



# POTENTIAL WINTER ARTISAN FARMERS MARKET IN BURNABY



## THE ISSUE

Expanding the opportunity for growth by creating new winter farmers market in Burnaby.

## OBJECTIVE

Investigate vendors' and customers' interest of participation & expectation, and strategies for successful farmers market to help assessing the feasibility of opening a new winter farmers market in Burnaby.

## LOCATION



**Burnaby Neighbourhood house**

Make our neighbourhood a better place to live by strengthening their community through developing innovative programs and services for diverse population [2].  
Vendor capacity: 17 indoor, 20 outdoor

## ARTISAN FARMERS' MARKETS SOCIETY

connects consumers with local farmers, small food producers, and artisanal makers to support community by creating strong sales channels [1].

## SIGNIFICANCE

Increase the opportunity for vendors to sell and strengthen the community food security by providing access to a variety of fresh, safe, personally acceptable and nutritious food grown in BC [3].

## OUR APPROACH

- Created Surveys for Vendors and Customers to investigate their interest and expectations of new winter farmers market
- Site Visits, In-person Surveys and Online Surveys
- Compiled data collected from surveys to present findings

## FINDINGS

### VENDORS' WILLINGNESS TO PARTICIPATE IN BURNABY WINTER FARMERS MARKET & THEIR EXPECTATIONS

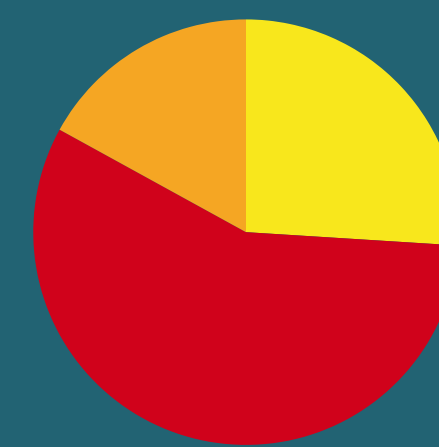


Yes (80%) No (20%)

Sample size: 25 vendors from Nat Bailey & Burnaby (summer) Farmers Market

- Indoor space
- Low rent price
- Expand to other communities
- Build relationship with customers
- Increase in product awareness & sales

### CUSTOMERS' WILLINGNESS TO VISIT BURNABY WINTER FARMERS MARKET & THEIR EXPECTATIONS



Yes (26%) No (57%)  
Uncertain (17%)

Sample Size: 30 customers from Nat Bailey & New West Farmers Market

- Supporting local farms
- Community involvement & support
- Proximity to where they live
- Local and fresh produce
- Relaxing atmosphere

### PERCENTAGE OF WHAT VENDORS ARE SELLING & WHAT CUSTOMERS ARE BUYING

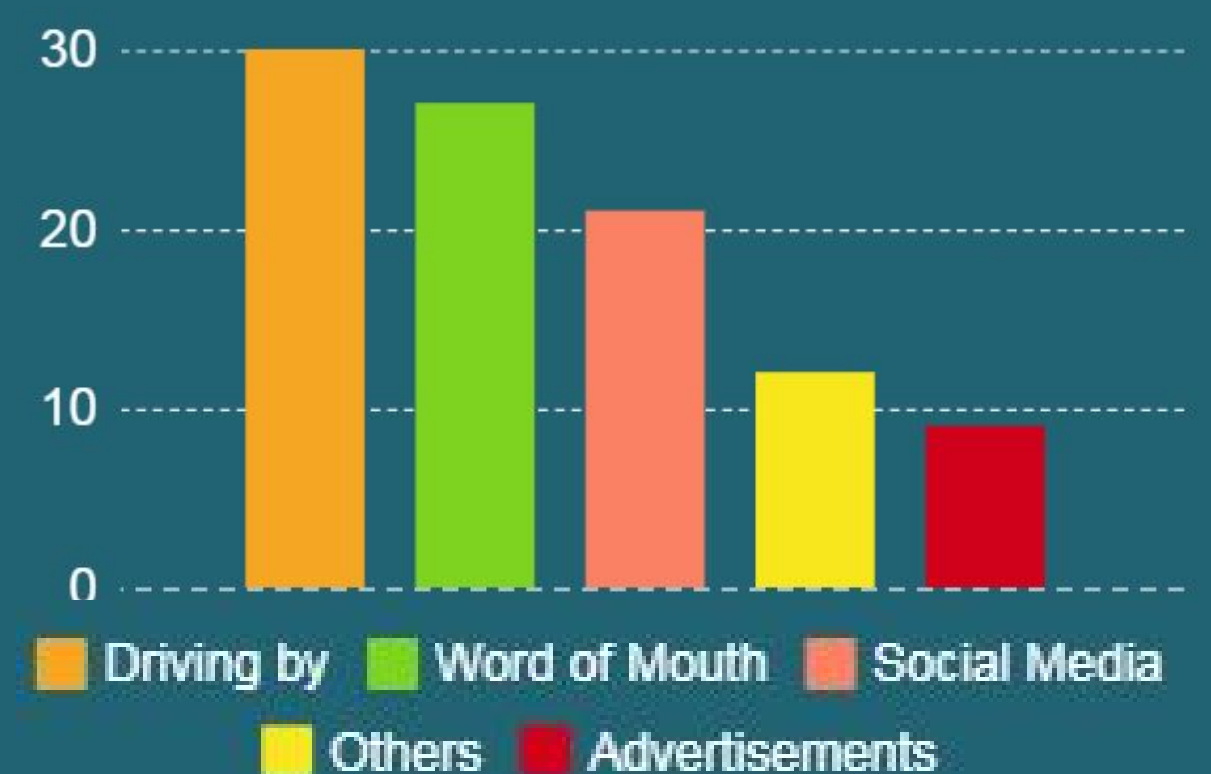


### CUSTOMERS' PASSION FOR SUPPORTING LOCAL PRODUCTS



Very Strong (44%)  
Strong (33%)  
Moderately (17%)  
Mildly (3%)  
Not at all (3%)

### HOW CUSTOMERS' LEARNED ABOUT FARMERS MARKET IN GENERAL



Sample Size: 30 customers from Nat Bailey & New West Farmers Market

## LIMITATIONS

- No current winter Burnaby farmers markets to collect data from customers in the area which resulted in majority of customers from Nat Bailey and New West farmers market responded "No" to visit Burnaby market due to distance
- Limited to data from Vancouver and New Westminster
- Unable to obtain vendor data from New Westminster
- Sample size is small

## TAKE HOME MESSAGE

- Willingness to visit / sell at the market depends on
  - Travel distance
  - Indoor space (cold weather)
- Potential market can benefit from:
  - Greater number of vendors selling fresh produce
  - Advertisements using signage, targeting customers who are in the car and walking by.

## NEXT STEP

- Investigate interest of people who are living in Burnaby Heights area in buying from farmers market at proposed location
- Investigate what would make potential customers in Burnaby Heights area interested in visiting a farmers market
- Successfully survey vendors from New Westminster market about interest in attending Burnaby winter market on weekends off

[1] University of British Columbia. (n.d.). 10-Artisan Farmers Markets Burnaby. Retrieved from: <http://lfs350.landfood.ubc.ca/community-projects/2019-winter-projects/10-2/>

[2] Burnaby Neighbourhood House. (n.d.). About Us. Retrieved from: [https://burnabynh.ca/about\\_whoare/](https://burnabynh.ca/about_whoare/)

[3] Hamm, M. and Bellows, A. (2003). Community Food Security and Nutrition Educators. *Journal of Nutrition Education and Behavior*, Volume 35, Issue 1, Pages 37-43.