

UBC FARMERS' MARKET

A Collaboration between The Centre For
Sustainable Food Systems at UBC Farm and
Your Local Farmers' Market Society

AGSC 450 Group 28

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ABSTRACT

The University of British Columbia Food System Project (UBCFSP) is a “collaborative, community-based action research project” to assess, recommend, and implement measures towards a more sustainable food system at UBC (Rojas and Richer, 3). Scenario 1’s primary objective is to extend local purchasing at UBC. In this report, Group 28 considers the feasibility of holding a full-fledged farmers’ market hosted by Your Local Farmer’s Market Society (YLFMS) at the Centre For Sustainable Food Systems at UBC Farm. The following factors were explored: transportation in the form of a public bus stop at the UBC Farm, parking spaces, UBC Farm space allocations, marketing, educational programs to be run concurrently by UBC Farm, preliminary terms upon which both the UBC Farm and YLFMS would collaborate. Recommendations are then made to future UBCFSP students as well as the UBC Farm and UBC administration to further our goals next year. The appendix includes preliminary proposals to both the UBC Farm and YLFMS, describing the details for a beneficial collaboration that will meet the objectives of both organizations hosting a farmer’s market in the summer of 2007.

INTRODUCTION

In a world with rapidly increasing population and limited resources, humanity is faced with the need to adapt to its newly created environment. As suggested by the proliferation of cooperatives and locally based networks, there is a growing trend towards the realization that real change must first come from the bottom up and at the micro level. The UBC farm has the potential to occupy a vital role in a food system that encourages participatory actions and learning. Apart from its obvious role as an agricultural facility, the farm provides vital opportunities as a centre that promotes community building, networking, education and reciprocity between otherwise non-converging sectors of society (“About the UBC Farm”).

As the last vestige of an area dominated by wilderness less than a few decades ago, the farm serves as a model for sustainability for Canadian campuses and cities in general. We believe that the cities of the future will need to embark into large-scale urban agriculture programs in order to thrive and continue to expand. With more people to feed, it will become increasingly problematic to import and especially transport food from the countryside. With the price of fuel going up and agricultural zones being constantly pushed further, the price of food in cities is bound to escalate rapidly.

Humanity must move away from its obsession with specialization and embrace integration. Cities must become places where all human activities can take place, including the cultivation of food. We also believe that the knowledge of how to grow food is one of the most basic of human rights. For this reason, the UBC farm has the opportunity to be an ambassador of awareness through the development of various educational programs. Our group has examined how the UBC farm might fill these roles through the establishment of a full-fledged farmers' market that prioritizes the dissemination of knowledge and offers a suitable ground for the sprouting of a progressive civil society.

PROBLEM STATEMENT

The projected objective of our selected scenario is to extend local food purchasing on campus and consequently help the University of British Columbia achieve its goals of becoming one of the most sustainable campuses in Canada by 2010. We believe that the University, as a Meta of education and change, is uniquely well positioned to serve as an example for society and demonstrate the feasibility of moving away from an extractive and wasteful food economy. Some of the concepts that we wish the University to embrace are the reduction of food mileage and the increase in the consumption of ethically produced seasonal foods. UBC is home to an

active scientific community and there is a general interest in sustainability reflected by the different projects being conducted on campus such as the biodiesel project and the food co-op. The UBC farm also offers a variety of opportunities for the development of a sustainable food system.

The farm's existence is currently at risk due to future development plans on the South Campus. Moreover, it faces other immediate problems such as lack of legitimacy and financial independence and is consequently hard pressed to find widespread support from the University (AGSC 450 Group 10, 3). Since the farm is so central to our goals, we have decided to focus on ways to expand the farm's scope of activities and ensure its future.

Following the idea that UBC represents a microcosm for the study of global food systems, we believe that the farm can be a conduit for new progressive ideas and education. It can be a tool for reaching out to the University and surrounding communities, acting as a locus for the demonstration of how our food production can work positively with the environment, and how we can support a shift to a more sustainable food system globally.

