



2024 Annual Report

February 27, 2025

**Fraser North
Farmers Market Society**

To all our generous sponsors...

Thank You

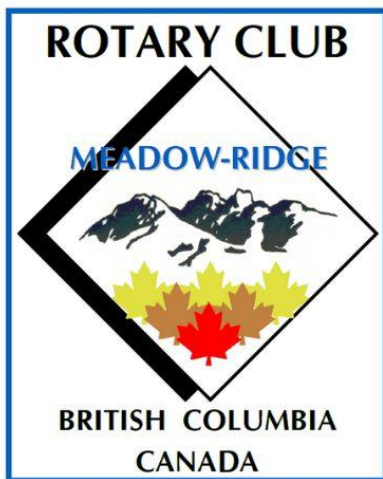


**Maple
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CITY OF
Pitt Meadows
The *Natural* Place

Vancity



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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 neighbours 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 dollars 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 Farmer's Market has had lots of fun creating lasting memories for the community. The market will be held in Leigh Square every Thursday 3 to 7 pm from June to the end of October.

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.

Agenda of the 2024 AGM: February 27, 2025

Call to commence meeting: M/S/C

Agenda M/S/C

Minutes of 2023 Annual Meeting M/S/C

Chair Report

Financial Report

- Balance Sheets
- Financial Statements

Secretary Report

Executive Director Report

Administrator Report

Market Reports

Housekeeping

Call to adjourn meeting M/S/C

Chair Report

Thank you for attending the Fraser North Farmers Market Society Annual General Meeting and welcome to 2025!

I would like to respectfully acknowledge that the Fraser North Farmers Market Society operates on the traditional and unceded territories of the Katzie (q̓íçəy̓), Kwantlen (q̓ʷa:ńł'əń), and Kwikwetlem (k̓wíkʷəłəm) First Nations which we honour as our community partners as we continue to work with and grow.

The 2024 market season faced more challenges than usual for our Society as there was high turnover of staff and board members for a variety of reasons. However, these challenges made the team unite to create another successful market season at our three partner venues. There were many exciting events this past season, including our own 20th Anniversary Community Appreciation event at Haney, the BC Summer Games collaborations with the City of Maple Ridge, the BBQ fundraiser for the much-loved Nutrition Coupon Program with Hopcott Farms in Pitt Meadows, and the BC Lions Hype Party at Port Coquitlam. I would like to acknowledge the generous additional grant funding through the Maple Ridge 150 Grant from the City of Maple which allowed us to celebrate the Haney 20th Anniversary Community Appreciation Picnic with more local entertainers, activities, and delicious treats from our vendors.

Fraser North Farmers Market Society was able to facilitate the transfer of over \$75,000 worth of Nutrition Coupons from community partners directly to our farmers and producers while supporting those in our communities that may have barriers to fresh produce. We hope to surpass that value in 2025! I had the privilege of hearing directly from program participants this season about the direct and meaningful impact this program has had on their lives and our entire team is motivated to make the most of this program this year.

With the reflection on the past successes also comes acknowledgement of areas of improvement, including board and staff succession planning, recruitment, and professional development. Heading into the 2025 market season, I am grateful for the opportunity to work with a diverse group of board members, team members, vendors, and community partners to share our knowledge and expertise to continue the strong legacy of the Fraser North Farmers Market Society.

Sincerely,
Samantha Daskis

Financial Report - Fiscal Year 2024

The past year proved challenging to administer and execute the financial needs of the Society due to board member turnover with limited succession planning and training for the next Treasurer. The work that was achieved in 2023 was stable but was not communicated to continue strengthening the processes and procedures. Moving into 2025, our resilient bookkeeper will be working closely with our Executive Director and Chair until a Treasurer is appointed to prepare the procedures for market staff to record and report the data required to maintain the financial records appropriately for strategic planning and reporting to the Society stakeholders.

Our bookkeeper, Fernanda, has been working tirelessly to prepare the financial information for almost an entire year in a matter of weeks. This is not something to be repeated, for the benefit of the Society and our bookkeeper.

