**IDEAS THROUGH THE YEARS**

* Advertise at the Market that we support the Fall Fair.
* Take picture of winner at Fall Fair (could hand them prize at the Market?).
* Put a notice board in the middle with “next weeks’ entertainer”, etc.
* Manager wear something distinctive so s/he can be found.
* Send specific invitations for Seniors’ Day (eg. Pioneer Place, Lodge, Silver King Court)
* Seminars / Workshops:
  + Ag leases & Crown land
  + How to sell at a Farmers’ Market
  + Canning
  + Herbs for Cooking
  + Sewing for Farmers’ Markets
  + Seedy Saturday
* Photographic Exhibit in conjunction with the Art Gallery (“Homegrown”)
* Have a mini-festival for agricultural promotion
* Committees should have a definition/purpose.
* Mark some angled lines on the ground where the house was to get more parking spots
* Invite the Houston & Hazelton Markets to the AGM
* Have a “satellite market” on another day & time
* Recruit new members
* Need to be sure to have December markets scheduled well (with one close to Xmas)
* Getting a cell phone for the Market Manager & having him wear identifying garb
* Handing out pamphlets in front of the post office (was done in 200?)
* Biking
  + ask the Town to put in some bike racks
  + have a “Bike to the Market Day” and offer gift certificates to those who bike
* Get parking signs for vendors saying “it’s okay to park behind me”
* “Local Food Day Challenge”
  + meal at a community hall
  + educational component about how to access local food
  + approach restaurants – they could serve food at the meal
  + involve Positive Living, Friendship Centre & St. James soup kitchen
* Get Manager to create a manual for use by next manager
* Can the Market assist vendors/farmers with winter veggie storage (thus expanding our vendor numbers)?

**Survey of Patrons 2005 -- Results (55 responses to 200 surveys):**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Good** | |  | **Fair** | |  | **Poor** | |
| location of market | 50 | 91% |  | 1 | 2% |  |  | 0% |
| time | 48 | 87% |  | 3 | 5% |  | 1 | 2% |
| quality of products | 49 | 89% |  | 3 | 5% |  |  | 0% |
| variety of products | 31 | 56% |  | 18 | 33% |  | 1 | 2% |
| availability of products | 37 | 67% |  | 15 | 27% |  |  | 0% |
| prices | 38 | 69% |  | 15 | 27% |  | 1 | 2% |
| music | 49 | 89% |  | 4 | 7% |  |  | 0% |
| other |  |  |  |  |  |  |  |  |

Summary: the majority of people were happy with all aspects of the market. Comments included “good job”, “keep it up”, etc. Other comments included: more chairs, and having an indoor market in the winter time. A few people thought a later market would be better. One mention that music was too short. The most constructive feedback was that approximately 30% thought variety and availability of certain products could be improved. 30% also thought prices were only fair, not good. One person felt that the BVFMA needs to tell the community about regulations, solicit community support for market. As for what else the market could offer, please see below.

**Main Reason You Attend the Market:**

|  |  |  |
| --- | --- | --- |
| social | 30 | 55% |
| support local food/economy | 41 | 75% |
| purchase goods can’t get elsewhere | 15 | 27% |
| purchase good need | 29 | 53% |
| Other: coffee, freshness, organic produce | | |

**How much do you spend each time:** $5 - $60 ($18.29 is average amt/person)

**How Often Do You Attend the Market:**

|  |  |  |  |
| --- | --- | --- | --- |
| always | 18 | 33% | go every week |
| often | 20 | 36% | go 2-3 times/mo |
| sometimes | 7 | 13% | go 1-2 times/season |
| no answer | 10 | 18% | did not respond |

**Where Should the BVFMA Focus:**

|  |  |  |
| --- | --- | --- |
| PR | 15 | 27% |
| Advert | 5 | 9% |
| More vendors | 21 | 38% |

**What Else Should be at the Market:**

|  |  |  |
| --- | --- | --- |
| cheese | 2 | 4% |
| crafts | 2 | 4% |
| crepes | 1 | 2% |
| eggs | 2 | 4% |
| fish | 3 | 5% |
| food to eat | 2 | 4% |
| fruit | 8 | 15% |
| meat – chicken, turkey | 2 | 4% |
| roasted nuts | 1 | 2% |