REFLECTIONS ON VISION STATEMENT

We understand that our approach to this research is consistent with our own personal biases, acquired cultural ideologies and involvement in the Faculty of Land and Food Systems. We have acquired increased awareness of issues surrounding our food system and we recognize the important role of the three pillars of sustainability: social, economical and ecological. In fact, our group sees the social, ecological and educational value of the UBC farm to outweigh the economic costs. We hope that the potential successes of a sustainable UBC food system in close integration with the farm can be an enlightening experiment providing know-how for the surrounding urban centers. However, we understand that the values expressed in this treatise are

not universally held on campus and recognize the importance to respect all informed opinions no matter how diverse they are.

We have found resonance with some of the seven guiding principles suggested by the UBC Food System vision statement. However, as a group we feel the third principle, stating that food should be ethnically diverse, contrasts with the importance we have placed on eating locally. Promoting local eating implies that our food reflect availability and seasonality. It is impossible to eat locally while supporting all ethnic food preferences because of our climatic crop restrictions.

THE UBC FARM

The mission of the UBC Farm is “to provide academic and practical leadership in the areas of agro-ecological design, community planning and development in a manner that benefits past, present and future community members, be they citizens, planners, designers, developers, managers, leaders, foresters or farmers”(“Working Vision Document”). In order to achieve this mission the following goals and objectives have been outlined: to convert the farm into a sustainable enterprise, make it a place, study it, demonstrate integrity through practice, engage students, and connect with and support the community (“Working Vision Document”).

The UBC Farm has been meeting these objectives in part by running a Saturday Market since 2001, selling produce grown in their market garden. While the market generated almost \$50,000 in the 2005 season, it currently is not a financially sustainable venture although with the current rate of growth this will be attained by 2007 (Bomford). The market garden currently includes about 1.5 hectares of land with an additional 4 hectares available for cultivation (Bomford). The markets almost always sell-out, indicating that at the current production level demand exceeds supply. The primary obstacles to increasing production are the lack of

efficiency leading to high costs of production, and a limited workforce of staff and volunteers. There needs to be improvement in marketing, efficiency of production, and supplementation of the offerings at the farm to ensure that the supply will meet the demands of the increasing customer turnout (Rekken).

Our group believes that the UBC Farm is an ideal location for a full-fledged farmers market due to its unique position as the last remaining productive farm within the city of Vancouver as well as its potential to promote community building and education around sustainable food systems. The requirements for a successful market are the focus of our research and as we have identified them to include transportation, advertising and promotion, on-site activities and good management.

TRANSPORTATION

We foresee transportation as being a limiting factor in a successful UBC Farmer's Market. We would like the market to be accessible to as many people as possible regardless of whether they walk, bike, drive or bus. Our focus is to find the best means of transportation to the UBC Farm for visitors from the UBC community as well as the surrounding Point Grey Area.

As shown in figure 1, the UBC Farm is located on 6186 South Campus Road in an underdeveloped area of UBC (UBC Farm). Our investigation began with research into the different forms of transportation to the farm. The forms of transportation with detailed directions taken from the UBC and UBC Farm websites include: walking, biking, busing, shuttle busing or driving. For those who choose to drive, parking is made available. Currently, there are 14 spaces outside the gate, 50 spaces on the South Campus Road, and additional spaces could be made available by using the event field or contracting with Pulp and Paper Centre (Paprican).

