

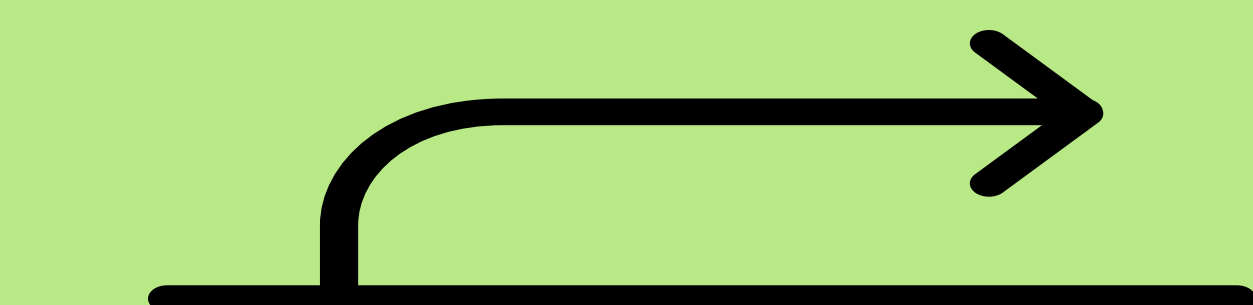
THE FUTURE OF FARMERS' MARKETS

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



Using Qualtrics and emails from the BCAFMs' database,

WE SENT OUT AN



TO MARKET VENDORS

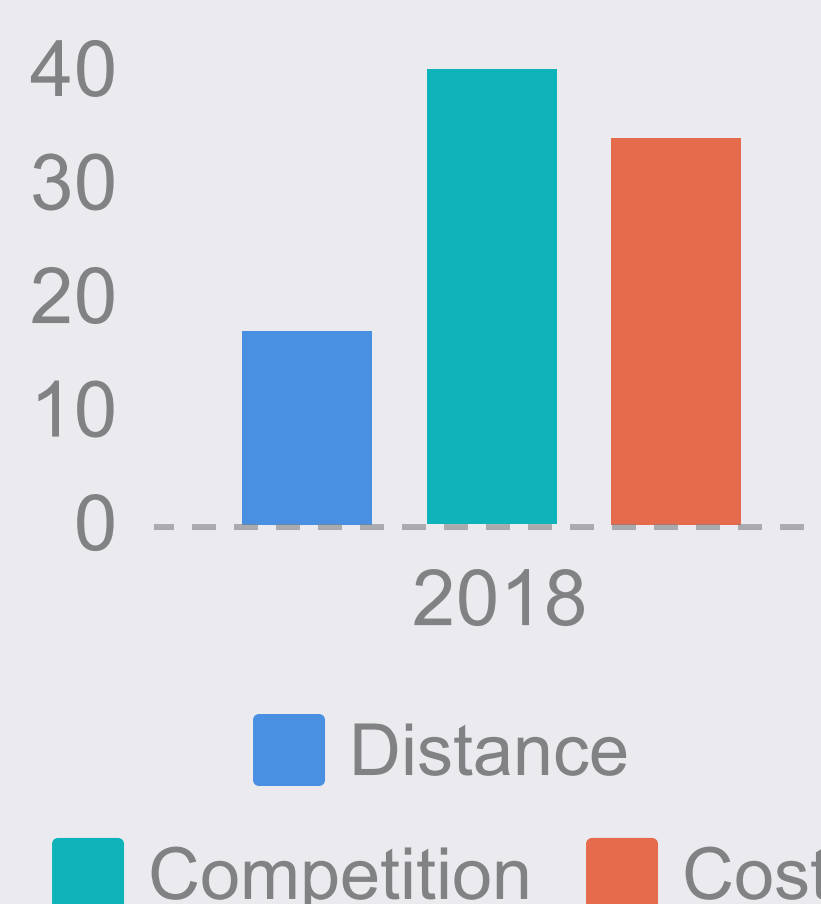
FROM OUR SURVEY, WE FOUND:

50%

ARE OVER THE AGE OF 55

37%

PLAN TO LEAVE IN THE NEXT 5 YEARS



ARE THE TOP 3 BARRIERS VENDORS FACE

226

VENDORS RESPONDED FROM

86

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 BCAFMs include:

Have Market Managers:

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

What other vendors recommended...

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

