



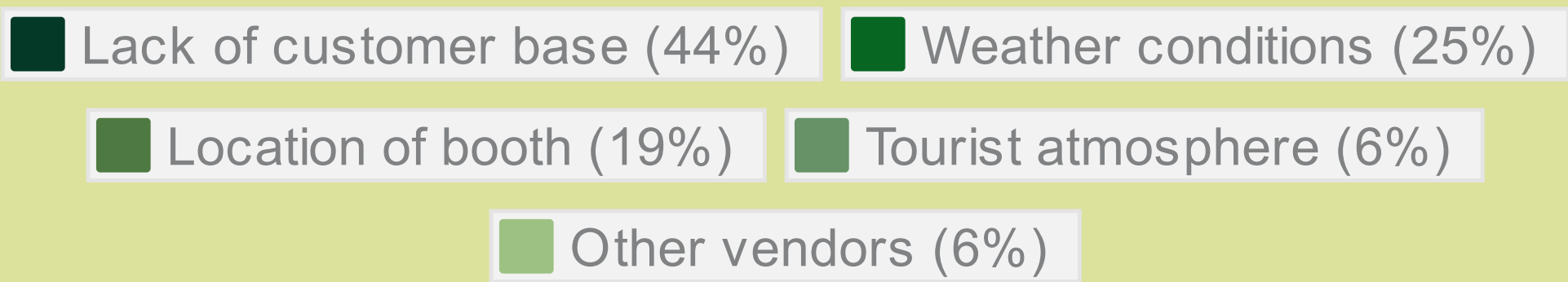
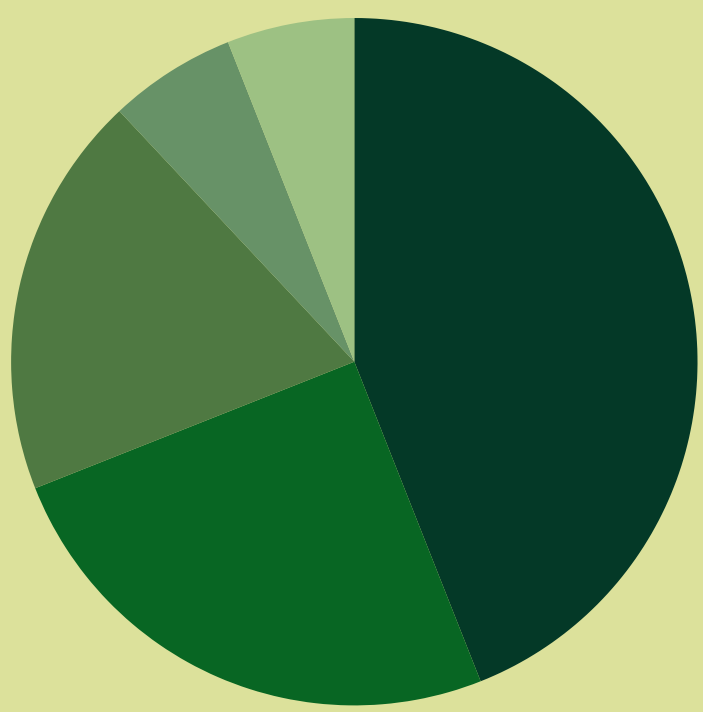
ARTISAN FARMERS MARKETS NORTHSORE

OUR COMMUNITY PARTNERS

Tara Immell- Community Project Director
Todd Brown- Lonsdale Quay Artisan Farmers Market
Director

CURRENT ISSUE

Survey response from Lonsdale Quay Artisan Farmers Market Vendors depicted some of the current concerns for the market



WHY IT MATTERS

- 1. Artisan Farmers Market provides a cost effective, retail sale opportunity for farmers, artisans, and other local food producers. [2]
- 2. An important social events for communities by attracting members every week. [2]
- 3. As a tourism attraction, site of economic growth, as well as building the community and improving local food security.[1]

OBJECTIVE



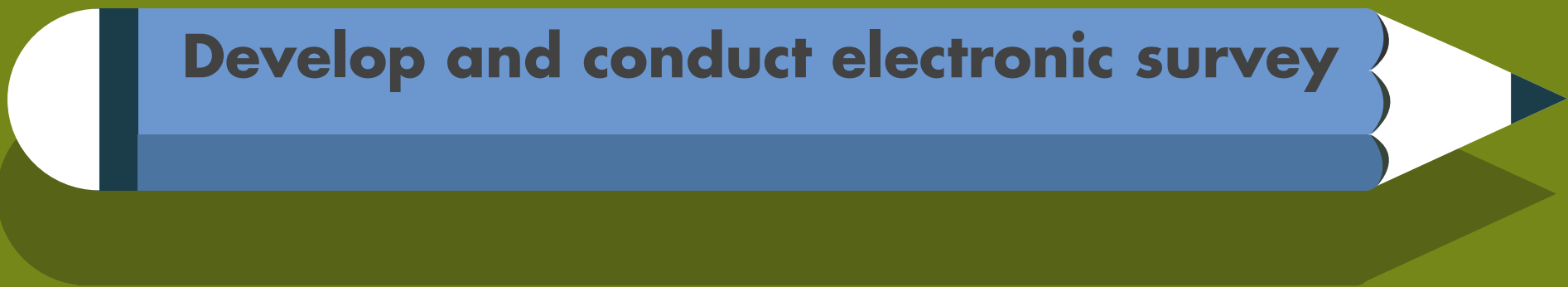
To address the shortage of vendors at the Lonsdale Farmers Market during winter seasons

