



Recommendations on How Local Governments Can Grow BC Farmers' Markets

Farmers' markets contribute a sense of social and economic vibrancy to communities, and provide an avenue for community development. Did you know that the economic impact of farmers' markets in BC is \$118 million with \$58 million spent at neighboring businesses and suppliers?

The following recommendations will help local governments to successfully support vibrant farmers' markets in your communities.

Access to "secure" space

Permanent year-round sites: Greater access to community centres, private parking lots, school grounds, streets, parks and city public spaces.

Access to Amenities

Provide electrical outlets, washrooms, water outlets, free storage for signs and port-a-potties, tents, refuse bins, garbage collection and traffic barriers.

Promotional & Communications Support

Include farmers' markets in your general advertising, website and communications materials.

Less Restrictive Bylaws

Recognize that farmers' markets are a stable and growing sector of our economy. They are not "Special Events." Currently, farmers' markets operate as a "Special Event and are subject to the same regulatory restrictions that apply to block parties, parades and weekend festivals. "Special Events" are subject to restrictive zoning regulations. Temporary exemptions are often required.

Allow permanent and seasonal signage on streets and highways.

Executive & Staff Support

Allocate staff time to champion the process of developing a farmers' market in your community.

Financial Assistance

Require only one business license for the market that covers all vendors.

Other:

Mayor, Council and Staff are welcome to attend special events and support market activities. Fewer restrictions on the proximity between farmers' markets and neighboring businesses.

For more information on how to capture market opportunities, please email info@bcfarmersmarket.org or call 604-734-9797. Thank you!

Oct 2009

THE SOURCE FOR LOCAL FOOD