

Environment



Farmers' Market Report

April 20, 2009

Farmers' Market Report Recommendations

- That the staff report entitled Farmers' Market at the Civic Centre, dated April 20, 2009, be received;
- And that, as approved in the action plans for Building Markham's Future Together, Council endorse the operation of a weekday Farmers' Market at the Civic Centre, following the MyMarket Rules and Regulations, as outlined in this report;
- And that the Farmer's Market set up and promotion at a cost of \$10,000 be funded by account number 299-101-5399-8454;
- And that, Council authorizes an exemption to the Noise By-law 2003-137, permitting amplified sound from the market to 9 p.m.

Local Food and Food Security in Building Markham's Future Together

- **Action Plan 5 of Environmental Strategic Priority:**
 - Develop alternative ideas and strategies that encourage a healthier community
 - o local food promotion and food security
 - o bike paths and trail system
 - o energy conservation
- **Local Food Promotion and Food Security Milestones:**
 - Farmers' markets
 - Community gardens
 - Economic development focused on benefiting and promoting the agricultural community

MyMarket - Verification

- **All Ontario bona-fide, conventional and organic growers and producers may apply**
 - Criteria (Appendix E)
- **Required to submit a full list of the produce/ products to be sold**
 - Vendor Information and Agricultural Production Plan (Appendix D)
- **All farms will be inspected by an independent farm inspector, hired by FMO**
 - Certified Farmers' market Rules and Regulations – 2009 (Appendix C)
- **Recognizes certifications:**
 - LFP (Local Food Plus)
 - OCPP (Organic Crop Producers & Processors of Ontario)
 - OCIA (Organic Crop Improvement Association)

Real Farmers, Real Producers



MyMarket – Product Categories

Primary Products

- **Fresh/unprocessed fruit, vegetables, cut flowers, plants and nuts; honey and maple syrup; shell eggs; meat (fresh and frozen); fish (fresh and frozen); herbs; mushrooms.**

Secondary Products

- **The secondary products must meet the following three conditions:**
 - The “defining ingredient” must be from (produced on) the farmer’s own farm
 - The value must be added from the farm (the case of meat products was discussed, where the value might be added at a site off-the-farm)
 - The product must be in compliance with all regulations and there must be evidence of appropriate inspection (by health and/or other authorities)

Primary Products



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Secondary Products



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MyMarket: Town Responsibilities

- **Liaison with MyMarket**
 - Sustainability Office
- **Waste Management**
 - Zero Waste Policy, 2-stream special event bins
- **Site Preparation**
 - Asset Management barricades, picnic tables, accessibility parking
- **Canopy Approval**
 - Building Standards
- **Service Requirements**
 - electricity
- **Washrooms**
 - Civic Centre washrooms
- **Promotion**
 - website, electronic boards, Town Page, posters

