



Photos © Miranda McMurray

# ROYAL CITY FARMERS MARKET

## *2010 Annual Report*

### AT-A-GLANCE 2010 HIGHLIGHTS

- 🍷 Increase in number of markets staged: 18 (up from 16) summer season markets and 6 (up from 5) winter markets
- 🍷 Introduction of mini markets at community events including Summerfest in Grimston Park, Queensborough Urban Farmers Fall Fair, Quayside Festival and Sale, Shiloh Sixth Ave Winter Festival
- 🍷 Introduction of “market bucks” and gift certificates for shoppers to use
- 🍷 Increased membership from 92 to 124 members (including Art in the Park members, individual memberships, and vendor memberships)

### LETTER FROM THE PRESIDENT

The Royal City Farmer’s Market 2010 season was another very solid year for our organization. We kicked it off with our most successful fundraiser to date at the Heritage Grill. Over 100 supporters showed up to party and get primed for our Market opening. This year we started two weeks earlier than in the past and our June 10<sup>th</sup> opening with pipers, politicians, and the local cannon allowed us to explode onto the City scene with a deafening roar. For the 18 summer markets we saw once again an increase in attendance, sales, and vendors. For many of our markets we had a waiting list of vendors wanting to get in which is a nice position to be in and allows us greater control over quality and diversity of products sold at the Market.

Jen Arbo did an amazing job of offering something different for each market whether it was music, children’s activities, or special themes for a market. One disappointment was the late cutting of the Nutrition Coupon Program by the Provincial Government. In 2009 this program allowed fifty low income families to come to the market with coupons to buy fresh fruit and vegetables for their families. This type of program pays for itself down the road with fewer cases of childhood obesity and diabetes. The good news is we are going to resurrect this program for 2011 with the support of the City. We’re excited that by doing so we can fulfill our goal in making the Market inclusive to all members of our community.

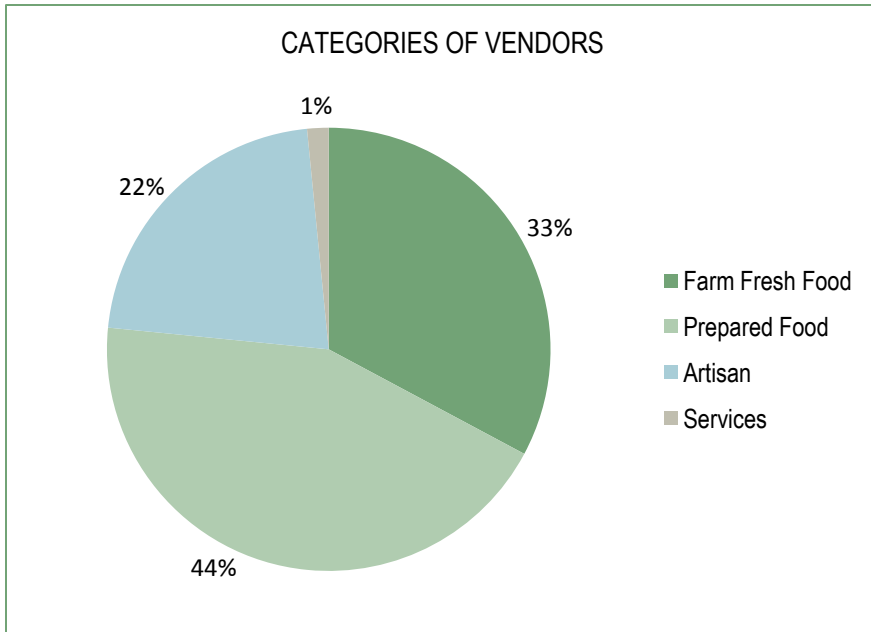
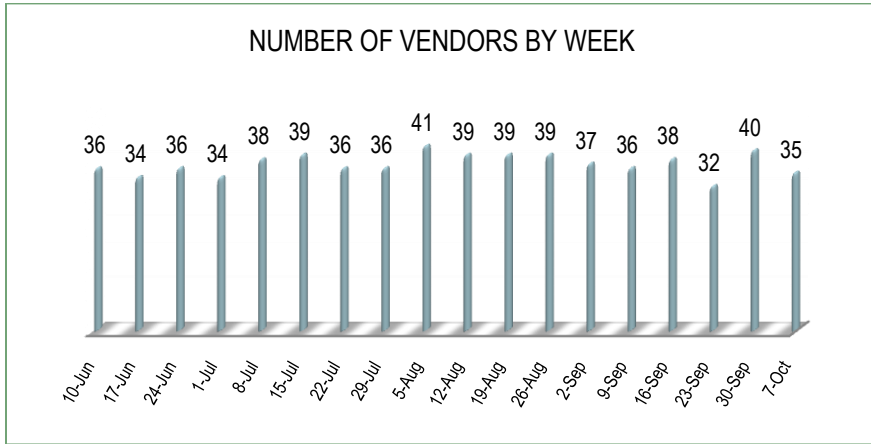
We are once again doing a series of Winter Markets this year. We love being at the Holy Trinity Cathedral the second Saturday of each month and being able to offer a unique shopping experience for the people of New Westminster. The Church has been a great partner to work with and may be doing some impressive renovations in the near future.