Sources of Income

The primary source of income in 2024 was the revenue generated through Market Fees, which are those paid by vendors for booth usage at our markets. We also received funds from our host cities including an additional \$5000 from the City of Maple Ridge for the Maple Ridge 150th grant which we were able to utilize for our 20th Anniversary Customer Appreciate Picnic at the Haney Farmers Market. These additional funds allowed us to purchase additional special event supplies from our market vendors and engage more local entertainers and musicians to mark the special day.

Looking to 2025

As we move into the 2025 market season, the work that has been initiated by the current team will continue to strengthen the financial reporting and planning. Further development of procedures and training for staff will allow more cohesion on gathering and reporting the data in a usable format. As our Executive Director has experienced the end of the 2024 season, she is better equipped for the required grant applications and sponsorship opportunities which will increase the revenue generation potential in order for the Board of Directors to plan for equipment maintenance, replacement, or upgrades. We continue to support the Nutrition Coupon Program whenever possible as well as award bursaries to local students as they pursue post-secondary education.

With the learning from 2024, we are confident as we move into 2025 that we can refine the financial procedures to best utilize the funding provided by our generous vendors and donors.

Samantha Daskis
Chair

Fraser North Farmers Market Society

Profit and Loss

January - December 2024

	<u>Total</u>
INCOME	
60000 Operating Income	
60100 Market Fees	123,680.16
60300 Membership Fees - Vendors	3,398.92
Total 60000 Operating Income	\$ 127,079.08
62000 Grants	
62100 City of MR Operating Agreement	12,500.00
62200 PoCo Operating Agreement	8,000.00
62300 Pitt Meadows Agreement	3,900.00
62450 Agriculture Awareness Grant	3,510.00
Total 62000 Grants	\$ 27,910.00
64000 Coupons	
64100 Coupons In	89,000.00
64200 Coupons-Paid Out	-95,768.66
Total 64000 Coupons	-\$ 6,768.66
65200 Sponsorship	300.00
65400 Misc Revenues	108.52
Total Income	\$ 148,628.94
GROSS PROFIT	\$ 148,628.94
EXPENSES	
71000 Personnel	
71010 Wages	
71020 Executive Director	19,767.73
71025 Administrative Coordinator	33,801.68
71030 Market Managers	39,347.07
71040 Online Market Manager	1,996.64
71050 Assistant Manager	13,562.10
71060 Market Ambassadors (CSJ)	892.83
71070 Market Assistant	1,918.73
71100 WCB	132.60
71120 Acctg & Bookkeeping	3,000.00
Total 71010 Wages	\$ 114,419.38
Total 71000 Personnel	\$ 114,419.38
72000 Operating Expenses	
72010 AGM Expense	624.51
72020 Insurance	765.00
72060 Membership & Licenses	335.30
72070 Mileage and Gas	433.65
72080 Van Repairs & Maintenance	80.00
72090 Advertising	4,850.00
72095 20th Anniversary Celebration	3,041.89

72100 Facility & Equip Rental Exp		2,729.79
72110 Meeting		223.55
72120 Equipment Repairs		315.00
72130 Office and Market Supplies		3,924.99
72131 Office and Market Supplies - Winter		1,083.02
72140 Market Entertainment		7,160.00
72190 Bursaries		250.00
72200 Tech Costs		1,674.21
72210 Stripe/Square Fees		674.72
72220 Marketwurks		3,675.00
72230 Miscellaneous Expense		1,656.60
Total 72000 Operating Expenses	\$	33,497.23
73000 Cost of Goods Sold		2,931.07
76000 Legal and professional fees		646.25
Total Expenses	\$	151,493.93
OTHER EXPENSES		
7900 Penalties and Interest		710.00
Total Other Expenses	\$	710.00
PROFIT	-\$	3,574.99

