



2023 Annual Report

February 15, 2024

**Fraser North
Farmers Market Society**

To all our generous sponsors...

Thank You



Vision Statement

"This is where it happens, at the market, connecting community around the table, reflecting the rhythm, the passion, uniqueness and diversity, nourishing the mind, body and soul."

January 19, 2008

Mission

The Fraser North Farmers Market Society encourages a healthy community by providing the public with direct access to food producers. The markets serve to stimulate and support the local economy, to provide opportunities to inform and entertain and support and strongly encourage environmental sustainability.

Guiding Principles

Locally Grown or Produced Products – We believe in supporting local growers and producers and those who engage in environmentally sound farming practices.

Education – We believe in building connections that create a sense of community through partnerships, collaboration, and building relationships with the community at large.

Opportunities – Creating a supportive environment that encourages and celebrates the growth and development of community members and businesses.

Inclusiveness/Diversity – We believe in promoting and encouraging inclusiveness and diversity by respecting, honoring and celebrating uniqueness.

Ambiance – We believe in creating an atmosphere that reflects a community that is welcoming, nurturing and provides opportunities for the community to participate and celebrate.

Celebrating 20 Years

Our History

In the early part of 2003, the Building Community Solutions asked the community to come together and take part in a Study Circle process to look at issues around poverty, youth and building a healthy community. Participants identified that the number one action for them to deal with all the issues facing our community was, “People in Neighborhoods getting to know each other and becoming more involved in community life.” The thought occurred to one Study Circle participant that a community Farmers Market would be a great way for people to become more involved in community life and a wonderful venue for neighbors to know each other better.

The Building Community Solutions Steering Committee felt very strongly that a Farmers Market could achieve the goal defined by the Neighbourhood Study Circles. A market had been tried in the past but was not successful, so the Committee did some research and concluded:

- People are hungry to make connections with each other.
- Farmers markets are like mini-festivals. They attract people looking to have a shared experience.
- Creating relationships between people is the key to success for any community market, or any community for that matter.
- Most people, particularly young families, want to know where their food comes from. They want locally grown produce.
- Historically, Maple Ridge and Pitt Meadows are farming communities.
- All over North America, part suburban and part rural communities like ours, are struggling to provide a good quality of life, trying to retain residents and attract businesses while not losing their unique local character.
- Farmers markets address some of these very complex issues by providing a ‘sense of place’, allowing communities like ours to cultivate and support what makes us unique.

A committee was formed in May of 2004. The Haney Farmers Market Committee decided to proceed with a pilot market from August 21 to October 9. They were incorporated as the Haney Farmers Market society on August 4, 2004. After numerous meetings, a location was secured, a purpose statement created and with a loan of two thousand dollar from the Building Community Solutions Steering Committee, the market began.

In May 2005, the Haney Farmers market commenced its first full season. The Market hired a full-time coordinator to facilitate growth. The brilliant blue summer sky provided a wonderful backdrop to the many festivals associated with the market: Doggie Daze, Medieval Market, Kidz Daze, etc. The market also moved closer to 224th Street, becoming part of the downtown



shopping experience. The number of satisfied customers and eager vendors grew. The Market society hosted a fabulous volunteer dinner in October, inviting volunteers and vendors to celebrate their success. In November the Farmers Market capped it all off by hosting their first-ever 'Winter Market'. Modeled after the European Christmas Markets, vendors were encouraged to use lights and festive touches to create a unique atmosphere in beautiful Memorial Peace Park.

A thirteen-week pilot market in Port Coquitlam was held in 2009 and proved to be a resounding success. Now in its 16th year, the Port Coquitlam Farmers' Market has had lots of fun participating in the annual May Day parade, Canada Day and Multi-Cultural Day celebrations, Christmas Tree display and other community events. The market is currently held every Thursday, 3 to 7 pm, from June to the end of October, on the south side of the Port Coquitlam Community Centre, in the space now called Terry Fox Hometown Square,

At the 2020 Annual General Meeting, our members voted on the special resolution to adopt the change of name for the society from the Haney Farmers Market Society to the Fraser North Farmers Market Society. This change reflects the value we place on all the communities in which we work.

The Fraser North Farmers Market Society continues to value its roots. With an ongoing commitment to social, environmental, and economic sustainability, the Board of Directors looks to the community for direction and support. The Market looks forward to the opportunity to be part of the communities of Maple Ridge, Port Coquitlam, Pitt Meadows and Katzie for many years to come.