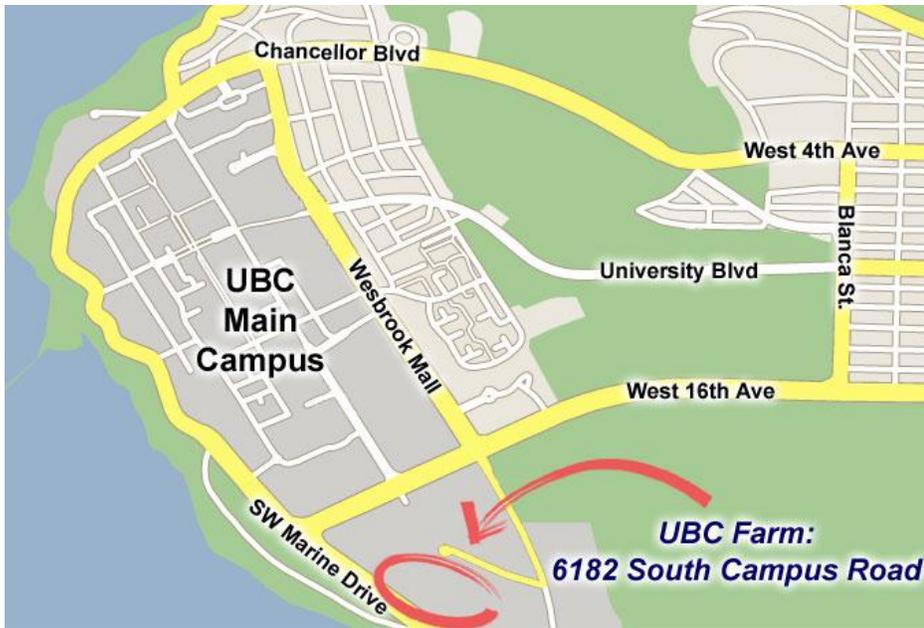


Figure 1: Map of UBC
Source: UBC Farm

The University Town's South Campus Neighborhood Plan is currently underway to develop a community consisting of residential, professional, and institutional facilities in the South Campus Area (UBC Town Times). Although future routes to serve the new community are uncertain, the extension of routes closer to the farm is necessary to provide easier access to the UBC Farmers Market.

Translink and the UBC Shuttle Services provide public transportation close to the farm; however the routes available through both providers do not stop directly at the UBC farm. Both services have stops located at the intersection of Wesbrook Mall and 16th Avenue and an additional 12 -15 minute walk from the drop-off location is necessary to reach the UBC Farm (Translink). The Translink bus routes which service that particular stop include: 25, 41, 43, 49 and 480 (Translink). Although, the number 41 bus does service to the TRIUMF and Paprican research development area, it only operates twice per weekday and therefore does not meet the needs of UBC farm visitors (Translink).

According to the UBC Farm Program Coordinator, Mark Bomford, the UBC Farm has contacted UBC Shuttle services in previous years in hopes of expanding the current shuttle route to include a drop-off/pick-up location closer to, or at the UBC farm. Suggestions for the expansion of current routes were declined. As a result, we contacted UBC Parking & Access Control Services and were informed by Shannon Ezart, Enforcement/Shuttle Supervisor, that as of April 7, UBC Campus Shuttle Service will no longer be in operation unless more funds were made available. Figure 2 shows the current route that the UBC Campus Shuttle Services operate at.

