

Final Community Project Report  
Vancouver's Farmers' Market (Group 18)

Land and Food Systems 350  
The University of British Columbia

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Figure 1: Kitsilano Farmers Market

## Executive Summary

To address the issue of food insecurity within the Vancouver community, we chose to focus our Community Based Experiential Learning (CBEL) Project on Vancouver's Farmers Markets. Specifically, we wanted to analyze the cost barrier imposed on community members, and their desire to access the fruits and vegetables available at their local Farmers Market. Our project partner was the BC Association of Farmers' Markets, which has a mission to transform the global food system into a more local and sustainable marketplace for the community, environment and economy (2015). One of our project's objectives was to uncover the validity of the common perception that Farmers Markets are expensive and that shopping there is an elitist movement only affordable for the rich. Another objective was to provide a produce cost guide for our partner organization, so that they could evaluate possible cost-based initiatives to make Farmers Markets more accessible to community members. Our project included numerous inquiry questions. For example, if Farmers Markets have the most expensive produce in the area, what strategies could be implemented to make them more accessible, and who should take on

this responsibility? Our method of approach included choosing three different neighborhoods within Vancouver, to analyze how different socioeconomic classes may influence the price of produce. In each neighborhood, we compared the prices of produce of the Farmers Market to three types of grocers within a fifteen minute walking distance. The three types of grocers included a chain superstore with organic produce, a locally owned grocer and a small produce shop that offered the cheapest options in the neighborhood. This provided a range of price points for produce within each community for our analysis. The results from our data showed that produce available at the Farmers Markets was more expensive compared to other grocers in the area, but that there were no significant price discrepancies between the three Farmers Markets. We hope our findings will be of service to our community partner, in their efforts to increase the role of Farmers Markets as a food security initiative. Our conclusion is that we believe food security is a complex issue that requires more than a price consideration. Thus, this limitation in our project provides an opportunity for further investigation into other possible barriers, like variety and convenience, which may be preventing community members from accessing their local Farmers' Market.

## **Introduction**

As a group, we believe fostering a supportive and inclusive community environment is essential to the health and wellbeing of its members. Therefore, for our Community Based Experiential Learning (CBEL) project, we chose to analyze the role of Vancouver's Farmers' Markets as a source of healthy nutritious food for community members. We decided to partner with the BC Association of Farmers Markets because we believe we have many aligning values. The association was founded in 1995 with a mission to transform the global food system into a

more local and sustainable marketplace for the community, environment and economy (2015). The significance of analyzing the role of Vancouver's Farmers Markets in a food security discourse is important, because it has not been done before, and we believe would be a valuable contribution to increasing community awareness of this issue. Our project's food security issue of focus was on the cost barrier imposed on community members who wish to shop at Farmers Markets. However, this focus presented numerous limitations to our findings. For example, we did not analyze other factors, such as convenience or lack of variety offered, which would also affect the accessibility of Farmers Markets. The main objective of our CBEL project was to provide an answer to the common perception that produce is more expensive at Farmers Markets and that shopping there is an elitist movement only affordable for the rich. Another objective was to produce a fruit and vegetable cost guide for our partner organization so they could evaluate possible cost-based initiatives to make Farmers Markets more inclusive to community members from a financial standpoint. As a group, we had numerous inquiry questions. For instance, if the produce is more expensive at the Farmers Markets, what would viable options to increasing accessibility look like? Who should be responsible for this change? If Farmers Markets were to provide the most cost-effective produce available within the community, would members shop at the Farmers Market? Unfortunately, we do not have answers to most of these questions, but we hope our project's findings will provide an opportunity to further examine the role of Vancouver's Farmers Markets in addressing community food security.