Fraser North Farmers Market Society

Minutes of the 2023 AGM, February 27, 2023

Call to commence meeting: M/S/C

Agenda M/S/C

Minutes of 2022 Annual Meeting m/S/C

Executive Reports

Executive Director

Reports Market Reports

Committee Reports

Balance Sheets

Financial Statements

Call to adjourn meeting M/S/C

Chair Reports

Chair Report

Thank-you everyone for coming to our 20th Annual General Meeting! As chair, from August 2023, I have had the privilege of working with a dedicated and talented board. Five of the seven board members are new this year, and thus 2023 has been a challenging and exciting opportunity for us to learn together, and to build on the success and hard work of past boards.

There are many farmers, local businesses, individuals, and community partners working together to make our Haney, Pitt Meadows, and Port Coquitlam markets possible. I am honored to be part of a society that brings so many partners together to celebrate community and to support and promote our local economy.

The City of Maple Ridge, the City of Pitt Meadows, and the city of Port Coquitlam, and their Recreation Departments provide important in-kind support. I particularly want to recognize the work of Darlene Slevin, our Maple Ridge City Liaison, who attends our board meetings. Darlene's years of experience as City liaison for many years has also been a much appreciated source of information and support.

We deeply appreciate the generosity of The City of Maple Ridge, The City of Pitt Meadows, The City of Port Coquitlam and Vancity Credit Union, who have supported the Society financially throughout its history

We also appreciate sponsorship support from the Meadow Ridge Rotary Club, Downtown POCO BIA, Adam Wahed Real Estate Group, Dominion Lending Centre, Fortis, Hopcott Farms, Alex Pope Consulting Inc., Maple Ridge Community Foundation, Neville Adomi EXP Realty.

Being on the board is a responsibility not to be taken lightly, and the board strives to serve our vendors, customers, staff and community partners.

The board is grateful to Eileen Dwillies, whose willingness to share her years of experience with the Market from its incorporation in 2004 has been invaluable. She has been a wealth of information and support for the new board, and a mentor to help me understand my role as a new chair.

I look forward to being part of the 20th Anniversary of our society, and to working with our new board and our new Executive Director, Ron Gorman, in 2024.

Sincerely,
Margo Malabar

Former Chair Report

The Fraser North Farmers Market continues to evolve and adapt, and 2023 was no exception to previous years. Our committed staff and volunteers continue to serve the community in the most professional and supportive ways. We operated three full summer markets this year as well as testing an extended winter market in Haney with the goal of providing a year-round accessible hub for local food and artisan goods.

The Haney Market continues to thrive in its landmark location. We have added plenty of new up and coming vendors while maintaining our roster of long time Haney mainstays. Haney continues to have a wide variety of local food and artisan goods and an amazing customer base. The weekly winter market at Golden Ears Church has been slow to start but we hope with time to get the word out and bring in a consistent regular following.

The Port Coquitlam market continues to operate at the new Terry Fox home-town square. This space has proved to be a great location, bringing in new customer, vendors, partnering with the local businesses in the area to share clientele.

This is the second year of the new Pitt Meadows market operating at Spirit Square on Tuesday afternoons. This market has complimented the other markets well and the location has proved to be popular.

The society has on-boarded some fantastic new key staff and volunteers with fresh ideas. This upcoming year we will begin to see a lot of updates and changes for the better. I'm exciting to see how the market changes while holding on to all the relationships that we've built up along the way.

Respectfully,

Caden Knudson – Former Board Chair

Treasurer's Report - Fiscal Year 2023

Overview

The year 2023 marked a significant period of financial re-evaluation and enhancement for the Fraser North Farmers Market Society (FNFMS). The implementation of rigorous accounting practices, coupled with the hiring of a new, diligent Bookkeeper, has fortified our financial management. The transition to QuickBooks Online may allow streamlined communication between the Bookkeeper, Executive Director, and Treasurer, offering new possibilities for enhanced financial oversight. This upgrade allows us to view each market as a distinct project, enabling efficient identification and resolution of budgetary deviations.

Financial Highlights

1. Accounting Practices Upgrade: FNFMS successfully transitioned from a desktop version of QuickBooks to QuickBooks Online, providing improved accessibility and collaborative opportunities.
2. Enhanced Financial Oversight: The new accounting system facilitates a detailed examination of individual markets, promoting swift responses to any budgetary variances.
3. Improved Communication: The close collaboration between the Bookkeeper, Executive Director, and Treasurer will straighten the Society's financial reporting and decision-making processes.

