-making can be crucial to the atmosphere created at the market. However, vendors alone do not make a successful market, and vendors' associations have a clear conflict of interest in

SUBJECT: Farmers' Market White Paper (City Wide) - Page 81 of 84

controlling the market. The City can support and encourage farmers' markets to think through their governance structure and plan for succession as the farmers' market is being established.

References

American Planning Association. (2007). Policy guide on community and regional food planning. Retrieved January 11, 2011 from:

<http://www.planning.org/policy/guides/adopted/food.htm>

Association of Supervisors and Public Health Inspectors of Ontario. (2006) Common approaches to farmers' markets and special events: A guide for public health units. Retrieved January 11, 2011 from:

<http://www.celos.ca/wiki/uploads/FarmersMarkets/ASPHIO-CommonApproachesGuidelinesOctober24noWM.pdf>

Burlington Mall Farmers' Market. Rules and regulations. Retrieved January 11, 2011 from: https://docs.google.com/View?id=dgz38nmq_62csc8khhp

City of Hamilton.(2007). By-law No. 07-107 Being a by-law to license and regulate various businesses. Retrieved March 16, 2011 from

<http://www.hamilton.ca/NR/rdonlyres/8D965D05-227D-4B5C-87EA-EE9FEB8C92AE/0/07170ConsolidationJanuary2011.pdf>

City of Hamilton.(2010). By-law No. 10-197 A By-Law repealing and replacing By-law No. 06-243 respecting Signs within the city of Hamilton. Retrieved March 16, 2011 from: <http://www.hamilton.ca/NR/rdonlyres/A6180D99-D9DC-4BA8-B3E8-F3C738A50F54/0/10197.pdf>

City of Hamilton.(2005). Development of policy papers for phase two of the transportation master plan for the city of Hamilton. Retrieved March 16, 2011 from: http://www.hamilton.ca/NR/rdonlyres/CBEE2B48-E49F-4842-A9C9-EBD8D7A26CA5/0/12Parking_1260178.pdf

City of Kingston. (2010). By-law No. 2006-118:A By-law respecting the Kingston public market.

SUBJECT: Farmers' Market White Paper (City Wide) - Page 83 of 84

City of Ottawa. (2008). City of Ottawa Streetzoning by-law 2008-250 consolidation.

Retrieved January 11, 2011 from: http://ottawa.ca/residents/by-law/a_z/zoning/parts/pdf_en.htm

City of Ottawa. (2010, April 22). Extract of draft minutes 54: Ottawa Streetfarmers' market pilot project extension- Lansdowne park. Retrieved January 11, 2011

from: <http://ottawa.ca/calendar/ottawa/citycouncil/occ/2010/04-28/arac/02%20-%20Draft%20Minute%20extract.htm>

City of Ottawa. Farmers market consensus recommendations. Retrieved January 11, 2011 from:

http://www.ottawa.ca/residents/public_consult/lansdowne_partnership/farmers_market.pdf

City of Vancouver. (2010). Policy report development and building: Farmers' market by-Law amendments and interim actions.

Downtown Georgetown Farmer's Market. FM guidelines. Retrieved January 11, 2011 from: <http://www.downtowngeorgetown.com/4farmers-market-special-events>

Ecoconsult Corporation. (2007). Estimating the economic impacts of public markets. Project for Public Spaces: New York

Greenbelt Farmers' Market Network. (2011). 2010 shopper study.

Government of Alberta. (n.d.) Alberta approved farmers' markets program guidelines. Agriculture and Rural Development: Government of Alberta

Hamilton, N.D. (2005). Farmers market policy: An inventory of federal, state, and local examples. Project for Public Spaces: New York

Hamilton Community Foundation. Tracking poverty together: Neighbourhood hub toolkit. Retrieved January 11, 2011 from:

http://www.hcf.on.ca/pdf/complete_neighbourhood_hub_toolkit.pdf

SUBJECT: Farmers' Market White Paper (City Wide) - Page 84 of 84

Market on Broadway. (2011). Mission statement. Retrieved January 11, 2011 from:
<http://www.marketonbroadway.ca/documents/2011/RulesRegulations2011.pdf>

National Policy & Legal Analysis Network to Prevent Childhood Obesity. (2009).
Establishing land use protections for farmer's markets. Public Health Law and
Policy: California

Ottawa Street Farmers' Market. (2010). Ottawa Street farmers' market rules and
regulations. Retrieved January 11, 2011 from:
http://www.ottawastreetfarmers.com/content/Vendor_Rules_and_Regulations.pdf

Press Release Dalton McGuinty 2006

Province of Ontario. (1990). Health protection and promotion act R.R.O. 1990,
regulation 562: Food premises regulation. Toronto: Ontario

Stephenson, G., L. Lev & L. Brewer. (2008). "I'm Getting Desperate": what we know
about farmers' markets that fail. Renewable Agriculture and Food Systems 23:
188-199. Cambridge University Press. DOI: 10.1017/S1742170507002153

Young, C. (2009). Growing Toronto's farmers' markets: Towards a comprehensive
municipal policy. York University: Toronto, Canada