At the end of the day what makes the RCFM work are its people. Starting with our popular manager Jen, our Board who roll up their sleeves and help out at every market, through to our amazing and energetic group of volunteers - they are the strength of our organization. It has been a pleasure to work with all of them and I look forward to continued success in 2011.

Regards,

Andrew Murray  
President

STATISTICS



INTERESTING NUMBERS

- ~~72~~ different vendors who came for at least one market
- ~~21~~ different farm fresh food vendors
- ~~14~~ different community groups given free space to set up
- ~~9~~ different artists represented at Art in the Park
- ~~9~~ reported vendor sell-outs before market close
- ~~23~~ different entertainers booked
- ~~500~~ dollars average individual vendor sales reported each market
- ~~192~~ green and purple cupcakes given out at Member Appreciation Day
- ~~48~~ free family portraits taken in the park on Picture Day
- ~~1~~ student internship hosted

ATTENDANCE

Counts show that Royal City Farmers Market enjoyed a growth in foot traffic at markets this season, despite 60% of the markets having poor weather. It's hard to get an accurate count of attendance because of our amazing park setting – shoppers can enter and exit the market at multiple points. We conducted “crowd counts” at various times in the market and at various weeks during the entire season. Our crowd counts indicate that approximately 900 shoppers came to each market.

## STUDENT INTERNSHIP

Royal City Farmers Market hosted a Douglas College work experience placement for the Print Futures: Professional Writing program. The program is a 2 year diploma program. Our student was a part of our summer season and helped develop a membership brochure, as well as assisted with our public relations strategies.

## VOLUNTEERS

*I won't always be on a farm, able to dig up or harvest my produce so, for me volunteering at the RCFM is a matter of being connected and taking active role in the food I eat. I get to witness the holistic picture of providing fresh produce to our community. In the morning, I help prepare the venue for the market and assist the vendors in their set-up. During the market, I sell the produce and when the [market] day is over, I help collapse the stalls and clean-up. Unlike the regular shoppers, I have extra opportunities to interact with the vendors. When I am working in the Forstbauer stall hauling squash, once again dirt collects on my hands and soils my jacket, I am reminded of my time as apprentice. There are many reasons to lend a hand at the market but, this to me, is the most beautiful reason for volunteering.*

-Alexander Stark

Volunteers make the market – literally. From lifting boxes to putting out signs to developing social media advertising campaigns, volunteers are the reason that RCFM brings a highly regarded market to Tipperary Park each week all summer long and each month in the winter. Our Board of Directors is a vital part of that volunteer chain. Anyone interested in contributing to the success of Royal City Farmers Market should feel free to contact us at: [volunteer@rcfm.ca](mailto:volunteer@rcfm.ca) or 778 928 7236.

*I love volunteering with RCFM because the market encourages New West residents to chat with their neighbours and provides an opportunity for people to make better food choices and learn more about the range of locally produced foods available to them. Volunteering at the market is a fun way to get involved in the community and it is something I always look forward to. I have met so many amazing people and I learn something new every time!*

-Hennisea Hoy

## LOOKING AHEAD

Royal City Farmers Market is entering its fourth summer season. We've come a long way since a few interested individuals sat down and decided to put together a market. So, where is 2011 going to take us?

- 🌱 Thanks to a partnership grant from the City of New Westminster, RCFM is pleased to be offering the Nutrition Coupon Program (NCP) for the 2011 season. The NCP is designed to improve access to fresh foods from local producers to all families, especially those with young children. The program consists of skill building classes such as food preparation and education as well as coupons that are treated as cash at the market for fresh foods.
- 🌱 We believe that New Westminster is better together. By partnering with restaurants, small businesses and other community groups, RCFM is aiming to find new ways to improve the health of our members and shoppers. We're hoping to cultivate these relationships throughout the 2011 year.
- 🌱 We're proud of the hard work and dedication that has made our market successful and have arranged for some new goods that help make those statements visual! Check out our new LOCAVORE t-shirts and our double walled ceramic mugs available at all of our markets and community events we attend.
- 🌱 In an effort to further reduce our impact on the planet, we're working on our green initiatives. We've banned the sale of bottled water from the market and offer public drinking water at every market free of charge. We're also working with our vendors to reduce the use of plastics at the market, and will be working with the City of New Westminster to develop better waste management systems.