Survive or Thrive
A Small Market Forum
Jonathon Knight

- Market co-founder
- Volunteer manager, board member
- Main veggie vendor
Home to about 5000 people, largely Gitxsan Nation, Hazelton’s has dubious distinction as BC’s ‘poorest’ town.

The Hazelton Farmers’ Market seeded in 2009 by market gardeners and backyard farmers.

Market and community benefited from the Nutritional Coupon Program.

Now average about 15 vendors per week - one third farmers.

A firm policy of ‘Grow it, Make it, Bake it’
Gordon Murray

- Society president
- Volunteer market manager
- Barrista of non-profit espresso stand
- Lytton population 227 serves 1500 people 80% Nlaka’pamux nation
- Market has a long cyclical history
- 2012 caught in a severe downward spiral
- Lack of produce = lack of shoppers
- Reinvest in the market
- Trying to create a community hub
- Building partnerships
Discussion
(This means you!)
• Developing good policy/governance
• Attracting/keeping vendors
• Engaging with the community
• Working with nearby markets
• Small scale marketing
• Enabling technologies and building capacity
• Avoiding burnout
Develope/maintain good policy and governance
Attracting/keeping vendors committed to the market
Partnerships and engaging with the community

Meet your friends at the Lytton Two Rivers Market!
Working with other markets / the municipality
Small scale marketing and enabling technologies
AVOIDING BURNOUT!