Sources of Income

The primary source of income in 2023 was the revenue generated through "Market Fees." These fees, paid by vendors for booth usage, constitute a crucial aspect of our financial sustainability. Major Expenses: The major expenses in 2023 were predominantly related to employee payroll. This signifies not only our commitment to providing local vendors a platform to expose their quality products but also our contribution to job creation and community sustainability.

Challenges and Achievements

1. Overcoming Transition Challenges: The initial months of 2023 posed challenges due to the absence of a Bookkeeper. However, the successful hiring and integration of a new

Bookkeeper enabled the society to address late entries, update records, and redefine account labels.

2. Strengthened Financial Foundations: The resolution of transitional challenges has set the stage for robust financial management, laying the groundwork for future success.

Future Outlook - 2024

Budgetary Planning: FNFMS looks forward to establishing detailed budgets for each market and the society as a whole in 2024. This strategic approach will enable proactive tracking of deviations from annual goals and informed decision-making by the board. Utilization of QuickBooks Online: QuickBooks Online will serve as an indispensable tool in centralizing financial data, providing a comprehensive overview for informed decision-making and achieving financial goals.

Upcoming Initiatives: Metric Integration: The society is in the process of integrating financial data into QuickBooks. As 2024 concludes, we aim to derive organized metrics and ratios to guide financial strategies in 2025.

Conclusion: The Treasurer expresses gratitude for the collaborative efforts of the Bookkeeper, Executive Director, and the entire Board in fortifying our financial standing. We look forward to a year of strategic financial planning, utilizing QuickBooks Online as a key asset on our journey towards achieving the financial goals set for 2024.

Vitor N. Araujo
Treasurer

Fraser North Farmers Market Society

Profit and Loss

January - December 2023

	TOTAL		
	JAN - DEC. 2023	JAN - DEC. 2022 (PY)	% CHANGE
INCOME			
60000 Operating Income			
60100 Market Fees	96,916.64	77,365.54	25.27 %
60200 Food Hub Revenue	7,972.00	8,488.26	-6.08 %
60300 Membership Fees - Vendors	7,267.22	5,075.00	43.20 %
Total 60000 Operating Income	112,155.86	90,928.80	23.34 %
62000 Grants			
62100 City of MR Operating Agreement	5,625.00	7,500.00	-25.00 %
62200 PoCo Operating Agreement	8,000.00	8,000.00	0.00 %
62300 Pitt Meadows Agreement	4,611.00	3,111.00	48.22 %
62400 Gov't of Canada Summer Jobs	6,158.00	6,207.00	-0.79 %
62500 Infrastructure Grant		9,504.25	-100.00 %
62600 Agriculture Awareness		2,500.00	-100.00 %
62700 Vancity Grant		1,500.00	-100.00 %
Total 62000 Grants	24,394.00	38,322.25	-36.35 %
63000 Donations		65.00	-100.00 %
64000 Coupons			
64100 Coupons In	93,000.00	69,911.00	33.03 %
64200 Coupons-Paid Out	-83,280.00	-69,911.00	-19.12 %
Total 64000 Coupons	9,720.00	0.00	
65100 BCAFM Honorarium	600.00	1,750.00	-65.71 %
65200 Sponsorship	2,000.00		
65400 Misc Revenues	307.44	23.99	1,181.53 %
Total Income	\$149,177.30	\$131,090.04	13.80 %
GROSS PROFIT	\$149,177.30	\$131,090.04	13.80 %
EXPENSES			
71000 Personnel			
71010 Wages			
71020 Executive Director	30,388.04	29,281.80	3.78 %
71030 Market Managers	29,158.30	24,796.16	17.59 %
71040 Online Market Manager	27,063.26	7,299.03	270.78 %
71050 Assistant Manager	12,007.80	8,953.12	34.12 %
71060 Market Ambassadors (CSJ)	9,927.91	4,459.76	122.61 %
71070 Market Assistant	1,350.00	1,110.00	21.62 %
71100 WCB	95.99	113.01	-15.06 %
71110 Training		3,981.76	-100.00 %
71120 Acctg & Bookkeeping	3,000.00	3,455.71	-13.19 %
Total 71010 Wages	112,991.30	83,450.35	35.40 %
Total 71000 Personnel	112,991.30	83,450.35	35.40 %
72000 Operating Expenses			
72010 AGM Expense	49.11		
72020 Insurance	715.00	802.00	-10.85 %
72030 Insurance ICBC	2,716.00	1,133.97	139.51 %
72060 Membership & Licenses	734.10	580.00	26.57 %