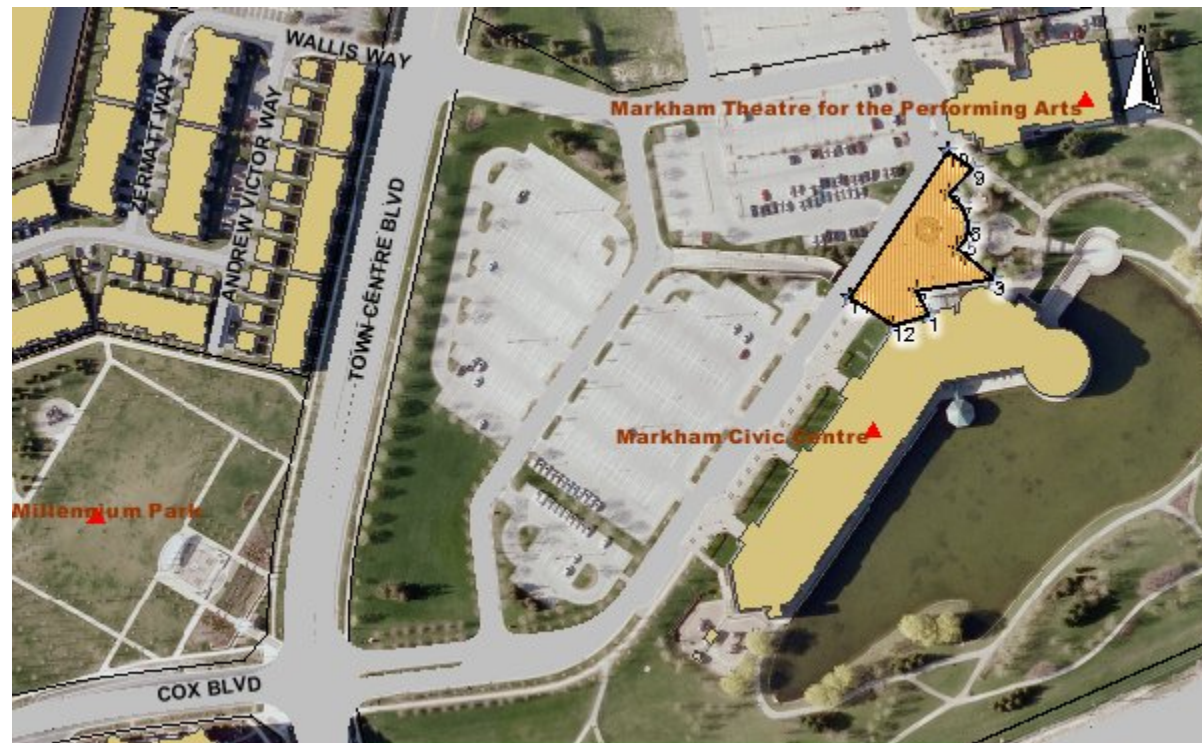
Agreement with MyMarket

- **Will be negotiated with FMO with input from Legal Department and the Business and Risk Analyst**
 - The Town should be named as an additional insured on the policies of all parties involved in the market (farmers/vendors, MyMarkets, FMO, etc.)
 - The farmers/vendors should have a minimum of \$2 million of Commercial General Liability (CGL) insurance which must include product liability.
 - The agreement with FMO should detail who is responsible for property damage to the Town facilities, and it is not the responsibility of the Town.
 - The agreement should also include a hold harmless clause, holding the Town harmless for the activities of the market.

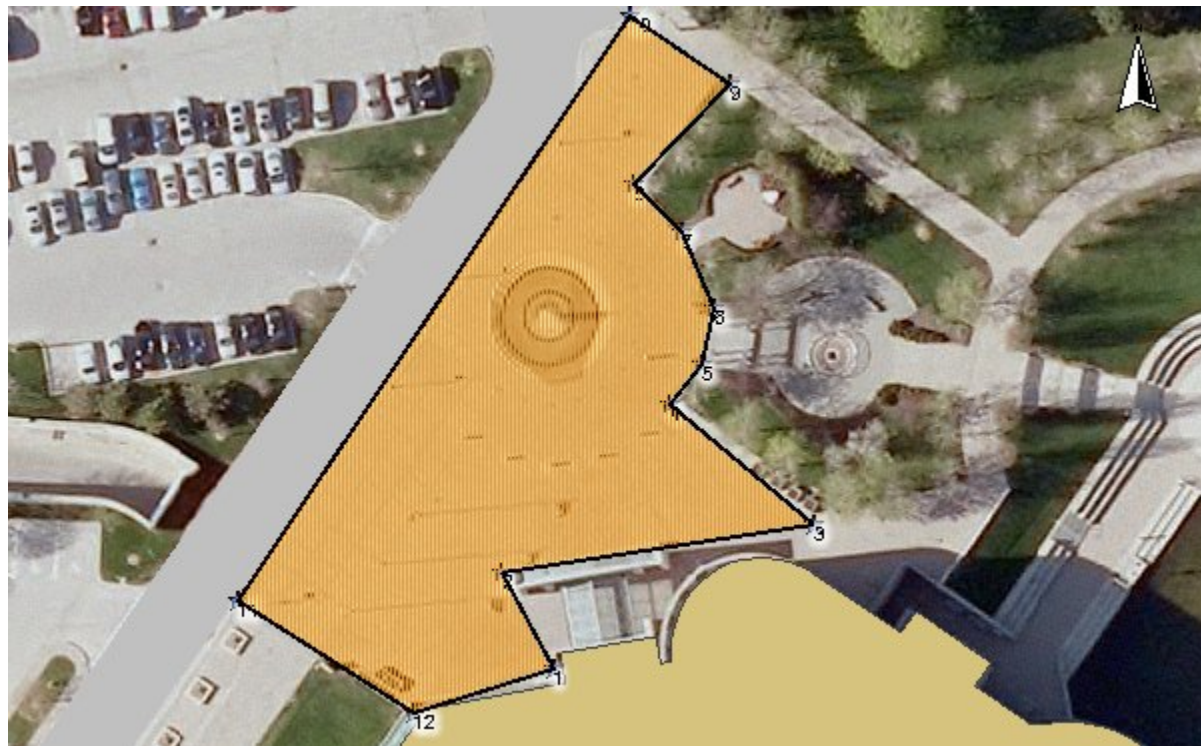
MyMarket – Location and Site

- **Civic Centre**
 - BMFT Environmental Action Plan 5: use Town facilities
 - Assessment by FMO: Civic Centre is a strong candidate
- **Permanent Location:**
 - Outside Great Hall/Main Entrance (Appendix A)
- **Temporary Location:**
 - Western-most parking lot, northern section (Appendix B)