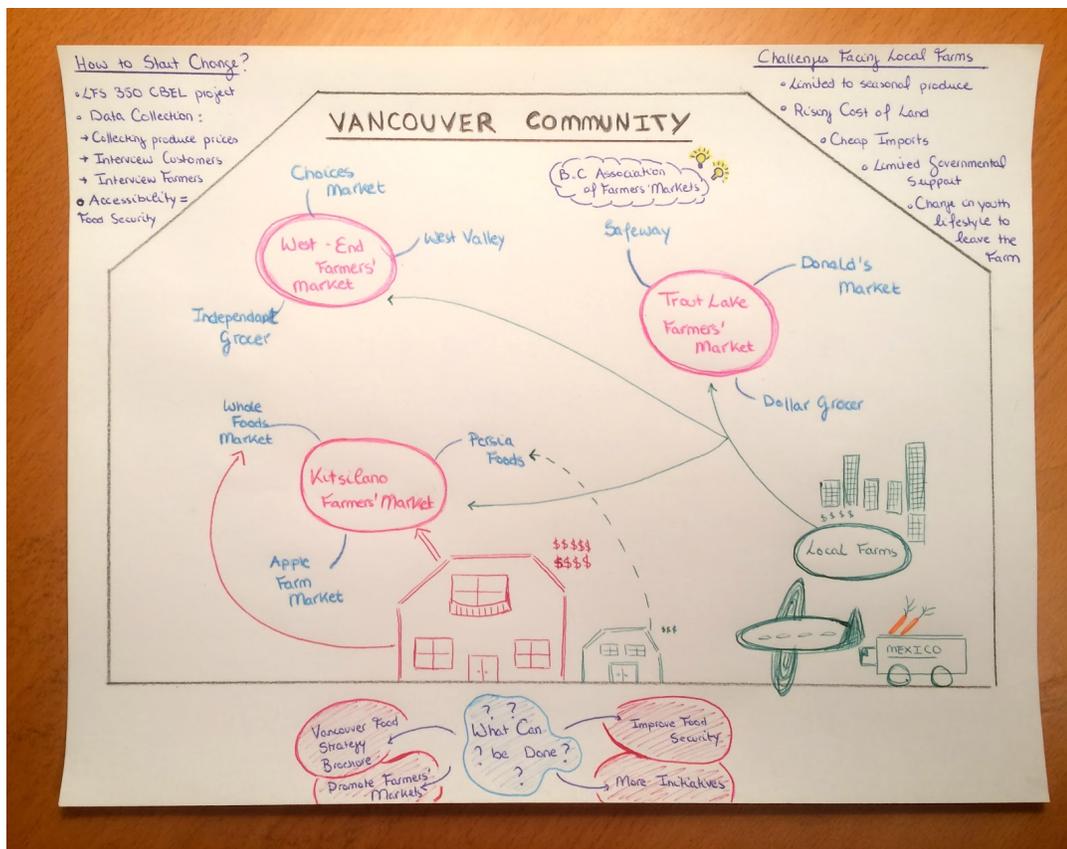


Figure 2: Group 18 Systems Diagram

## Methods

Among many Vancouver Farmers Markets, Kitsilano, West End and Trout Lake locations were chosen representing three distinct neighbourhoods that differ in mean incomes. Each of the three sub-groups visited one of the three Farmers Markets, from which data on price of produce was collected. Within each community, data was also collected from three types of grocer, chain superstore that provide organic foods, a locally owned independent store, and a grocer with lowest priced produce, which were all within 15 minutes of walking distance from the Farmers Market. This controlled for the distance factor in preventing access to Farmers Market. For Kitsilano area, the grocers included Whole Foods, Apple Farm Market, and Persia Foods. For West End, we chose Choices Market, West Valley, and Independent Grocer. Lastly

for Trout Lake, we chose Safeway, Donald's Market, and Dollar Grocer. The quantitative data was collected on three consecutive Saturdays. Our qualitative data comprised of five interviews of customers at each Farmers Market and two at each grocers to obtain general opinions of residents. Questions included why one shops at the particular shop and how well known the Farmers Markets are.

The first group collected data on 30 different items, which are in season, from each market, choosing conventional produce if organic options were unavailable. 30 produce types were chosen initially in order to create a representative sample, and with the consideration that other communities may not have all the same produce available. Refer to appendix for the complete list of produce types and prices. We used random sampling method to collect data from any farmers at each Farmers Market. We tried to convert most units into pounds and weighed the items sold in bunches to correspond to those sold in pounds.

For analysis, we created a 12-column spreadsheet with prices from all three Farmers Markets and corresponding grocers. Then, we extracted three tables representing each neighbourhood and one table of all communities. T-test was used to calculate the significance of discrepancies in the mean prices between Farmers Markets and grocers.

To ensure ethical approach, we randomly selected customers to introduce our project and ask about their willingness to participate. We asked quick and simple questions to reduce interference with their shopping. We also asked the farmers for permission to record the prices. Overall, we aimed for least inconvenience and disruption to customers and businesses.



Figure 3: Kitsilano Farmers Market

## Findings

Due to variety and availability of produce not being uniform across the Farmers Markets and three grocers, we were unable to collect complete sets of price on the chosen produce. Table 4 indicates that Farmers Market prices are higher compared to the three types of grocer, for the most part. From Table 5 we can infer that that the mean price at Farmers Markets are higher than that of other grocers in the communities. Also, the result from t-tests show that we can be more than 80% confident that there is a significant difference in the mean prices between the Farmers markets and the other grocers, except in the Trout Lake neighborhood.

In Table 1, prices were not always higher at Trout-Lake Farmers Market compared to the other grocers. In some of the data points, Dollar Market and Safeway had higher prices. In Table 2, we saw a clear trend of Kitsilano Farmers Market produce being more expensive. However, some produce prices were higher at Whole Foods. This might be due to Whole Foods only

carrying organic and local produce. In Table 3, West End Farmers Market prices were greater for most produce. A reason for some produce being more pricy at supermarkets than Farmers Markets was because those were organic or local from BC.