Fraser North Farmers Market Society

Balance Sheet

As of December 31, 2023

	TOTAL		
	AS OF DEC. 31, 2023	AS OF DEC. 31, 2022 (PY)	CHANGE
Assets			
Current Assets			
Cash and Cash Equivalent			
10000 Vancity Accounts			
10100 Term Investments			
10300 Vancity Contingency Fund	0.00	5,116.01	-5,116.01
10600 Vancity Contingency Fund-PoCo	3,900.00	3,900.00	0.00
Total 10100 Term Investments	3,900.00	9,016.01	-5,116.01
10200 Vancity 63358389	19,681.00	17,294.83	2,386.17
10400 Vancity - IBA 0788	3,640.33	3,293.75	346.58
10500 Vehicle Contingency Fund	206.20	201.84	4.36
10700 CEBA Loan Holding	0.00	33.81	-33.81
10750 Business Jumpstart 83703170	2,604.19		2,604.19
10800 Vancity Shares	97.77	93.17	4.60
Total 10000 Vancity Accounts	30,129.49	29,933.41	196.08
11000 Cash Accounts			
11100 Petty Cash Haney	400.00	0.00	400.00
11101 Undeposited Collections	0.00	2,000.00	-2,000.00
Total 11000 Cash Accounts	400.00	2,000.00	-1,600.00
Total Cash and Cash Equivalent	\$30,529.49	\$31,933.41	\$ -1,403.92
Total Current Assets	\$30,529.49	\$31,933.41	\$ -1,403.92
Non-current Assets			
Property, plant and equipment			
30100 Vehicle			
30110 Cargo Van	8,000.00	8,000.00	0.00
30120 Accum. Depreciation Vehicle	-6,400.00	-4,800.00	-1,600.00
Total 30100 Vehicle	1,600.00	3,200.00	-1,600.00
Total Property, plant and equipment	\$1,600.00	\$3,200.00	\$ -1,600.00
Total Non Current Assets	\$1,600.00	\$3,200.00	\$ -1,600.00
Total Assets	\$32,129.49	\$35,133.41	\$ -3,003.92
Liabilities and Equity			
Liabilities			
Current Liabilities			
Accounts Payable (A/P)			
40200 Accounts Payable	0.00	2,400.00	-2,400.00
Total Accounts Payable (A/P)	\$0.00	\$2,400.00	\$ -2,400.00
24000 Payroll Liabilities	0.00	346.87	-346.87
25500 GST/HST Payable	4,315.90	3,219.52	1,096.38
71900 Credits for Next Year Applications	3,678.20		3,678.20
Total Current Liabilities	\$7,994.10	\$5,966.39	\$2,027.71
Total Liabilities	\$7,994.10	\$5,966.39	\$2,027.71

Fraser North Farmers Market Society

Balance Sheet

As of December 31, 2023

	TOTAL		
	AS OF DEC. 31, 2023	AS OF DEC. 31, 2022 (PY)	CHANGE
Equity			
50100 Retained Earnings	32,395.29	32,395.29	0.00
Retained Earnings	-3,228.27		-3,228.27
Profit for the year	-5,031.63	-3,228.27	-1,803.36
Total Equity	\$24,135.39	\$29,167.02	\$ -5,031.63
Total Liabilities and Equity	\$32,129.49	\$35,133.41	\$ -3,003.92