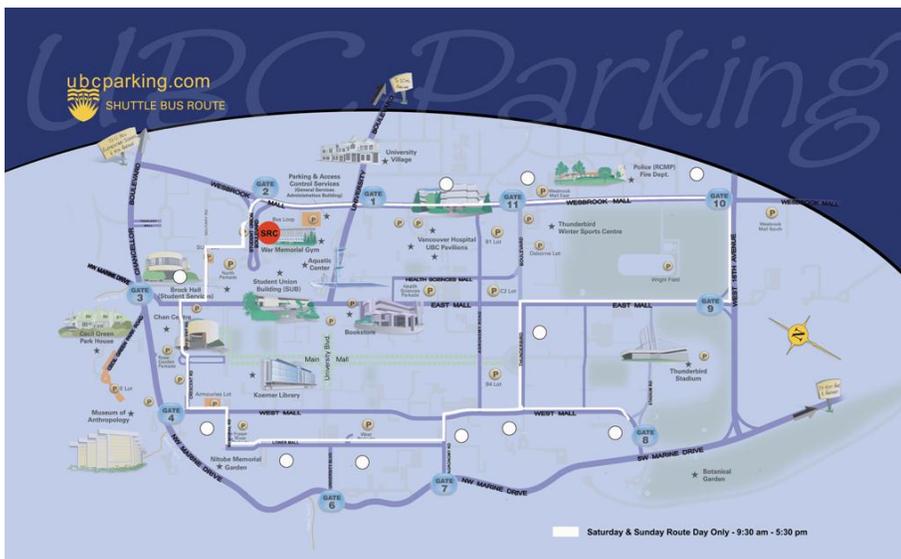


Figure 2: UBC Shuttle Bus Route
Source: UBC TREK Program Centre.

From attending the Coast Mountain Bus Company Community Shuttle open house held on March 16th, we learned that Translink will be taking over the Community Shuttle Program effective September 2006 (UBC Trek). Two new routes operated by the Coast Mountain Bus Company are purposed to provide service for the west and east areas of campus. Figure 3 shows the proposed route of UBC Community Shuttle operated by Translink (UBC Trek).



Figure 3: Proposed route of UBC Community Shuttle
Source: UBC TREK Program Centre.

As an owned subsidiary of Translink, the Coast Mountain Bus Company is the contract operator of bus transit services in the Greater Vancouver Area (Translink). Translink must therefore confirm and approve the implementation of routes proposed by the Coast Mountain Bus Company. Ideally the inclusion of a bus stop at the UBC Farm would entail the numbers: 41, 43, 49, and 480 routes to pass through the new Wesbrook Mall at the UBC highway entrance. This alternate route on Saturdays would bring people to the UBC Farm without affecting the general transit occupants.

Peter Klite, a presenter at the Coast Mountain Bus Company Community Shuttle open house, stated that a formal written proposal addressed to Translink is needed to request a bus stop closer to or at the UBC Farm. In addition, he informed us about the operational costs of adding an additional stop at the UBC Farm with the current bus routes. The operational cost

would be calculated as: \$93/hr* 12 hr * 52 weeks plus any additional operational costs. It would be economically unwise and infeasible for the UBC Farmer's Market to endure such transportation costs and, therefore, collaboration with Translink is necessary to extend bus service to the UBC Farm.

MARKETING AND PROMOTION

Increasing awareness of the existence of the UBC Farm is an important component of a successful farmer's market venture. At the initial stage, the market must gain publicity through promotional activities or advertisement. Through communication with Your Local Farmer's Market Society (YLFMS), a non-profit organization that is currently running three summer farmers' markets in Vancouver, we learned that their past year's marketing budget was \$10,000 and that they have obtained a grant this year to help with some more permanent marketing initiatives (LaQuaglia). The UBC Farm does not have a budget for marketing and lacks access to excess funds. So while it is economically unfeasible for UBC Farm to invest in the advertising of the farmers' market, low-cost methods of promotion should be considered.

Our primary target areas include the surrounding communities of West Point Grey, Kitsilano, Dunbar and Kerrisdale since they are in close proximity to the UBC campus. Posters and brochures can be distributed in these neighborhoods as part of the low-cost advertising initiatives. The British Columbia Association of Farmers Markets recommends this "community flooding", and possible locations include garden nurseries, health clubs, local businesses, senior centers, and restaurants ("Promotion Ideas"). Furthermore, promotional articles can be written for community newsletters, such as Farm Folk, City Folk or newspapers, such as Common Ground, to publicize the market. Cross-promotion with other similar events around the UBC campus is another method of getting the word out about the farmer's market. An example would

be hosting the market on the same day as the UBC botanical garden's annual plant sales.

Promotion of educational programs, UBC farm festivals and Wednesday night BBQ can also be integrated into the farmer's market.

Once the farmer's market has been established and stabilized, additional marketing strategies can be implemented to target different groups. Marketing alongside other markets, as would be the case with collaboration with YLFMS, is advantageous as this enables the sharing of marketing resources; markets would not be competing for customers since they serve different locales and advertising would serve to promote buying local produce ("Promotion Ideas").