Wednesday, Feb. 26, 2025 08:56:51 a.m. GMT-8 - Cash Basis

Fraser North Farmers Market Society

Balance Sheet

As of December 31, 2024

	<u>Total</u>
Assets	
Current Assets	
Cash and Cash Equivalent	
10000 Vancity Accounts	1,739.34
10200 Vancity 63358389	11,072.80
10400 Vancity - IBA 0788	499.17
10500 Vehicle Contingency Fund	59.16
10750 Business Jumpstart 83703170	5.34
10775 Vancity - IBC 8728 (Coupon only)	6,298.09
10800 Vancity Shares	97.77
Total 10000 Vancity Accounts	\$ 19,771.67
11000 Cash Accounts	
11100 Petty Cash Haney	400.00
Total 11000 Cash Accounts	\$ 400.00
Total Cash and Cash Equivalent	\$ 20,171.67
Accounts Receivable (A/R)	
12000 Accounts Receivables	2,000.00
Total Accounts Receivable (A/R)	\$ 2,000.00
Total Current Assets	\$ 22,171.67
Non-current Assets	
Property, plant and equipment	
30100 Vehicle	
30110 Cargo Van	8,000.00
30120 Accum. Depreciation Vehicle	-8,000.00
Total 30100 Vehicle	\$ 0.00
Total Property, plant and equipment	\$ 0.00
Total Non Current Assets	\$ 0.00
Total Assets	\$ 22,171.67
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
40200 Accounts Payable	11,392.00
Total Accounts Payable (A/P)	\$ 11,392.00
24000 Payroll Liabilities	0.00
Federal Taxes	-842.98
Total 24000 Payroll Liabilities	-\$ 842.98
25500 GST/HST Payable	454.25
Total Current Liabilities	\$ 11,003.27
Total Liabilities	\$ 11,003.27
Equity	

50100 Retained Earnings		32,395.29
Retained Earnings		-17,651.90
Profit for the year		-3,574.99
Total Equity	\$	11,168.40
Total Liabilities and Equity	\$	22,171.67

Wednesday, Feb. 26, 2025 08:48:19 a.m. GMT-8 - Cash Basis

Secretary Report

The regular Board Meeting minutes for the year 2024 were recorded and circulated via email to all members of the Board.

Minutes of the 2024 Annual General Meeting held on Feb 15, 2024 are attached (by way of agenda) to the 2025 Annual Report.

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

Damali Adomi
Secretary

Executive Director Report

Season 2024

My first 6 months as Executive Director for the Fraser North Farmers Market Society has flown by. It was a rewarding and wonderful experience. Thank you to all the vendors, board, staff, and volunteers who supported by first steps along this amazing path.

Considering having to overcome some challenges, the 2024 season was an immense success. With many thanks for the support from the Cities of Maple Ridge, Pitt Meadows, and Port Coquitlam.

The 2024 market season was successful in meeting the checks and balances to support our Farmers Market Mission Statement. Our statement encourages and contributes to a healthy community by providing the public with direct access to food producers. The Markets serve to stimulate and support the local economy, via providing opportunities and information that support environmental sustainability.

Our staff and volunteers provide information to our customers on the use of agricultural lands, nutrition, seasonal eating, and organic growing. We coordinate with local musicians and entertainers and implement many community and children's activities. Facilitating and contributing to an atmosphere that creates community spirit within the marketplace.

The Farmers Market Nutrition Coupon Program (FMNCP) is a healthy eating initiative that supports farmers markets and strengthens food security across British Columbia. Community partner organizations provide coupons to lower-income families, pregnant people, and seniors. Coupons can be spent at all BCAFM member farmers markets that participate in the FMNCP, and can be used to purchase vegetables, fruits, nuts, eggs, dairy, herbs, honey, meat, and fish.

Households enrolled in the program may receive \$27 per week in coupons for up to 16 weeks. The amount, frequency, and duration can vary according to each partner's program guidelines and the length of the Farmer's Market season in the community.

Our three markets alone in the 2024 season generated over \$75,000 through 25,222 coupons. We had 27 vendors supporting and participating in the program. We aim and hope to have even more vendors participating in this upcoming season.

I look forward to the upcoming summer season. Building further connections that create a sense of community through partnerships, collaborations, and building relations with the community at large.

Jennifer Hientz
Executive Director

Administrator Report

Another remarkable year has concluded, characterized by numerous changes throughout the season. The administrator's role this year encompassed a variety of responsibilities, primarily offering crucial support to our Market Managers. This involved keeping records, supporting daily operations and acting as a direct point of contact for customers and vendors.