Fraser North Farmers Market Society

Profit and Loss

January - December 2023

	TOTAL		
	JAN - DEC. 2023	JAN - DEC. 2022 (PY)	% CHANGE
72070 Mileage and Gas	1,370.20	2,100.16	-34.76 %
72080 Van Repairs & Maintenance	1,502.12	403.65	272.13 %
72090 Advertising	2,608.63	1,558.17	67.42 %
72100 Facility & Equip Rental Exp	1,686.63		
72110 Meeting	113.25	297.96	-61.99 %
72130 Office and Market Supplies	5,188.17	4,700.41	10.38 %
72140 Market Entertainment	4,660.00	4,085.00	14.08 %
72170 Storage	1,091.65	1,673.54	-34.77 %
72190 Bursaries	500.00	750.00	-33.33 %
72200 Tech Costs	1,542.55	1,586.39	-2.76 %
72210 Stripe/Square Fees	1,468.82	1,396.33	5.19 %
72220 Marketwurks	3,500.00	3,100.00	12.90 %
72230 Miscellaneous Expense	1,780.90	4,921.19	-63.81 %
Total 72000 Operating Expenses	31,227.13	29,088.77	7.35 %
73000 Cost of Goods Sold	9,990.50	11,811.42	-15.42 %
74000 Grant Expenses			
74500 Infrastructure Grant Expenses		9,967.77	-100.00 %
Total 74000 Grant Expenses		9,967.77	-100.00 %
Total Expenses	\$154,208.93	\$134,318.31	14.81 %
PROFIT	\$ -5,031.63	\$ -3,228.27	-55.86 %

Secretary's Report

The regular Board Meeting minutes for the year 2023 were recorded and circulated via email to all members of the Board.

Minutes of the 2023 Annual General Meeting held on Feb 27, 2023 are attached (by way of agenda) to the 2024 Annual Report.

Minutes, Insurance Policy, and Business Licenses are on file.

Damali Adomi
Secretary

Executive Director Reports

Current ED Report

Winter Report Nov. 15 - Dec. 31, 2023

New Executive Director Ron Gorman joined the FNFMS November 15th, 2023. He looks forward to improving administrative practices, having a little fun with market programming to build a renewed vibrancy to each of our markets. Ron brings many years of experience as a vendor, manager, and board member to the table. He is excited to work with the dynamic board members who have recently joined and looks forward to building a positive, organized and engaging market team to run our summer markets.

The Haney Winter Market operated from November 4 to December 23, 2023 for 7 market dates on Saturdays from 10-2 at the Golden Ears United Church. A total of \$53,770.00 was spent over those 7 markets for an average of \$7000 per market. Approximate attendance over those 7 markets was 3540 customers with 202 vendor stalls booked. An average of 500 people per market and average of 28 vendors per market was noted.

Attendance was significantly less than expected as posters and post cards we put out in the community and handed out to customers at the end of the summer market season. The market hosted a bring a friend to the market promo, a gingerbread decorating event for kids and a vendor prize giveaway for the December 23 market.

More social media efforts, increased programming and community collaboration from the manager are planned for the new year.

February and March 2024 will be the introduction of the Nutrition Coupon program funded by community agency donations raised by past Executive Director Alex Pope.

Ron J Gorman
Executive Director

Outgoing ED Report

At the Haney Farmers Market, we saw an increase in partner festivals and attendance at our markets, and a lot of work was done to improve our internal administrative processes. As we neared the end of the season, I decided it was time to hand the reins over to a new Executive Director so I could focus on my other work. The board hired Ron Gorman for this role and I have confidence that he will serve the markets well.

After starting a new weekday market in Pitt Meadows in 2022 on Tuesdays we increased our presence in Pitt Meadows with the market operating every Tuesday from June 13 until the end of September.

After spending quite a bit of time identifying and establishing a location, we were able to launch a new indoor Farmers Market for the off-season, which we called the Haney Winter Market. This market is hosted at Golden Ears United Church on Saturdays from 10am to 2pm. This market has received a lot of positive feedback from both vendors and customers.

In Port Coquitlam, due to ongoing work being done in Leigh Square, we have been located on the south side of the new Port Coquitlam Community Centre, in the space now called Terry Fox Hometown Square, only a short walk from our old location. We anticipate that we will be in that location for the third consecutive year in 2024, after which we will be able to relocate back to Leigh Square.

Haney will continue to be in our traditional location in Memorial Peace Park from late April to October, starting with a special Earth Day Market. We are looking forward to celebrating our 20th anniversary in 2024, coinciding with the 150th anniversary of the incorporation of Maple Ridge and the return of the BC Summer Games to Maple Ridge.

We continued to support the Farmers Market Nutrition Coupon Program at all our Farmers Markets. Between the three markets, we redeemed over 23,000 coupons totaling over \$83,000. Community partner organizations provide coupons to support lower-income families, pregnant women, and seniors, giving them access to healthy fresh food at our markets.