Promoting specialty foods and programs through niche marketing is also a possible strategy to target specific groups. This can be used to distinguish UBC Farmers' Market from other farmers' markets, while providing an opportunity to meet the educational goal of the UBC Farm. The UBC farm has the unique advantage of promoting fresh organic food directly from where it is grown. The farm aspect of the market will attract people to visit not only to purchase produce, but also to learn about the importance of organic and urban agriculture.

EDUCATION AND PROGRAMS

The uniqueness of hosting UBC farmer's market on an actual farm will provide the opportunity to further our educational goals by supplementing the shopping experience of families through offering programs and workshops for all ages. A major component of a successful UBC farmer's market is establishing educational outreach programs to offer hands-on experiences, promote participation in local agriculture, and retain and expand the local knowledge our farm represents. These programs can simultaneously serve as a source of supplemental income for the market by attracting more customers and providing more reasons to shop and return the following week.

Current involvement and participation in the UBC Farm is possible by volunteering at markets and in the gardens, participating in the community garden, and attending a school field trip or a summer camp. The possibilities for volunteering are listed on the UBC Farm website and include working in the garden, at the markets, on the education team, with the cob-building crew, or in a more administrative capacity (“Community”). Opportunities to volunteer are not limited to UBC students, and are part of the farm’s steps to engage the wider community (“Volunteering”). An example of this is the Maya community garden at the UBC Farm. While the people involved are limited to the members of the Maya Cultural Society, there is a broadening of the educational capacity of the farm due to the additional knowledge demonstrated by the Maya community garden plot (“Maya Garden”). By increasing the scale of the markets at the farm there will be more opportunities to advertise and reach other segments of the community about volunteering and learning opportunities available at the farm.

Currently the UBC Farm provides field trips to elementary school children, which occur for two hours in either the morning or afternoon any day of the week. The sessions attempt to emphasize responsible behavior concerning the environment through workshops focused on demonstrating where food comes from and how food is grown (“Schools Program”). The field trips cost \$5 per student for the day, and a minimum of 12 children is required, bringing the minimum cost to \$60 (“Schools Program”). In the summer the farm runs children’s day camps in place of school field trips. These weeklong camps are run from 9am-4pm Monday to Friday and cost \$140 per child, ages 6 to 11. Each week the workshops are themed and deal with different topics surrounding agriculture (“Summer 2006”).

With a full-fledged market occurring every week, the farm would have the exposure and customer base to expand the programs offered during the summer. More children’s programs

could be run in conjunction with the markets by running a series of Saturday programs. Educational workshops could also be established on Saturdays for adults. The Saturday education programming is beneficial to families with busy weekday schedules. It would not interfere with work schedules and provide the opportunity for families to spend the day at the farm. The children could spend the day in their camps while the parents either shopped or attended a workshop. In the past, the farm has had trouble gathering enough interest in adult workshops, but a two hour session in combination with a shopping trip and an activity for the children makes it that much more convenient for a parent . We brainstormed a few tentative ideas for adults such as themed gardening workshop such as ornamental flower basket making, the art of orchid cultivation or the tricks to terrific tomatoes.

A larger market for these new programs would foster and promote new creative ideas to branch from existing workshop topics. It may be more fun and engaging if UBC Farm invites local farms to participate in farm animal exhibitions. Ideas such as a “petting zoo” may stimulate the interaction between children and animals and further stimulate their interests in exploring how these animals contribute to our environment and food systems. We also recommend an increase in the amount of programs such as the Landed Learning Program. This program allows elementary school children to use a small garden plots to grow a number of plants. After planting the seeds, the children learn about the growing requirement, life cycle, particular pests involved, and other characteristics of agriculture. Running the program for consecutive weeks allowing time for the plants to grow so the participants can see the processes involved in their gardening efforts.