The interviews revealed that there are more prevalent factors than cost that prevent people from shopping at Farmers Markets. Approximately 65% of the customers did not mention price as a driving force for making their purchasing choices. Common responses across the interviews at Farmers Markets were that they shop at the market regularly and enjoy shopping there because they like to support local farmers, and think the quality, variety, and flavor of produce are better at the market. The most prevalent responses from the customers who infrequently shop at the Farmers Markets included lack of time and inconvenience due to their residence being far from the market. Some other reasons for inaccessibility mentioned by customers were lack of information on Farmers Markets, the time and location being inconvenient, limited selection, and high price.

Although quantitative and qualitative data collection, and analysis from the tables and statistical calculations were not exhaustive or fully comprehensive, we were able to answer some of our inquiry questions. That is, price of produce at Farmers Markets are higher than other retail grocers, and hence some people perceive them as out of reach due to the cost.

Table 1 East Vancouver Produce Prices

<b>Produce Names</b>	<b>Trout Lake Farmers Market</b>	<b>Safeway</b>	<b>Donald Market</b>	<b>Dollar Market</b>
Gala Apples	\$2/lb	\$1.99/lb (org)	\$0.79/lb	\$2.79/lb (org)
Russet Potatoes	\$2/lb	\$1.33/lb (org)	\$0.59/lb	\$0.59/lb
Cucumbers	\$3 each	\$3.49 each (org)	\$2.45 each	\$4.99/each (org)
Eggplant	\$2 each	\$1.99/lb	\$1.65/each	\$1.59/lb
Celery	\$2.99/lb	\$2.99/each (org)	\$2.49/lb (org)	\$2.79/each

Purple beets	\$2.50/lb	\$3.99/bunch (org)	\$3.95/bunch (org)	\$0.89/lb
Red onion	\$2.99/lb	\$1.99/lb	\$1.29/lb	\$0.99/lb
Swiss Chard	\$3.00/bunch	\$3.99/each (org)	\$2.45/each (org)	\$2.99/each (org)
Kale	\$3/bunch	\$3.59/bunch	\$2.95/each (org)	\$2.59/each (org)
Green leaf lettuce	\$3.30/100g	\$3.37/100g	\$0.87/100g (org)	\$3.99/each (org)
Cauliflower	\$5 each	\$5.99/each (org)	\$6.95/each (org), 0.99/lb	\$4.99/each
Basil	\$2 a bag	\$2.49 for pkg	\$1.65/bunch (BC)	\$1.99/each

Table 2 Kitsilano Produce Prices

<b>Produce Names</b>	<b>Kitsilano Farmers Market</b>	<b>Whole Foods</b>	<b>Apple Farm Market</b>	<b>Persia Food</b>
Gala Apples	\$2.99/lb	\$2.99/lb	\$1.29/lb (BC)	\$1.29/lb \$0.79/lb (local)
Strawberries	\$5.00/basket	\$5.99/lb (similar size to FM)	\$4.99/lb (double amount of FM)	\$1.50/lb
Beefsteak tomatoes	\$6.00/basket (4 large)	\$5.99/lb (Heirloom tomatoes)	\$1.69/lb	\$1.29/lb (closest)
Mix/Match Cherry tomatoes	\$6.00/lb \$5.00/each	\$4.00/each	\$2.70/lb	\$1.29/each
Russet Potatoes	\$2.00/lb	\$0.99/lb	\$0.89/lb	\$0.49/lb
Sweet Peppers	\$4.99/lb	\$4.99/lb	\$2.49/lb	\$1.29/lb (closest, local)
Carrots	\$3/lb (BC Pemberton)	\$1.99/lb	\$0.75/lb	\$0.79/lb
Cucumber	\$2.00/each	\$4.99/lb	\$2.69/each	\$0.99/each
Eggplants	\$3.99/lb	\$4.99/lb	\$1.99/lb	\$1.29/lb (BC)
Green Zucchini	\$2.50/lb	\$2.99/lb	\$2.99/lb (organic), \$1.69/lb	\$1.49/lb
Butternut Squash	\$2.00/lb	\$1.29/lb	\$0.99/lb	\$0.99/lb
Celery	\$2.99/lb	\$1.99/lb	\$1.29/lb	\$0.79/lb
Purple Beets	\$3.00/lb	\$2.99/lb	\$1.29/lb	\$0.79/lb
Red onion	\$4.00/lb	\$2.49/lb	\$1.69/lb	\$0.79/lb
Leeks	\$3.99/lb	\$2.99/lb	\$1.99/lb	\$1.29/lb
Kale	\$3.00/each	\$2.99/each	\$1.99/each	\$0.99/each
Green leaf lettuce	\$2.50/each	\$2.99/each	\$1.99/each	\$0.99/each

