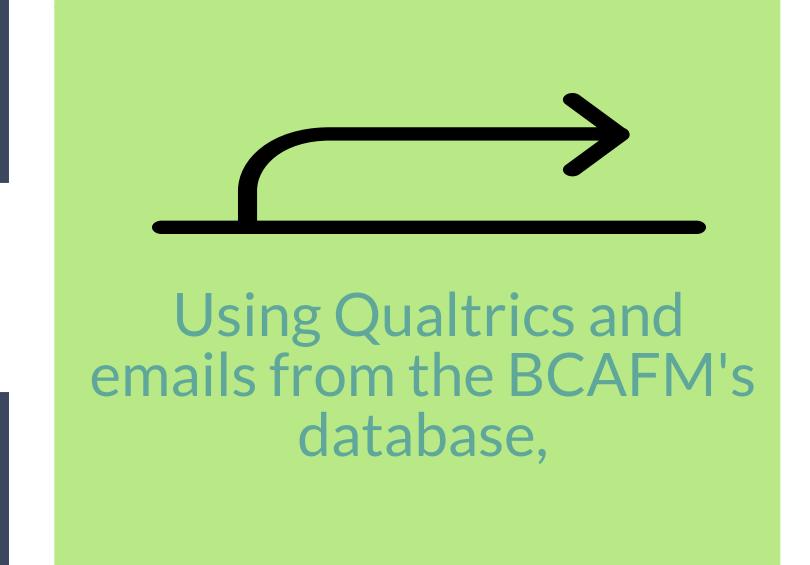
THE FUTURE OF FARMERS' MARKETS

We collaborated with the BC Association of Farmers' Markets (BCAFM). Together, our aim was to help support the flow of new farmer entrants into BC farmers' markets.

OBJECTIVES

- a) Identify barriers that farmers face when entering farmers' markets
- b) Understand the reason vendors plan to leave the market



WE SENT OUT AN



TO MARKET VENDORS

FROM OUR SURVEY RESULTS, WE FOUND:

370/0

ARE OVER THE AGE OF 55 PLAN TO LEAVE IN THE NEXT 5 YEARS

ARE THE TOP 3
BARRIERS VENDORS
FACE

226 VENDORS RESPONDED FROM 6 6 DIFFERENT BC MARKETS

IMPLICATIONS

- With a significant number of vendors being over the age of 55, BC farmers' markets will need the rising generation of farmers to participate in markets for them to be sustained over the coming years.
 - Over 1/3 of vendors are anticipated to leave the markets in the next 5 years, which will leave many markets in need of new vendors. Markets will need to find ways to recruit new vendors to participate in order to fill their stalls.
 - New vendors are facing challenges like distance, competition, and cost. Initiatives to help new vendors enter the markets should target these specific concerns.

RECOMMENDATIONS

For the BCAFM include:



Have Market Managers:

Track the number of entering and exiting vendors in their respective markets each year.

What other vendors recommended...

- Stall sharing
 Reduce fees for new entrants
- 3. Educate the public to increase dollars spent at markets.

Sources: https://www.statcan.gc.ca/eng/ca2016 For more information about this project, visit our blog at http://blogs.ubc.ca/bcfarmersmarket/