YOUR LOCAL FARMERS MARKET SOCIETY

It is clear that the biggest challenge to running a market is earning the trust of good vendors and customers through good management and organization. There are considerations such as food safety and insurance requirements that must be met, not to mention the logistics of managing the budget, setting up the market, coordinating volunteers, collecting fees from the vendors, and cleaning everything up afterwards. The British Columbia Association of Farmer's Markets has a detailed list of instructions on their website for starting up new markets and serves as a resource for all markets in BC that choose to be members ("How to Start a Farmers' Market").

Your Local Farmers Market Society (YLFMS) is a Vancouver-based non-profit organization that began in 1995 with a goal of running a successful farmers market in the city ("YLFMS"). The organization has expanded since then to run three annual summer markets: Trout Lake in East Vancouver, Nat Bailey Stadium in Riley Park, and Nelson Park in the West End. They also run a winter market at Heritage Hall on Main Street. Over the past ten years, YLFMS has developed relationships with many vendors who sell at their markets and who trust in the organizational and promotional capacities of the organization (LaQuaglia). We were told that although there are thousands of farms in British Columbia, YLFMS only has about 75 that sell at their markets (LaQuaglia). They told us that many farmers are not aware of the profits that can be made at a market as they are used to selling produce wholesale at low prices. Many farms also sell at the farm gate, which is comparable in profit to market sales and more convenient for the farmer.

The mission of the YLFMS is stated as follows:

"To foster community health and local economic development through the creation of a venue where community members have greater access to

safe, healthy, locally produced, environmentally friendly food, and where BC producers can market their goods directly to urban consumers.” (“Mission”).

Their four objectives can effectively be summarized as: to support small local farms and cottage industries, to provide consumers with fresh produce while forming relationships between producers and consumers, to create a sense of community around the markets, and to serve as a medium for education around nutrition, agriculture, and food policy issues (“Mission”).

The mission and objectives of YLFMS are very much in line with the values of the faculty of Land and Food Systems and those of the UBC Farm. To support local businesses, sustainable agriculture practices, and to create community around food production and consumption are all a part of our vision for sustainability in our University campus. A few years ago YLFMS approached the UBC farm with a proposal to use the farm as a location for a market, but at the time, the farm was not prepared to make a commitment and was not growing produce for sale (Bomford). Since then, the UBC farm has begun their own Saturday Markets and there has been a change of staff at YLFMS. There has been no further inquiry by YLFMS regarding the use of the farm for a new market.

Through correspondence with staff at YLFMS, we learned that there is a considerable consumer demand to be fulfilled for the presence of a new market near the Kitsilano/Point Grey area of Vancouver (LaQuaglia). The organization is aware of the existence of a market on the UBC farm and is conscious of the importance of not overlapping onto the farm’s target market in the area. YLFMS runs their markets on public land, and is not required to pay any rent to use the space. They charge tabling fees to the vendors of \$35-\$50 per stall per day, and an annual registration fee of \$30 (“Become a Vendor”). This money contributes to the salaries of a few paid staff and other costs including insurance, but as a non-profit organization, the markets

depend on volunteers to run and grants to help with extra marketing and promotion. We have prepared two preliminary proposals, one to the UBC farm and another to YLFMS regarding a UBC Farmers' Market, both of which are present in the appendix. We hope that future groups will further edit and submit these proposals.

RECOMMENDATIONS

We recognize that the development of a sustainable food system, may it be campus bound or worldwide, is a dynamic process demanding constant reevaluation. Future generations of Land and Food students, faculty and staff of the University will aggregate expertise consistent with new areas of knowledge and push the vision one step further. We understand the limitations of our project and wish to submit a list of recommendations on how to tackle the future.