Broccoli	\$3.50/lb	\$2.99/lb	\$2.99/lb	\$1.79/lb
Brussels Sprouts	\$7.00/each	\$2.99/lb	\$2.99/lb	\$1.99/lb
Cauliflower	\$5.00/each	\$3.99/lb	\$3.19/each	\$2.99/each
Basil	\$5.50/100g	\$5.35/100g	\$0.19/lb	\$6.99/lb
Cabbage	\$3.00/lb	\$2.99/lb	\$0.79/lb	\$0.59/lb
Garlic	\$14.00/lb	\$14.99/lb	\$2.99/lb	\$3.99/lb
Bosc pear	\$2.99/lb	\$2.99/lb	\$1.69/lb	\$0.99/lb

Table 3 West End Produce Prices

<b>Produce Names</b>	<b>West End Farmers Market</b>	<b>Price of Choices Market</b>	<b>Price of Independent Grocer</b>	<b>Price of West Valley Market</b>
Ambrosia Apples	1.25/lb	1.98/lb (BC)	1.09/lb	1.09/lb
Gala Apples	1.99/lb	1.78/lb	2.49/lb (Org 3.49/lb)	0.99/lb
Strawberries	3.00/lb	454gm container 6.98 each (Organic)	4.99 each container (Org 6.99-1.54/100g)	4.99/each container
Beefsteak tomatoes	1.50/lb	2.98/lb (Organic)	1.99/lb	1.69/lb (Campari)
Chief Potatoes	3.00/lb	5lb 2.98 each (red 0.98/lb)	0.99/lb (baking, yellow) 1.29/lb (white, red)	0.79/lb (baking) 0.99/lb (red)
Cucumber	2.49/lb	3.98 ea (Organic)	2.29 ea	1.59 each
Green Zucchini	2.49/lb	1.98/lb	1.99/lb	1.39/lb
Butternut Squash	2.00/lb	1.98/lb (BC Organic)	1.49/lb	1.09/lb
Celery	3.00/bunch	1.48/lb	2.29 (celery stalk)	1.29/lb
Beets	3.00/lb or bunch	1.48/lb (BC)	1.29/lb	
Red onion	2.50/lb	1.28/lb	1.79/lb	1.29/lb
Spinach	4.00/each	2.98 each (bunch)	1.99/bunch	2.49 each
Green leaf lettuce	2.00/each	1.50each	1.49 each (Org 2.99 each)	1.19 each
Brussel Sprouts	2.50/lb	2.48/lb (BC Organic)	2.49/lb	1.89/lb
Cauliflower	3.50/each	3.48 each	4.99 each	2.49 each

Table 4 Vancouver Produce Prices

Produce	Kitsilano				West End				East Vancouver (Trout Lake)			
	Farmers Market	Whole Foods	Apple Farm Market	Persia Food	Farmers Market	Choices Market	Independent	West Valley	Farmers Market	Safeway	Donald's	Dollar Grocer
<b>Gala Apples</b>	2.99/lb	2.99/lb	1.29/lb	0.79/lb (local)	1.99/lb	1.78/lb	3.49/lb	0.99/lb	2.00/lb	1.99/lb (org)	0.79/lb	2.79/lb (org)
<b>Cucumber</b>	2.00 each	4.99/lb	2.69/each	0.99/each	2.49/lb	3.98 each (org)	2.29 each	1.59 each	3.00/each	3.49/each (org)	2.45/each	4.99/each (org)
<b>Celery</b>	2.99/lb	1.99/lb	1.29/lb	0.79/lb	3.00/bunch	1.48/lb	2.29/bunch	1.29/lb	2.99/lb	2.99/each (org)	2.49/lb (org)	2.79/each
<b>Green Leaf Lettuce</b>	2.50/each	2.99/each	1.99/each	0.99/each	2.00/each	1.50/each	2.99/each (org)	1.19 each	3.30/100g	3.37/100g	3.95/lb (org)	3.99/each (org)
<b>Cauliflower</b>	5.00/each	3.99/lb	3.19/each	2.99/each	3.50/each	3.48/each	4.99/each	2.49/each	5.00/each	5.99/each (org)	6.95/each (org)	4.99/each
<b>Red Onion</b>	4.00/lb	2.49/lb	1.69/lb	0.79/lb	2.50/lb	1.28/lb	1.79/lb	1.29/lb	2.99/lb	1.99/lb	1.29/lb	0.99/lb

Table 5 Mean Prices and t-test

	Mean Price (\$)		t-test (Claim: The mean price at Farmers Market is higher than at the other grocers)	
	Farmers Market	Other Grocers	Test statistics	Significance
Trout Lake (Table 1)	2.82	2.68	0.386	Less than 50% confident
Kitsilano (Table 2)	4.21	2.49	3.003	99% confident
West End (Table 3)	2.55	2.16	1.423	80% confident
Three Areas (Table 4)	3.01	2.54	1.622	80% confident

## Discussion

Through this project, we wanted to assess food accessibility, which is one of the main focus areas of the Vancouver Food Strategy (City of Vancouver, 2015). We were exposed to the core concepts pertaining to food systems such as food security and asset-based community development. Utilizing the asset-based community development model, we approached our project with the intention of putting citizens at the center of the development, and opened up dialogue at the markets in an effort to analyze the current status of the accessibility of the local food system (Jovel & Valley, 2015). The principles of asset-based community development were incorporated in the objectives of this study, as we considered Vancouver Farmers Market as an asset through which we can address Vancouver's food system issues (Jovel & Valley, 2015). The findings of Farmers Markets being generally more pricy signified the cost standard for accessing local produce sold at Farmers markets. This allowed us to suggest cost as a factor that limits the community's accessibility to local produce, hindering food security.

