

# Burnaby Artisan Farmers' Market: "First Choice Market"



ARTISAN



FARMERS MARKETS

## Mission:

To connect consumers with local farmers, small food producers and artisanal makers in order to support the community's financial, social and environmental objectives.



Since 2008 at Burnaby City Hall

## WHY:

- Understanding the needs of farm vendors is paramount to helping farmers' markets further develop and thrive [1]
- Farmers' markets are an alternative food pathway that link farmers with consumers, and promote food justice by enhancing the economic, environmental and social health of communities [2]
- Food justice involves a food system where benefits and burdens are shared fairly [3].

## ISSUE:

Burnaby Artisan Farmers' Market (BAFM) has recently faced challenges in retaining farm vendors.

## OBJECTIVE:

Uncover the assets and limitations of the market from the perspective of farm vendors

## OUR APPROACH:

- Conducted on-site interviews with farm vendors
- Distributed email surveys to farm vendors
- Analyzed the data.

## WHAT WE FOUND:

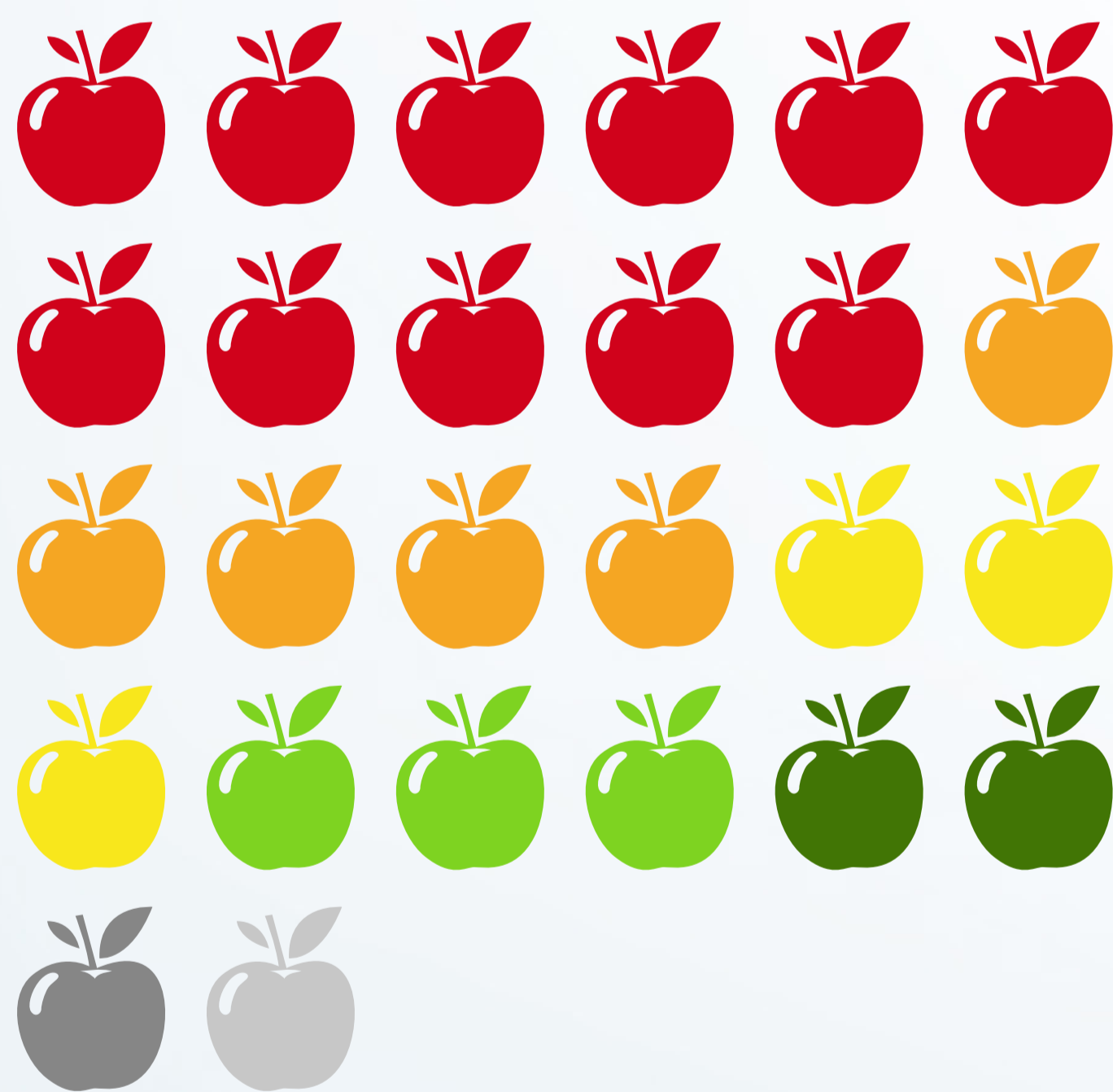
### ASSETS: Farmers Vote

"The people!"

42%

"The parking!"

19%



12 Responses  
7 in-person interviews  
5 email-surveys

- People (42.31%)
- Parking (19.23%)
- Location (11.54%)
- Less Regiment (11.54%)
- Space (7.69%)
- Revenue (3.85%)
- Keeps Active (3.85%)

"We do better at smaller markets! They are more family based and transactions are larger."



"The Parking is great! We don't have to find a space to park the truck and then trek all the produce in from a long distance."



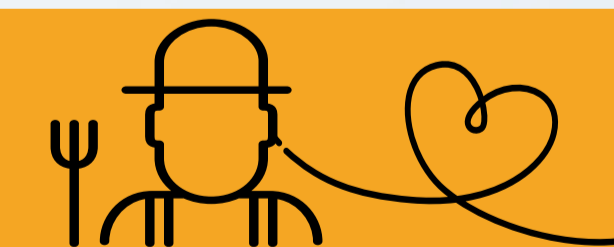
## LIMITATIONS

- Stability
- Revenue
- Limited food truck vendor
- Start time+ Duration
- More awareness
- Reselling

2      2      1      1      1      1



## TAKE-HOME MESSAGE



### Farm vendors love BAFM!

The farm vendors at Burnaby Artisan Farmers' Market *want* to be there.

This study demonstrated that farm vendors are excited to be there. We recommend Burnaby Artisan Farmers' Market use these assets to promote, attract, and retain farm vendors for the growth of the market.

## References:

- [1] Campbell, J. (2014). Cooperate or compete: the relationship of strategic orientation and firm performance for farmers' market vendors. *Journal of SmallBusiness & Entrepreneurship*, 27(1), 27-42. doi: 10.1080/08276331.2014.932965
- [2] Stephenson, G., Lev, L., & Brewer, L. (2008). 'I'm getting desperate': What we know about farmers' markets that fail. *Renewable Agriculture and Food Systems*, 23(3), 188-199. doi:10.1017/S1742170507002153
- [3] Gibb, N., & Wittman, H. (2013). Parallel alternatives: Chinese-Canadian farmers and the Metro Vancouver local food movement. *Local Environment*, 18(1), 1-19, DOI:10.1080/13549839.2012.714763



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