To the UBC Farm

As we have mentioned before, we believe that the farm should focus its expansion strategy on the uniqueness of its position as the last remaining farm in the confines of the city of Vancouver. The farm also possesses the asset of being linked to an educational institution, a condition that opens a world of opportunities. For these reasons, we believe that the farm should continue to accentuate its privileged position by finding special niches to occupy. For example, it would be interesting for the farm to engage in the cultivation of rare specialty crops such as gourmet mushrooms. Mushrooms such as Shitakes, Lobsters and Portobellos are relatively easy to grow on freshly cut Alder logs or mushroom manure and are in constant high the demand amidst the exorbitant prices that they generally fetch. Organic cranberries and grapes are other examples of luxury produce that the farm could consider. Such crops would also enrich the volunteering experience, as they are more complex to grow than most other vegetable crops.

Our principal recommendation to the UBC Farm is to pursue further networking with YLFMS and to submit a formal proposal to the organization (a rough copy of which we have prepared). The design of this new farmer's market would benefit from the expansion of summer programs to run in conjunction with the market and the design of an informative walking tour of the farm for customers.

To next year's AGSC students

We hope that future students will continue to develop the idea of a full-fledged farmers' market on campus, as we believe it could be a reality by the summer of 2007. Collaboration with YLFMS would best be done as soon as possible as the organization is considering other sites in the area for a new market. Students must work first with the UBC Farm to obtain support and permission to approach YLFMS with a proposal for use of the UBC Farm. Working with an established organization such as YLFMS has obvious appeal but the farm could also benefit greatly from the flexibility that comes from creating a personal formula. Looking into the possibility of creating a cooperative of organic farmers with the UBC farm playing a central role could be an interesting and challenging angle of research for successors of the food system project. There is not currently any strictly organic farmers' market cooperative in the lower mainland. To initiate this could also help the farm increase its legitimacy and perceived importance as the pivotal center of an important community project.

Our group also ventured into the possibility of relocalizing the market place away from the farm and closer to the main campus. Some areas that we considered suitable were in front of the Macmillan building or in front of the grassy knoll. It would be fairly easy to transport the produce for such a short distance and would minimize the problems associated with transportation for potential customers. However this detracts from our goal of drawing

community awareness to the farm, and is only ideal in terms of better public transportation. We recommend that students continue to pursue the issue of a bus stop closer to the farm with Translink, either in the form of pressure on the University, or a formal proposal.

To the UBC Administration and Community Planning

We hope that the years to come will bring a greater involvement of the UBC community in the farm. Due to the development plans for the South Campus Community, there has been a general administrative apathy towards this wonderful resource. Goals put forward by this project, including better transportation and funding for advertising, could become more accessible with the support of key decision-making people in the administration of the University. UBC community planning should work with the farm to create a new delimited bicycle route along Wesbrook Mall and a bus stop closer to the farm for convenience. Candidates for this bus stop have been identified as the bus routes number 41, 43, 49, and 480.

CONCLUSION

The closure of this project represents the end of a journey of participatory learning in the faculty of Land and Food Systems. The importance of such group projects goes beyond the actual tangible results and is hard to perceive within the time frame of our efforts. The constant flow of ideas and inner questioning about what we value and prioritize far outweighs any conclusive bottom line. Working within the parameters of a group offered us the opportunity to question our most basic assumptions and make concessions to reach mutually agreeable outcomes.

As a team, our central findings gravitated around the pending need to increase the farm's surviving chances even in the midst of the development plans of the University. We believe that the farm plays a vital role on campus, and that the survival of the farm rests on its ability to

diversify, integrate and occupy new key roles within the University community. The subsystem that we studied can be identified as the purchasing and production layer of the greater UBC food system. Through our research into the requirements of a successful full-fledged farmers' market on the UBC Farm, we have identified the most important areas of focus to be transportation, advertising, and the development of more educational programs. We also feel that the most feasible way to run a market on UBC Farm would be in collaboration with Your Local Farmers Market Society. Our suggestions for a farmers' market and education programs directly serve the purpose of increasing local food purchasing and awareness of the importance of doing so.