Permanent Site



Permanent Site



Temporary Site



Temporary Site



MyMarket – Periods of Operation

- **First week of June to the last week in October**
- **Weeknight (Wednesday or Thursday)**
- **3 pm to 7pm**
 - Staff as they leave work, students/teachers as they leave school, theatre-goers as they arrive, residents as they travel home
 - Vendors will avoid rush-hour travel
- **Vendor availability**
 - MyMarket already successfully operates 2 weeknight markets
- **Winter Market**
 - Possibility of having an all-season market in the Great Hall depending on vendor and customer interest

MyMarket – Market Management

- **Market Manager**
 - Hired and paid for through FMO
 - A market manager would:
 - o Ensure orderly parking by sellers and buyers
 - o Maintain order and cleanliness
 - o Collect seller fees
 - o Open and close the market
 - o Exercise supervisory control
 - o Support the sellers
 - o Liaise with Town staff

MyMarket – Market Support

- **Sustainability Office**
 - Main point of contact for the Market Manager
- **FMO**
 - sources and oversees vendors at the farmers' market
 - verifies that the farmers meet MyMarket criteria
 - manages applications and fees
 - supplies rules and regulations
- **Market Advisory Committee (optional)**
 - may provide overall direction and policy over time
 - may be composed of producers, consumers, Town staff, community leaders, and other individuals

MyMarket – Supplies and Equipment

- **Individual farmers responsible for their own stalls:**
 - Canopies (10'x10', white, FMO subsidized)
 - Tables and chairs
 - Signage (FMO approved)
- **Additional site requirements include:**
 - Canopies and tables for market promotion, community groups, and entertainment
 - Zero Waste receptacles
 - Electrical hook-up
 - Picnic tables
 - Civic Centre washroom access

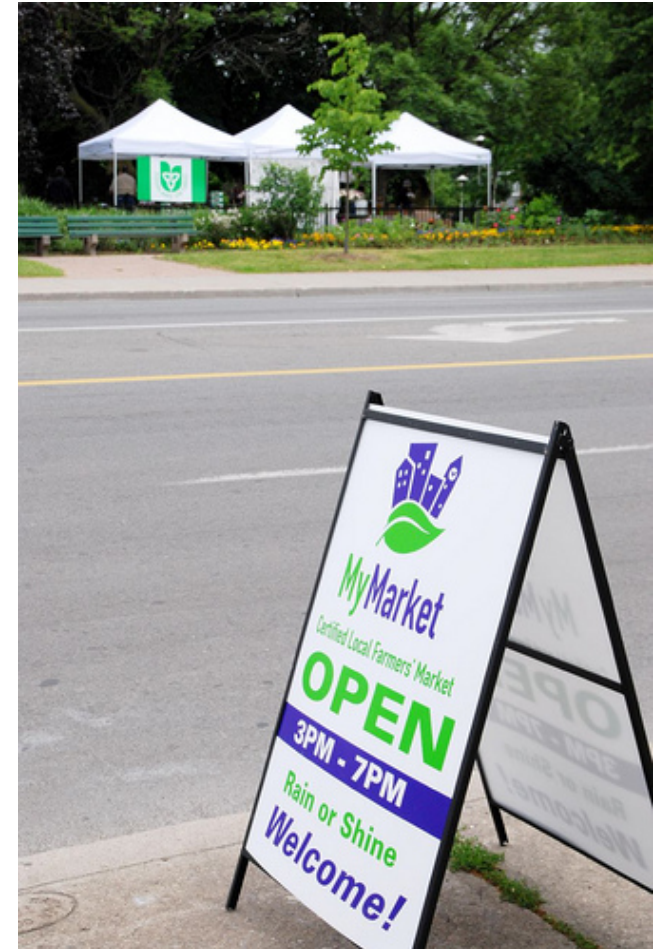
MyMarket: Market Appearance



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Signage



Promotion and Entertainment



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MyMarket – Legal Considerations

- **The Legal Department has been consulted and will provide guidance in establishing the appropriate documentation (with Farmers' Markets Ontario and the market vendors) to protect the Town against legal liability.**

Financial Considerations

- **Funding in the amount of \$10,000.00 for the MyMarket Farmers Market at the Civic Centre is available from the 2008 budget to support the Community Sustainability Plan.**