Based on the analysis connecting the quantitative data to the interview responses, the extent to which the cost plays a role in the local food security is still inconclusive. The fact that 65% of people mentioned convenience and variety rather than cost as their primary interest questions the significance of role price plays in their food accessibility. This is substantiated by a similar study done in New Zealand, where it was found that quality is the most important influence among Farmers Markets attendees, and convenience and low price levels to reign as important factors among supermarket consumers (Murphy, 2011). This variation in the values held by each community members toward their shopping activities suggests that the term food security could mean different things to each individual, which proposes the need for a diverse approach when addressing the food insecurity issue.

The varied availability and units of produce across the data collection sites has limited the number of produce to be compared. With a greater number of produce, a more accurate and reliable estimate on the pricing trend could have been accomplished. We were also limited in the number of markets the data was collected from due to the time constraint. Three Farmers Markets and nine grocers may not be large enough for us to generalize the findings to the City of Vancouver. Moreover, the duration of our project was three months with the data collected only once. This only provided us with a snapshot of fluctuating price level, and we were restricted from understanding the long-term overview of the local food accessibility. Our suggestion for future studies would be a long-term project, which would show more accurate trend of cost discrepancies with larger sample size, taking into account the price fluctuations. This way, the community partners would be better informed with a better representative cost guide so that they could utilize it to take further actions in improving the food security.

The gap between local fresh produce and Vancouver residents calls for another initiative or a modification of programs currently offered by the City of Vancouver. In an effort to increase public access to local food and local food literacy, the American government has introduced a farm to institution program. This program delegates regional produce to be used in places such as institutional cafeterias, on-site restaurants, stores, conferences, catering services and special events (Harris, Lakins, Bowden, & Kimmons, 2012). Concerns in food safety, cost, availability, and liability are addressed using a similar model as an asset-based development, where institutions and local, state, and federal policies work together. Farm to school cafeteria exists in Canada but farm to institution program does not, which makes it a viable candidate for a way to improve access to good quality foods for all residents in the City of Vancouver (City of Vancouver, 2015).



Figure 4: Kitsilano Whole Foods Market



Figure 5: Kitsilano Whole Foods Market

## Conclusion

This project has shown that average price of produce are higher at Farmers Markets than other grocers. This adds a verification to people's perception that shopping at a Farmers Market is an elitist movement. Another finding has outlined that other various factors, including convenience, taste preference, and availability of variety, are affecting people's food choices. This adds a critical acknowledgement that there are many forces that determine consumerism. Based on the results that cost is just one factor among many, we were unable to answer the question of whether cost is a major barrier for going to the Farmers Markets. In other words, would more people shop at Farmers Markets if their produce were offered at an affordable and comparable price?

Aside from financial aspect, people's decisions on where to shop for their produce need examination from various other aspects. Our group believes that in-depth studies on how and to what extent these various factors affect people's food choices are critical. We recommend

studying the interplay of the influences, including cost, in order to gain more complete understanding of people's perceptions on Farmers Markets. Further examination of cost aspect of food insecurity consisting of more representative sample will be helpful as well.

In terms of cost, our group members came to a consensus that everyone who wishes to have access to Farmers Markets' produce should be given the opportunity. We do not believe that lowering the price of Farmers Market produce is an appropriate way to address this issue, because this will threaten the profit of local farmers. Instead, we suggest implementing and expanding programs that can make local produce more accessible to all Vancouver residents, especially to those of low financial standing, as highlighted by the Vancouver Food Strategy. Examples of this would be the coupon program by BC Associations of Farmers' Markets and Farm-to-school or Farm-to-industry programs. Furthermore, general information of Farmers Markets, such as time, location, and duration, should be advertised so that more people can take advantage of the opportunities. By facilitating the direct link between consumers and farmers, we believe that we can support local food system and improve food security in the City of Vancouver.

### **Group 18 Critical Reflections**

"S"

I visited the Farmers Market for the first time in Canada during our data collection, and enjoyed the experience. I have always been interested in supporting local farmers, but I have never made an effort to shop at Farmers Markets due to many reasons, including cost, inconvenience, and lack of information about Vancouver Farmers Markets. This is why it was interesting to talk to community members with similar or differing views on Farmers Markets.

The actual visit to the market and grocers taught me more about the actual food system than reading a research article on the relevant topic or studying the flexible e-lectures. Through the experience, I gained a valuable insight that food systems and people's food decisions are complex, and hence examining the each factors separately does not provide us a complete picture. Furthermore, I realized that Farmers Markets are more than just a place where people buy their produce, but it is also a place where people come together to interact and support local farmers. Now that I know Farmers Markets can give me an opportunity to support local food system, I believe that the experience I can gain there will be worth the extra cost for shopping for local, organic produce. I cannot wait to go back to Farmers Markets next spring.