This season, our objective was to maintain shorter wait times for vendors and ensure response times were within the 24–48-hour range to promptly address time-sensitive inquiries. This approach facilitated better communication, leading to an increase in vendor sign-ups by providing direct access to essential information and necessary paperwork. Additionally, it facilitated more efficient access for customers to obtain the information they require and to engage with various community groups in organizing special events at the market.

Paperwork and compliance continue to be a main priority for Fraser North Farmers Market Society. We set a goal early in the year, that 2024 would be a year where we continue to learn about the intricacies of each vendor category and do our due diligence to ensure we communicate regularly with vendors and follow up when paperwork is missing or needs updating. We were able to achieve this through regular vendor emails right through the season, checking every piece that came through. In the initial months leading up to and during the market, we focused on insurance. We developed a system to monitor vendor insurance expiry dates at a glance, ensuring vendors had proper coverage by identifying those needing updates.

Additionally, we have made significant progress in growing our understanding of pH testing requirements. We are actively researching this area to improve consumer safety and product viability. This includes mandatory pH testing for all sauces, dips, jams, and freeze-dried fruits, which is a relatively new category requiring testing. In cooperation with the Environmental Health Officer (EHO), we have implemented stricter paperwork requirements for this season, particularly relating to our prepared food categories.

This season in Maple Ridge, we successfully organized and hosted the 20th Anniversary for the Haney Farmers Market. With support from the City, we celebrated the original creators of the market and highlighted its ongoing impact. Collaborating with the manager, we created visuals, posters, social media posts, and a special newsletter for the anniversary. Other notable events this season included Earth Day, Canada Day, Maple Ridge's 150th Anniversary Celebration, Pets Parade, Seniors Day in Pitt Meadows, and the return of the Zucchini Races—an event hosted by Eileen and Paul, which continues to be a significant attraction. This event was held across all three of our markets and drew more customers, fostering community engagement and celebrating our farmers.

We are diligently working to expand and enhance the Friends of the Market membership program for this upcoming season. Although we paused our activities this past season, we will collaborate with our vendors, to bring back the program with exclusive discounts for our

loyal members. Additionally, we plan to introduce giveaways, raffles, and other unique opportunities to foster community engagement.

Our weekly newsletter has been well supported and received over the years, serving as a tool to update customers and vendors alike. In 2024, the newsletter was updated to retain its consistent formula and structure while highlighting new and returning vendors, introducing customers to new products, informing them about which vendors would be present each week at the market, and promoting upcoming events. This served as an important communication link between the markets and the customers.

The most significant achievement this season was the successful implementation of our coupon collection, redemption, and follow-through processes. The BCAFM has made remarkable strides in educating markets, vendors, community partners, and the general public about the true impact and importance of the coupon program. We have observed firsthand how this program can positively affect market customers by facilitating connections with community partners to secure coupons. On-the-ground managers collected coupons regularly and communicated directly with the administrator, who tracked and submitted weekly reports to the BCAFM. The administrator also ensured that vendor reimbursements were set up and processed correctly.

Overall, we had a highly successful season, with over \$75,000 in coupons redeemed across our three markets. The real success is demonstrated by providing BC families and individuals in need with access to high-quality food, affirming the importance of maintaining accuracy and consistency in our operations.

The administrator role was pivotal, involving direct interactions with vendors and customers via social media, newsletters, email, and our website.

In closing, we would like to express our gratitude to the cities of Port Coquitlam, Pitt Meadows, and Maple Ridge for hosting our markets and contributing to their growth. Thank you to all our stakeholders for their support and commitment to the markets' development. We at Fraser North Farmers Market Society look forward to the upcoming season and the opportunities it will bring for the markets' continued impact.

It has been a privilege to work with the team in supporting our vendors and customers, to observe growth across various areas, and to continue developing a community space that is unique and creates a lasting impact in our communities.

Donovan Kleynhans
Former Administrator

Market Reports – 2024 Season

Haney Farmers Market – Leah Stoltz, Market Manager

The Haney Farmers Market, operated by the Fraser North Farmers Market Society, marked its 20th anniversary this season. We are still operating at the Memorial Peace Park and continue to prosper with support from community, past and future board members, as well as a strong relationship with the City of Maple Ridge. We look forward to starting our 21st season on April 26th.