**Indoor Market:**

|  |  |  |
| --- | --- | --- |
| aware of the indoor mkt | 34 | 62% |
| not aware of the indoor mkt | 9 | 16% |
| didn’t respond | 20 | 36% |
| would go | 18 | 33% |
| won’t go | 10 | 18% |
| didn’t respond | 27 | 49% |

SEE NEXT PAGE FOR FURTHER RESULTS FROM 2005**Survey of Vendors 2006 (6 responses):**

* layout needs to be more consistent
* stall spaces should be measured, numbered and mapped
* long-time vendor spaces should be marked accordingly
* some concerns about parking (eg. having an overflow)
* suggestion of putting in a bike rack
* all vendors that responded said that they were returning for 2007
* general comment was that Laurie was good to work with & did a good job

**Survey of Vendors 2007 (13 responses):**

* rules should apply to everyone
* new food vendors need to meet our requirements, not just drop in with “whatever”, so we’re consistent with rules for all vendors at all markets
* more electrical outlets
* several requests for more chairs
* music from 8:00 – noon non-stop
* Catherine as manager again ☺
* canopies are in really rough shape once again…perhaps could be rented out for the season to the same person so they are caring for them…maybe sell them and stop providing them
* a central large cover with chairs & tables
* need a more structured way within the market group to address issues that arise during the market season, for sure within the executive/core of our group, so as issues come up they are dealt with…maybe an e-mail circulation of uprising items drafted by the pres/vice once a month…keeping all informed is crucial, it trumps the fact that we are all so very busy
* the idea of a market that runs a longer duration in hours, especially for the arts fold who comment that a lot of their sales are towards the end of the market day…this has often not been considered a possibility [dance parking], but the market has grown and now it may be a great idea to approach and our vendors are keen…string those vendors along an area that the parking would be least affected, without vehicles in that area…a show of interest as to who would be keen may be a great start
* if possible longer hours – 8-4
* continue promoting; getting a good variety
* need to address: dogs, start time, non-food related info & community issues
* market bags & aprons
* dogs out of market
* the line that marks out stalls is a safety hazard
* put up chess boards, checkers, to keep people interested in staying longer
* open 9:00 – 1:00
* timing – later, longer hours
* music & entertainment helps keep people longer
* perhaps a few more canopies?

**Survey of Vendors 2008 or 2009 (not dated) (7 responses):**

* Kid’s Day
  + 1 = needs improving to 5 = very successful
  + #3 = 2
  + #4 = 1
  + #5 = 2
  + “didn’t even know they happened”
  + “few more activities?”
  + “perhaps getting the word out sooner and making it a regular annual event will help its growth & appeal”
  + “did not attend”
* Senior’s Day:
  + 1 = needs improving to 5 = very successful
  + #3 = 1
  + #4 = 2
  + #5 = 1
  + “didn’t even know they happened”
  + “perhaps getting the word out sooner and making it a regular annual event will help its growth & appeal”
  + “did not attend”
* Coupon Program:
  + 1 = needs improving to 5 = very successful
  + #4 = 1
  + #5 = 4
  + “very good except I think it should also include baked goods”
  + “target folks that really need the help of this program”
  + “very good idea”
* Artisan’s Alley
  + 1 = needs improving to 5 = very successful
  + #5 = 1
  + “it would be great to hold perhaps from where the market starts so that people get the idea and know its existence – also could be advertised on the same Farmers Market poster”
* Changes or Issues to be Addressed:
  + “perhaps some ads in market preceding some special event”
  + “I’m happy the way it is”
  + “horse rides – differentiate from market”
  + “parking”
  + “very well organized this year. Thanks, Garry.”
  + “remark with bright colour the string line for market spots”
  + “pursue the power issue”
  + “parking of vendor vehicles to free up customer parking”
  + “thank you so much, especially Garry for making this seasons market so great”
  + “I think that it would be nice for the month of September to open the market at 9:00 and go until 1:00 – the traffic in September is less and I feel is totally unnecessary to be here at 7:00 when is dark to open at 8:00 – produce and bread people don’t take a long time to set up – so they can start their sales by 8:30 and crafters at 9:00 or as soon as they are set up, this can be advertised on the poster at the beginning of the year”
  + “really enjoy the music. there was only one week that it was perhaps a little loud. we had trouble hearing our customers on that particular day”
* Improvements to growth, flow & appeal:
  + “we have room now to fill it. Move meat?”
  + “should give seniors a discount of 15% once a month”
  + “hot foods a good addition”
  + “vendors need more space between each one”
  + “nice not to have all the dogs at the market”
  + “great growth with meat vendors as well as several hot food vendors!”
  + “Dog sign should be on big sandwich board”
  + “Farmer’s market signs to be changed – with just an arrow – the sign by Tim Horton’s with Farmer’s Market can mislead potential customer to go farther”
  + “it would be nice for every vendor to log sales to see when the farmer’s market should really start”
* There was a suggestion to have a kid’s tent with activities set up every market:
  + “very good idea”
  + “I think it would also draw more people to the market”
  + “sounds good but who looks after the kids? Liability?”
  + “good idea”
  + “whoever wants to take this on – great – but not that it fall into the hands of the core organizer nor market manager”
  + “good idea I would like to be part of it”
  + “might be worth a try”