“S”

My CBEL project experience was valuable because it challenged my previous beliefs regarding the role Vancouver's Farmers Markets should and could contribute as a food security initiative for the Vancouver community. Prior to this project I thought there was only a single cost barrier associated in accessing the produce available at the Farmers' Markets, but I now recognize the barriers are much more complex and include issues like convenience, variety and culture. I was also confronted with the complexity of food security in course readings and assignments, for example in my three academic and experiential review papers, where I had to research how academics and community-based initiatives approach the key issues I was trying to address in my CBEL project. What was most challenging, is that the more I learnt and uncovered about the realities of our food systems, the more confused and frustrated I became. There are so many different approaches to the so many different problems faced within our food systems that sometimes I just want to wave my white flag and give up. But, what I really enjoyed about this

course is that it exposed me to various stakeholders, like my CBEL project partner and numerous academics, who are all working extremely hard to improve our food system, which gives me hope. In moving forward, I hope to remember the experiences and lessons I have learnt in this course, and apply them to my future pursuits of trying to impact change and create a better future for our food system.

### “M”

Throughout this course and our CBEL project it challenged me to learn more Farmers Markets and the Vancouver food system. Before doing by CBEL I never considered that Farmers Markets might be perceived as an elitist movement and that only people with money and time attend. Growing up I attended the Kamloops Farmers Market with my family and I thought of attending as a nice family activity where we enjoyed snacks and fresh fruit. So, this project interested me because I never considered all of the factors surrounding who shops at Farmers Markets and who does not. I also never attended a Vancouver Farmers Market until we did our data collection. The most surprising thing that happened I found was when our group realized that price did not play a huge factor in whether people shop at the Farmers Market. With observing this through the data we collected and the interviews we had to adjust and go with the flow with how our project was unfolding. All in all I think my group used our time in tutorial room and the flexible learning to the best of our abilities. If we did not physically meet up we were always communicating through emails. Besides working on our project I enjoyed writing the Academic and Experimental Review Papers. These papers enabled me to expand my knowledge on our CBEL and research an area of interest, food justice. Ultimately, this course pushed me to work within a group effective and efficiently and it fostered my learning through the CBEL project and papers.

“M”

Throughout the course, visiting the Farmers Market and being able to actively get involved in our community was a meaningful experience as it introduced me to concerns that I have never thought about before. I appreciate that I could be part of the project to enhance shopping at Farmers Market and improve food security in Vancouver. Interacting with the residents and getting to know in depth about how different people thought about the community, in our case, access to Farmers Market was one of the best experiences I received from this course. As our project involved Farmers Markets, which are only offered on the weekends, we were not able to use the time given through flexible learning system, but we were able to meet as a group and take the class time to meet and discuss about the project. From doing the CBEL project, it allowed me to realize that even with many ideas to improve the community, there are too many other factors that inhibit it in real life. Additionally, the on-line platform was hard to grasp as it was different from other regular courses and as it only had limited descriptions about some assignments given. However, I was able to communicate more with the group members by talking about the course and hardships that arose and ultimately build a better relationship with the group members. Overall, I learned that accessibility to Farmers Market can be affected by many factors and allowed be to be more concerned about our community and to get involved outside of school curriculum.

“S”

During the CBEL project, I learned the importance of putting myself into the community. Visiting the West End Farmers Market for the first time was not only an enjoyable experience for me, but it also allowed me to feel the atmosphere of the neighborhood and listen to the real voice of the community members. The varied opinions heard from them reminded me of the complexity of community issues, which gave me a deeper insight into our project topic. Furthermore, we were able to work more closely on our project during the flexible learning sessions through meetings and online communications. I also gained information on various community practitioners through the different types of resources provided in the session, including reports and podcasts. My research had been heavily relying on articles, but this has expanded my choices on what kind of sources to look for in the future. Group work was not always easy but I enjoyed working with my group members. I realized the importance of communicating each other's thoughts and progress in order to work effectively as a group. This made me become more proactive in communicating my opinion and updating on my work progress to the group members, which I would like to continue improving on in the future.

“S”

This CBEL project not only provided me with a great learning experience but also a deeper understanding of myself and where my interests lie. I started out this project with the intention of just localizing the most affordable grocers to benefit the community members and myself to make better informed purchases or so that's what I thought. Before this project, I had never been to a Farmers Market. Going to Trout Lake Farmers' Market, I felt myself squeal with warmth and all forms of new perception towards Farmers' Markets. While I was there I could feel a sense of entitlement and belonging felt by the attendees and the community- feel brought a

lot of warmth and joy to my heart. That aside, I also realized I had really strong interests in food safety and I had a chance to delve deeper into the interest through the experiential papers. As a result, I have become more aware and interested in community issues and have also been able to develop myself professionally through working in a team. As expected, there were hardships in working in such a big team with different schedules but I truly believe that all of us put in our best efforts to come together as a team and deliver information that will be valuable for our Vancouver community.