Like Pitt Meadows and Port Coquitlam, we had a lot of staff changes, which created some delays in maximizing our vendors and creating events in the early season, but we quickly found our stride and had a great summer. We had great events on our own, like Zucchini races, Teddy Bear Picnic, Sound bath, Food competition day, and particularly the 20th anniversary Customer Appreciation Picnic. We also worked on some larger collaborative events with the City and community including celebrating the BC Summer Games and the Maple Ridge 150th anniversary celebration, which were really enjoyed by the community!

While we did have volunteers for a few specific days, we didn't have as much as we could have used, and we thankfully had a strong staff team who were able to handle what was needed. We will strive to add some strong, energetic volunteers next season to help us implement some community engagement activities we would like to plan.

We had some great community groups again this year including: The Rotary Club/duck races, Madhatters, Alouette River Management, Ridge Meadows Senior Society, Maple Ridge Quilters Guild, Maple Ridge Historical Society, Kidsport, Girl Guides, Emerald Pig Society and Cirque de Morts Vaudeville Society, and Garibaldi Art Club.

As a surprise, I was nominated for the BCAFM Best Community Impact Award/Market Manager, one of four nominees from 145 markets in the province and I think this highlights some of the success we intend on bringing into the next season.

Vendors expressed interest in a winter market, which we did put together as the Holiday market in both Poco and Maple Ridge. These markets were not as successful as expected for a variety of reasons, most prevalent being the competition with other holiday craft markets.

We are really looking forward to the 2025 season and working together now to plan a great market experience for the customers and vendors.

Overall market sales: \$650,586
Vendors: 157
Market Days: 26
Attendance: 61,967

Nutrition coupons: \$44,037
Nutrition coupons per day- 1694
Community Groups: 21
Musicians: 11

Port Coquitlam Farmers Market – Leah Stoltz, Market Manager

The Port Coquitlam Farmers Market, operated by the Fraser North Farmers Market Society, was held at Terry Fox Hometown Square on Kelly Avenue behind the Port Coquitlam Community Center again this year. This looks to be our last season on Kelly Avenue as the Leigh Square renovations are being completed, just in time for our vendors to head back to our original home.

The beginning of the season was challenging due to last minute staffing changes which meant that the market didn't start out with a clear plan, so we managed week by week until we were able to get our footing. Once the season was underway, we started planning fun events, including "Billy Idol" for the kids to find and get a prize, the Pet Parade, Zucchini Races, and the collaboration with the BC Lions community tour.

The weather was a constant challenge at the Port Coquitlam Farmers Market location. The radiant heat from the pavement makes this venue extra hot and we experienced 35C conditions several times this year. The City of Port Coquitlam staff were very helpful by contacting the Nutrition Coupon Program participants on August 8th when the difficult decision was made to cancel the market for the day. Safety was the biggest concern since there is virtually no shade at this location and it was safer for customers and vendors to stay home. Since we are planning on relocating to Leigh Square this year, we won't have that experience as there will be ample shade from trees and surrounding buildings which will also create a more welcoming environment to our guests.

The volunteers at Port Coquitlam are awesome! We had two amazing volunteers for the whole year: Rachele and Connor. Both volunteers were incredibly helpful during the set up and tear down of the markets, allowing the staff to help organize vendors and ensure safety while vehicles were loading.

We had a variety of Community Groups this year at Port Coquitlam, including the Lions Club, Girl Guides, Watershed Salmon Watch, City of Port Coquitlam, Kinsight, Art Focus, Access Youth, and Girls from Ghana.

Some of the statistics collected from the Port Coquitlam Farmers Market this year:

Total vendor sales: \$247,750, including \$92,952 from Farm Vendors

Total Market Days: 16

Total number of Nutrition Coupons collected: 9563

Total value of Nutrition Coupons collected: \$28,869 (average \$1801.31 per market day)

Number of Community Groups: 11

Number of local musicians: 8

Estimated attendance: 19,424

Heading into the 2025 season, we'll face new challenges as we move back the newly renovated Leigh Square and we'll be able to improve from the challenges of last year. The feedback from vendors and customers is invaluable, so we can work harder to get a consistent meat vendor and create new and exciting events for all ages.