**Survey of Vendors 2005 – Results (9 responses)**

(Types of vendors: processed food, veggies/farm goods, photos, drinks, art, jewelry, baked goods)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  | **Total** | Avg. |
| **Yrs Vending** | 4 | 2 | 1 | 1 | 12 | 3 | 10 | 8 | 10 | **51** | 6 |
| **Avg revenue/mkt** | $150 | $150 | $70 | $90 | $175 | $200 | $600 | $720 | $1,400 | **$3,555** | $395 |
| **Season revenue** |  | $1,200 | $1,500 | $1,500 | $3,000 | $3,500 | $10,000 | $14,000 | $24,000 | **$58,700** | $7,338 |
| **% of family income** |  |  | 5% | 10% | 15% |  | 20% | 50% | 25% |  | 21% |
| **% back into community** | 100% | 100% | 100% |  | 100% |  | 60% | 100% | 90% |  | 93% |

**Main Reasons for Vending:**

Social: 2 Financial: 6 Support Local/Quality outlet: 5

**Where BVFMA Should Focus:**

PR: 5 Advertising: 1 More Vendors: 5 Other: should focus on rules & regs re: farm products

\*\*Where PR means not just advertising, but educating the public about what the market is, importance & impact of it.

**General:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Happy** | **Improve** | **Comments** |
| Stall Fees | 89% |  |  |
| Time of Market | 56% | 44% | needs to start later |
| Layout | 89% |  | look into possible growth |
| Music | 89% | 11% | not necessary |
| Vendor Selection | 44% | 56% | more variety, products, new/young vendors |
| Market Rules | 67% | 33% | too restrictive, individual signage from vendors |
| Gov’t Regs | 11% | 44% | needs to improve, no comment |
| Other |  |  | good site |

**Other Comments:**

* feel market should make concerns re: gov’t interference felt
* time change in the fall – too cold in a.m. to come to Town
* public needs to be aware of what gov’t regs will do (loss of freedom of choice) – take focus off vendors
* like to see a tour organized for public
* BVFMA shopping bags (from recycled canopies)
* logo contest ($50 prize?)
* indoor market – go in with a bang – out with a bang

Comments and Suggestions

from Indoor Market 2013/2014 Season (held in the Curling Rink)

* Floor very slippery by door
* Not open long enough
* Give us more hours, maybe until 1:00pm
* A little quiet background music would be nice
* Music please: live, canned – OK
* The Market would be more convenient if they were 9am – 2pm or 10am – 2pm
  + these hours are more common at BC markets
* Market from 9am – 1pm so we can come on our lunch break
* Background music would be nice. Does not have to be live.
* Why not go to 1 or 2pm?

Not too many comments or suggestions, but a strong theme around hours, mostly to stay open longer. This probably applies to both the indoor and outdoor market, but given the restriction of the market times in the summer, the indoor season may be the only time we can look at changing the hours. Also a strong theme around music. This has since been remedied with canned music, but if we ever operate in a different indoor venue, live music should be considered (it would draw people in and keep them there a bit longer).