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## Appendix

Table 1.1 Trout Lake (East Vancouver) Raw Data

	<b>Trout Lake</b>	<b>Safeway</b>	<b>Donald Market</b>	<b>Dollar Market</b>
Produce Names				
Honey Crisp Apples	2.49/lb		1.29/lb	1.39/lb
Gala Apples	2/lb	1.99/lb (org)	0.79/lb	2.79/lb (org)
Strawberries	6/pint basket	1.54/100g (org)		
Beefsteak tomatoes	6/basket	3.99/lb (red cluster)	2.49/lb	
Cherry tomatoes	6/basket or 0.81g	4.49 each per box		3.99/basket (org)
Russet Potatoes	\$2/lb	2.93/kg (org)	0.59/lb	0.59/lb
Sweet Peppers	5/lb	1.10/100g		
Carrots	3/bunch	0.27/100g (org)	2/bunch (org)	
Cucumbers	3 each	3.49 each (org)	2.45 each	4.99/each (org),
Corn	1.50 each		0.85 each	
Eggplant	2 each	1.99/lb	1.65/each	1.59/lb
Green Zucchini	2.50/lb	1.99/lb (BC)		1.99/lb (org)
Red Kuri				
Sugar Pumpkin				
Acorn Squash			59 cents/ lb	
Spaghetti Squash				1.39/lb
Squash	2.50/lb	2.99/lb (org)	99cents/lb	
Radishes				
Celery	2.99/lb	2.99/each (org)	2.49/lb (org)	2.79/each
Purple beets	2.50/lb	3.99/bunch (org)	3.95/bunch (org)	0.89/lb
Red onion	2.99/lb	1.99/lb	1.29/lb	0.99/lb
Swiss Chard	3.00/bunch	3.99/each (org)	2.45/each (org)	2.99/each (org)
Leeks	3.50/lb		3.99/lb (org)	1.39/lb
Kale	3/bunch	3.59/bunch	2.95/each (org)	2.59/each (org)
Spinach				
Green leaf lettuce	3.30/100g	3.37/100g	3.95/lb (org)	3.99/each (org)

Broccolini				
Brussel Sprouts	\$7 for a stem		1.99/lb	1.99/lb
Cauliflower	\$5 each	5.99/each (org)	6.95/each (org), 0.99/lb	4.99/each
Basil	\$2 a bag or .19g	2.49 for pkg- 28g	1.65/bunch (BC)	1.99/each
Cabbage	3 each	0.99/lb (local)		0.89/lb
Garlic	15/lb	4.11/100g		3.99/85g (org)
BOSC pear	2.99/lb	2.49/lb (local)	99cents/lb	
Coronation grapes	4.99/lb			
Watermelons		2.99/0.238 kg		
Carrots	3\$/bunch		2\$/bunch (org)	

Table 2.1 Kitsilano Raw Data

	<b>Kitsilano</b>	<b>Whole Foods</b>	<b>Apple Farm Market</b>	<b>Persia Food</b>
Produce Names				
Ambrosia Apples				
Honey Crisp Apples	\$2.49/lb	\$4.99/lb	\$2.49/lb	
Gala Apples	\$2.99/lb	\$2.99/lb	\$1.29/lb (BC)	\$1.29/lb \$0.79/lb (local)
Strawberries	\$5.00/basket	\$5.99/lb (similar size to FM)	\$4.99/lb (double amount of FM)	\$1.50/lb
Beefsteak tomatoes	\$6.00/basket (4 large)	\$5.99/lb (Heirloom tomatoes)	\$1.69/lb	\$1.29/lb (closest)
Mix/Match Cherry tomatoes	\$6.00/lb \$5.00/each	\$4.00/each	\$2.70/lb	\$1.29/each
Russet Potatoes	\$2.00/lb	\$0.99/lb	\$0.89/lb	\$0.49/lb
Sweet Peppers	\$4.99/lb	\$4.99/lb	\$2.49/lb	\$1.29/lb (closest, local)
Carrots	\$3/lb (BC Pemberton)	\$1.99/lb	\$0.75/lb	\$0.79/lb
Cucumber	\$2.00/each	\$4.99/lb	\$2.69/each	\$0.99/each
Corn	\$1.50/each	\$0.99/each	\$1.49/each	
Eggplants	\$3.99/lb	\$4.99/lb	\$1.99/lb	\$1.29/lb (BC)
Green Zucchini	\$2.50/lb	\$2.99/lb	\$2.99/lb (organic), \$1.69/lb	\$1.49/lb
Red Kuri	\$2.00/lb	\$2.49/lb		
Sugar Pumpkin				