OUR APPROACH

- 1. Meeting with Lonsdale Artisan Market representative to clarify the issue



- 2. Develop and conduct electronic survey



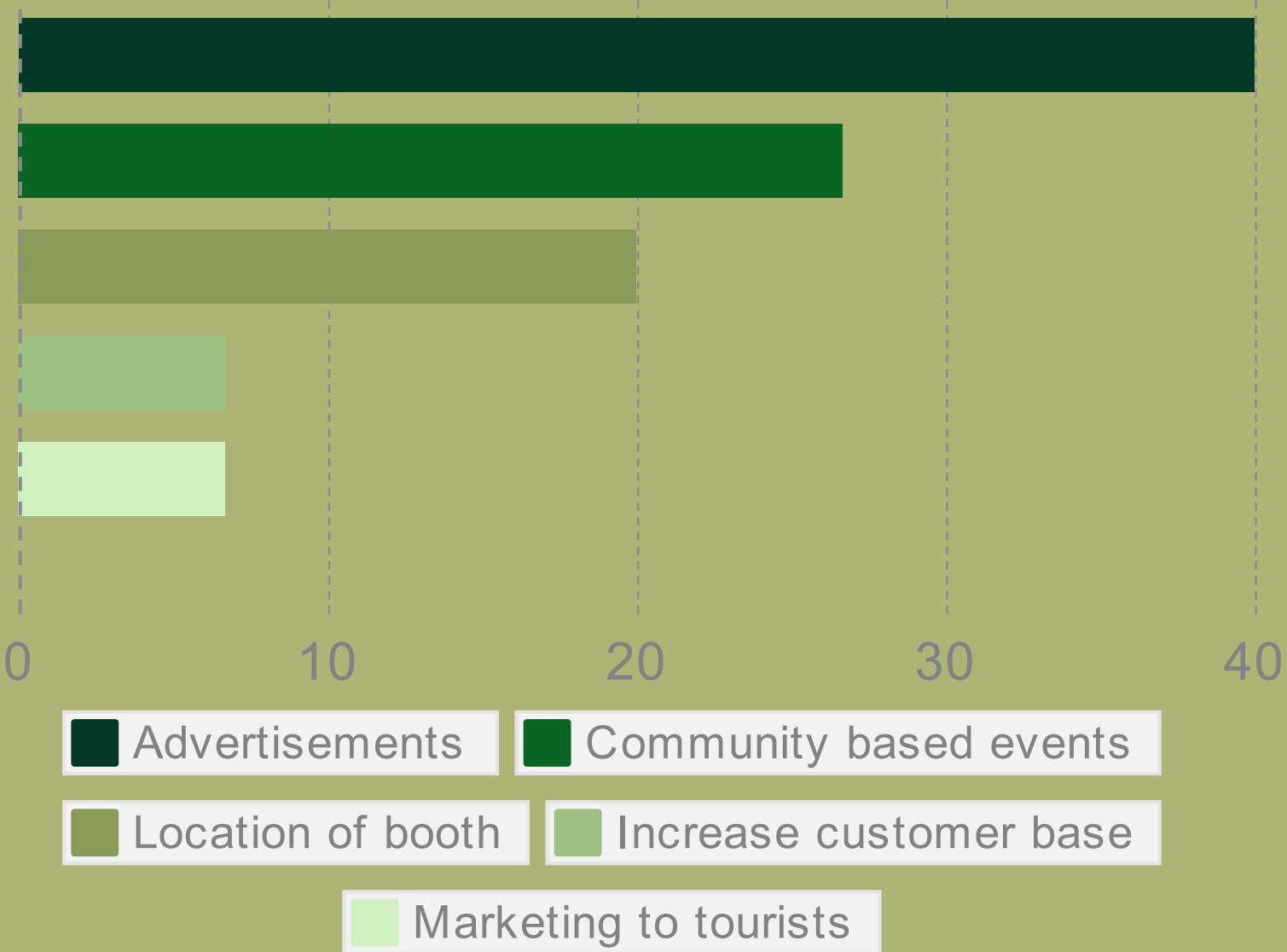
- 3. Analyze responses (n= 29) and identify key themes



WHAT WE FOUND

- 1. Improvement in advertisement methods to promote the farmers market.
- 2. Additional community based events to bring in more customers and promote sense of community.
- 3. Better location of booths within the market to attract attention leading to better sales.

Results from Lonsdale Quay Artisan Farmers Market survey



Take home messages

- 1. It is essential to create long-term connections between customers, vendors, and the board of directors to promote effective collaboration and dynamic stability.
- 2. Implementing multiple methods of marketing and improving social media presence may help to increase the market publicity.

LFS350 Group 9

Man Sam Fong
Nish Garg
Michelle Laurent
Crystal Liu
Nisha Parker
Kelsey Moy

Reference

- [1] Kovesi, C., & Kern, L. (2018). "I Choose To Be Here": Tensions Between Autonomy and Precarity in Craft Market Vendors' Work. City & Community, 17(1), 170-186. doi:10.1111/cico.12273
- [2] Saul, R., (2011). The Cultural Significance of Farmers Markets. Farmers Market Coalition. Retrieved from: <https://farmersmarketcoalition.org/the-cultural-significance-of-farmers-markets/>