For the Haney Winter Market, we did some additional fundraising for the Nutrition Coupon Program to extend the program over the winter, raising \$9,500 before the end of the year. Ron will have an update on the launch of that program in partnership with the BCAFM. We are pleased to note that we were nominated for Non-Profit of the Year in the Ridge Meadows Chamber of Commerce Business Excellence Awards. The awards are going to be presented at the ceremonies on Mar 9, 2024.

Respectfully,
Alex Pope – Executive Director

Administrative Assistant Report

As we reflect on the accomplishments of the past year, it is with great satisfaction that we present the administrator's end-of-year report for the Farmer's Market. The 2023 season was marked by growth, innovation, and resilience as we navigated through challenges and embraced opportunities to better serve our community.

We successfully organized and executed three summer markets, which served as the cornerstone of our operations. These markets provided a platform for local farmers and small businesses to showcase their products and connect with the community. Additionally, we introduced a new venture – a winter market – expanding our reach and offering seasonal diversity to our customers.

The introduction of the administrator position was significant for the Farmer's Market.

This role provided a single point of contact for vendors, streamlining communication and administrative processes. The administrator played a crucial role in managing vendor inquiries, market dates, billing, and paperwork, ensuring efficiency and accountability in our operations.

In line with our commitment to supporting our vendors, we conducted over 15 farm visits throughout the year. These visits not only ensured the authenticity of the products sold at our markets, but also provided valuable insights into the practices and challenges faced by our farmers. By understanding the needs and aspirations of our vendors, we were better equipped to serve them and promote their offerings to the community.

The administrator's role also encompassed the diligent tracking of vendors' insurance policies, certificates, and licenses, ensuring compliance with legal requirements. The feedback received shows that vendors appreciated having a single point of contact for market inquiries and invoice queries, contributing to overall satisfaction and collaboration.

In response to the growing interest and support from the community, we introduced an expanded membership program. This program, including "Friends of the Market: Member Appreciation Days," provided exclusive benefits and discounts to our loyal members. By nurturing a sense of belonging and appreciation, we strengthened our relationship with the community and fostered sustainable growth for the market.

The past year has been a testament to the resilience, adaptability, and dedication of the Farmer's Market team and the broader community. Through our collective efforts, we have not only sustained but thrived in the face of challenges, reinforcing our commitment to promoting local agriculture and supporting small businesses. Thank you to all our stakeholders for their continued support, FNFMS looks forward to another successful year ahead.

Meghan Railton
Former Administrator

Market Reports – 2023 Season



Haney Farmers Market

The Haney Farmers Market, operated by the Fraser North Farmers Market Society, was held as usual in the Memorial Peace Park. Overall, the weather this year was great. Not too much in the way of unseasonably hot or cold, minimal rain, some smoke. The increase in visitor attendance in this 2023 season is very much weather related.

Market Stats 2023 Season

Avg. no. of vendors per market date:	44 (increase over 2022 season)
Total no. of visitors:	increase of 4,000 over 2022 season
Total vendor sales:	\$449,872 (\$567,321 in 2022 season)
Sales by farmers:	\$200,532 (\$197,959 in 2022 season)
Sales of prepared foods:	\$199,762 (\$289,679 in 2022 season)
Sales of craft vendors:	\$83,863 (\$80,208 in 2022 season)

The drop in sales is mostly attributed to the drop in prepared food vendors. We seem to have had less of those this year. Farm sales were up and we did have 3 new farmers.

We had a few volunteers this year. 2 were with us to perform community hours, 1 was with us to help rehab an injury, and one (a mama with her two girls) was there simply to help out. Until we start running more themed events and special markets, it is a challenge to offer meaningful work to volunteers other than set up and take down.

We had great entertainment this year! I am consistently told how much people enjoy the music we provide, and the number of people that sit and enjoy it is great.

We were strong on collaborations. We had at least one non-profit with us each week but there were weeks when we had up to 4. I do feel that we need to limit the number to 2 at best, and that includes sponsors. I believe sponsors should be limited to 6 markets per season, but that we increase their presence on our social media and newsletters.

We did attempt a collaboration with the Maple Ridge Food Bank, however, they seemed to be unable to consistently send someone to pick up leftover donated produce.

We are looking forward to having a great 2024 season.