Acorn Squash				
Spaghetti Squash				
Butternut Squash	\$2.00/lb	\$1.29/lb	\$0.99/lb	\$0.99/lb
Radishes				
Celery	\$2.99/lb	\$1.99/lb	\$1.29/lb	\$0.79/lb
Purple Beets	\$3.00/lb	\$2.99/lb	\$1.29/lb	\$0.79/lb
Red onion	\$4.00/lb	\$2.49/lb	\$1.69/lb	\$0.79/lb
Swiss Chard	\$3.00/each	\$2.99/each		
Leeks	\$3.99/lb	\$2.99/lb	\$1.99/lb	\$1.29/lb
Kale	\$3.00/each	\$2.99/each	\$1.99/each	\$0.99/each
Spinach				
Green leaf lettuce	\$2.50/each	\$2.99/each	\$1.99/each	\$0.99/each
Broccoli	\$3.50/lb	\$2.99/lb	\$2.99/lb	\$1.79/lb
Brussel Sprouts	\$7.00/each	\$2.99/lb	\$2.99/lb	\$1.99/lb
Cauliflower	\$5.00/each	\$3.99/lb	\$3.19/each	\$2.99/each
Basil	\$5.50/100g	\$5.35/100g	\$0.19/lb	\$6.99/lb
Cabbage	\$3.00/lb	\$2.99/lb	\$0.79/lb	\$0.59/lb
Garlic	\$14.00/lb	\$14.99/lb	\$2.99/lb	\$3.99/lb
Bosc pear	\$2.99/lb	\$2.99/lb	\$1.69/lb	\$0.99/lb
Coronation grapes	\$4.99/lb	\$3.99/lb	\$2.49/lb	
Watermelons	\$1.50/lb		\$1.60/lb	\$0.89/lb
Kabocha squash	\$2.00/lb			\$0.79/lb (BC)
Delicata squash	\$2.00/lb	\$2.49/lb		
Honeyboat squash	\$2.00/lb			
Buttercup squash	\$2.00/lb	\$2.49/lb	\$1.29/lb	

Table 3.1 West End Raw Data

	<b>Price of Farmers Market</b>	<b>Price of Choices Market</b>	<b>Price of Independent Grocer</b>	<b>Price of West Valley Market</b>
Produce Names				
Ambrosia Apples	1.25/lb	1.98/lb (BC)	1.09/lb	1.09/lb
Honey Crisp Apples	2.49/lb	2.98/lb	3.99/lb	

Gala Apples	1.99/lb	1.78/lb	2.49/lb (Org 3.49/lb)	0.99/lb
Strawberries	3.00/lb	454gm container 6.98 each (Organic)	4.99 each container (Org 6.99-1.54/100g)	4.99/each container
Beefsteak tomatoes	1.50/lb	2.98/lb (Organic)	1.99/lb	1.69/lb (campari)
Mix/Match Cherry tomatoes	6.00/lb			
Chief Potatoes	3.00/lb	5lb 2.98 each (red) 0.98/lb	0.99/lb (baking, yellow) 1.29/lb (white, red)	0.79/lb (baking) 0.99/lb (red)
Sweet Peppers	3.00/lb		3.99/pack of 3 (Organic)	
Carrots	3.00/lb	0.98/lb	0.33/100g (Organic)	
Cucumber	2.49/lb	3.98 ea (Organic)	2.29 ea	1.59 each
Corn	2.00/lb		5.99/ea (bicolour, small)	1.99/pack of 2
Eggplants	2.00 each	2.98/lb		1.69 each
Green Zucchini	2.49/lb	1.98/lb	1.99/lb	1.39/lb
Red Kuri	2.00/lb	2.48/lb (BC Organic)		
Sugar Pumpkin	2.00/lb	1.98/lb (BC organic)		0.35/lb
Acorn Squash	2.00/lb	1.98/lb	1.49/lb	
Spaghetti Squash	2.00/lb	1.98/lb	1.49/lb	
Butternut Squash	2.00/lb	1.98/lb (BC Organic)	1.49/lb	1.09/lb
Radishes	3.00/lb			
Celery	3.00/bunch	1.48/lb	2.29 (celery stalk)	1.29/lb
Beets	3.00/lb or bunch	1.48/lb (BC)	1.29/lb	
Red onion	2.50/lb	1.28/lb	1.79/lb	1.29/lb
Swiss Chard	3.00/bunch	2.98/bunch		
Leeks	3.00/lb	1.98/lb (BC)		1.59/lb
Kale	3.00/bunch		2.29/bunch (Org 2.99/bunch)	2.50 for 2
Spinach	4.00/each	2.98 each (bunch)	1.99/bunch	2.49 each
Green leaf lettuce	2.00/each	1.50each	1.49 each (Org 2.99 each)	1.19 each
Broccolini	1.00 each	3.98 each	2.99 each	
Brussel Sprouts	2.50/lb	2.48/lb (BC Organic)	2.49/lb	1.89/lb
Cauliflower	3.50/each	3.48 each	4.99 each	2.49 each