Pitt Meadows Farmers Market – Sharon Ferrer, Market Manager

The Pitt Meadows Farmers Market, operated by the Fraser North Farmers Market Society, returned for the 2024 season to Spirit Square. This season, the market was held weekly from early June through end of September. The market was initially scheduled to run only until end of August, however, a last-minute decision was taken in August to extend the market another four dates ending September 24th.

There was an average of 21 vendors per market date, and an average of 824 attendees during the 2024 market season. This compares to averages of 20 vendors and 854 attendees during the 2023 market season. We had a total of 62 different vendors and 14,012 visitors this season. This generated a total of \$114,898 in sales to local vendors. Of this amount, \$28,622 was made by local farmers including 5 farmers/growers from Pitt Meadows.

The market season started a little slower this year as the Society was in transition with a new board and some staffing issues. The Pitt Meadows market did not have events scheduled in the first half of the market season which may explain the lower visitor numbers and staff might have missed capturing all the data (sales tallies) in the early part of the season. These are estimates only and there were many variables considered when capturing the information. Mid-season, we started to hit our stride and several events were tacked on which began to reflect in our increased visitor numbers. We had events like “Teddy Bear Picnic”, “Pet Parade”, “Zucchini Races”, “Seniors & Community Day”, “Vendor Appreciation Day”, Scavenger Hunts and the much anticipated “Hopcott BBQ Fundraiser” for the BCAFM Nutrition Coupon Program.

The 2nd half of the season was much stronger, with better attendance numbers and more vendors as well. In fact, the September extension dates were even better than the June dates in terms of visitor and vendor numbers. Our last market of the season on Sept 24th was the most well attended by far, both in vendor and visitor numbers, and had the highest in sales volume for vendors. In terms of weather, it did not play as big a part in this year’s operation except on three occasions. On July 9th, it was extremely hot (34C) and set a record in Pitt Meadows as the hottest recorded day since 1875! Understandably, we had very little visitors come through to the market and cooling stations were set up at the Rec Center next door. We also had one other day with very low visitor & vendor numbers which was the day after Canada Day. Both days had an average attendance of just 352.

Another very important day was the Annual Hopcott BBQ Fundraiser on Aug 20th. This was the 3rd year we’ve partnered with Hopcott Farms for a fundraiser to benefit the BCAFM Nutrition Coupon Program. Unfortunately, it rained quite a bit that day which affected attendance. And because attendance was low, food sales were disappointing. However, Hopcott so generously decided to donate the entire sales of \$800 to the BCAFM Nutrition Coupon Program.

The Nutrition Coupon program starts later in the season but was successful in supporting qualifying folks in our community (Pitt Meadows/Maple Ridge). During the market season, 1027 nutrition coupons were redeemed to purchase fresh food at the Pitt Meadows Farmers Market. This totalled \$3,081 worth of coupons. Next year, we are hoping to identify and help enroll more community

partners in Pitt Meadows to increase the number of qualifying folks and the overall number of coupons redeemed at the market. The last month of the season saw an exponential increase in coupons being redeemed at the market and it is nice to see that this program is helping support not only BC farmers and farmers markets, but helping vulnerable communities, low-income families, seniors and pregnant people purchase fresh, local food while building their food literacy.

The Pitt Meadows Farmers Market is one of the smaller weekday markets in the lower mainland but it is one of the most beloved markets around. Only on its 3rd year, it has a loyal following in the community and folks are very supportive and make it a point to show up week after week. The Spirit Square location is also very conducive to families, especially when the elementary school next door is open. The community atmosphere is very wholesome and quite energetic and the reason for the uniqueness of this market.

Next year, we need to plan events & activities alongside the market much earlier, before the season begins and ensure that we are promoting it heavily in socials and in the community. It would also be great to engage and partner with local community groups and businesses to create programs and events that would attract more attendance and buzz in the market. We are looking forward to having an awesome 2025 season at Pitt Meadows!