Karen Curtis
Former Market Manager



Port Coquitlam Farmers Market

The Port Coquitlam Farmers Market, operated by the Fraser North Farmers Market Society, returned again for the season to the Terry Fox Hometown Square. This was due to the ongoing reconstruction of Leigh Square (the former home of the market). The market was able to increase the size and attendance to each of the 19 market dates. This year we included a special May Day market on May 11th as part of the City of Port Coquitlam's 150th May Day celebration.

Market Stats 2023 Season

Avg. no. of vendors per market date:	30 (2022 season - 29)
Avg. no. of attendees:	1,504 (2022 season - 1,490)
Total no. of different vendors:	99
Total no. of visitors:	28,576
Total vendor sales:	\$329,572 (\$137,531 by farmers)
No. of coupons redeemed:	11,114
Total coupon value:	\$33,370

The Farmers Market Nutrition Coupon program was successful in supporting qualifying folks in our community. Having the coupons handed out by the City of Port Coquitlam at the market again this season appears to have been successful in ensuring a high redemption rate.

Building momentum was the main focus of the 2023 season. To increase attendance we added kids programming this season. With the addition of the Nibble Network tent each week we presented children and their parents with arts and crafts activities including the end of the season vendor appreciation cards. The tent was run by our staff in addition to local businesses. We provided a kid's educational activity, Get to Know Our Produce, which encouraged kids to interact with farm vendors to ask questions about the featured produce item.

The Fraser North Farmers Market Society received funding from the Agriculture Awareness Grant offered by Metro Vancouver to provide agricultural education to children attending the market. Due to COVID-19 safety concerns, having an interactive program was replaced with a take-home package, including a "taste test bag" to give children the opportunity to try fresh fruit and produce from the market. About 300 of these were handing out to children attending the Port Coquitlam Farmers Market.

VanCity generously provided community grant funding that has been used to edit a series of eight videos that were originally filmed at the "Soil to Salad" educational workshops in 2018. These videos will be used to kick off our 2022 market season and will remain online on our Youtube channel as a resource that increases people's knowledge of gardening and agriculture.

While keeping the market location the same as last year helped with visibility and awareness, we are looking forward to having a great 2024 season with the addition of an in-market fundraiser and chef demonstrations.

Ellen Fowler - Market Manager



Pitt Meadows Farmers Market



The Pitt Meadows Farmers Market, operated by the Fraser North Farmers Market Society, returned again for the season to Spirit Square. This season the market was held weekly mid-June through September 2022 the market was held bi-weekly.

Market Stats 2023 Season

Avg. no. of vendors per market date:	20 (2022 season - 26)
Avg. no. of attendees:	854 (2022 season - 1,372)
Total no. of different vendors:	86
Total no. of visitors:	13,670
Total vendor sales:	\$117,040 (\$35,414 by farmers)
No. of coupons redeemed:	907
Total coupon value:	\$2,720

Of the 16 dates of operation there were three dates where weather was clearly a setback. There were 3 rain dates where the average attendance dropped from 854 to 272. It should also be noted that 3 other dates also followed long holiday weekends. The month of June was the most popular dates where the attendance over three weeks was 4,068 followed by August, 4,268 (five weeks). The month of September we saw a sharp decline in both attendance 1,742 and the average number of vendors (14). Moving forward to 2024 the society may want to consider moving the market dates to June through August.

The Farmers Market Nutrition Coupon program was successful in supporting qualifying folks in our community (Pitt Meadows/Maple Ridge). Next year we are hoping to identify and help enroll community partners in Pitt Meadows to increase the number of qualifying folks and the overall number of coupons redeemed at the Pitt Meadows Farmers Market. This year, along with last year we partnered with Hopcott Farms for a bbq fundraiser for the BCAFM Nutrition coupon program. This \$1,000 was raised.

Building momentum was the main focus of the 2023 season to increase attendance we added kids programming this season. With the addition of the Nibble Network tent each week we presented children and their parents with arts and crafts activities including the end of the season vendor appreciation cards. The tent was run by our staff in addition to local businesses. We provided a kid's educational activity, Get to Know Our Produce, which encouraged kids to interact with farm vendors to ask questions about the featured produce item. This year we launch the Kid's Lending Library. This program provided kids and their parents an opportunity to take home books related to the market. The books were a mix of fiction & non-fiction and were all related to the themes of environment, farmer, local food, gardening, good eating habits, sustainability and community.

We are looking forward to having a great 2024 season with the addition of an in-market fundraiser and more community outreach.

Ellen Fowler - Market Manager