We like to think of the University as a sampling example for the study of the global food system and especially of the urban areas that it features. Like an urban center, UBC is constantly growing. Sustainable undertakings evolve in synchronicity with less ecologically sound projects. Streams are being restored in one area while trees are being cleared to make way for new buildings in another area. The creation of a food coop coincides with the proliferation of corporate food chains. The plurality of campus activities and the disparity of philosophies amongst members of the community are comparable to those pertaining to a city. With new solutions inevitably come new challenges. These challenges will be the legacy of future students interested in issues of sustainability, just like it will be the challenges of the urban planners of the future.

APPENDIX A: Proposal to YLFMS



ubcfarm
AT THE UNIVERSITY OF BRITISH COLUMBIA

**The Centre for
Sustainable Food
Systems at UBC Farm**

[enter date here]

Your Local Farmers Market Society
1163 Commercial Drive
Suite #2
Vancouver, BC
V5L 3X3

Dear Tara MacDonald [or current planning manager],

We are a group of students in the faculty of Land and Food Systems at UBC and we have been working with the UBC Farm with the hopes of converting our current Saturday markets into full-fledged farmers markets as soon as possible. We feel that the mission and objectives of Your Local Farmers Market Society reflect those of the farm and we would be honoured if you would consider running a new market on the UBC farm property.

We have prepared a preliminary proposal detailing our vision for the partnership and how we feel both organizations can benefit. Thank you for your consideration of this and please do not hesitate to contact us.

Sincerely,

[enter name of contact person]
[enter title and position of contact person]

[enter contact information]

*** Draft of Preliminary Proposal to Submit to Your Local Farmers Market Society ***

Project Description:

To have Your Local Farmers Market Society (YLFMS) use the UBC farm as a location to run a full-fledged farmers market. By combining the experience of the staff at YLFMS with the unique location of the UBC farm we hope to create an innovative farmers market that supports the visions and objectives of both the UBC farm and YLFMS.

Project Goals and Objectives:

The goal of this project is to foster a relationship between Your Local Farmers Market Society and the UBC Farm in order for YLFMS to host a full-fledged farmers market on UBC farm property.

Objectives include:

- To support the visions and objectives of both the YLFMS and the UBC Farm.
- To increase community awareness of the UBC farm as the only productive farm in the urban area of Vancouver.
- To create new opportunities for education of sustainable agriculture at the UBC Farm.
- To increase opportunities for student and community involvement at the UBC Farm.
- To increase the productive capacity of the farm based on increased consumer demand at the markets.
- To provide retail opportunities for other farms and local industries.
- To serve the communities of UBC, West Point Grey, Kitsilano, Dunbar, and Kerrisdale with a place to buy locally grown produce and locally produced goods.

Projected Benefits of Project:

- The unique location for a farmers' market on a productive farm serves as an invaluable educational opportunity for children and families to learn more about where their food comes from.
- Advertising the farm location should serve as an added attraction to the market.
- The values and objectives of the UBC Farm are in line with those of YLFMS leading to a compatible partnership.
- Although the UBC Farm is not certified organic, they employ organic production techniques and so demonstrate responsible and sustainable farming practices.
- The UBC already runs numerous summer programs including day camps for kids, and is looking to expand those and also include adult programs.
- There is a large volunteer base of enthusiastic students and community members who currently help out with production, programs, and running the market.
- The area adjacent to the farm (to the Northeast in the South Campus area) has been approved for development and will bring in an estimated 5,000 new

community members. This will expand traffic along Westbrook Mall, encourage translink route expansion and expand on an already present consumer base for the farm market.

- UBC Farm is positioned close to the communities of West Point Grey, Kitsilano, Dunbar, and Kerrisdale whose residents are largely conscious of organic produce and have the means to be regular market customers.

Projected Obstacles to the Project:

- There is a lack of access to the UBC Farm on public transit, as the nearest Translink bus stop is located on the corner of 16th Ave and Westbrook Mall. However with the construction of the new South Campus Community, it is predicted that Translink will expand their service.

Details of the Space Available:

- There is 50m² space covered by an awning, which is currently used for the Saturday Market on the farm. The surrounding grassy area brings that to a total of 1250m², while expansion into the events field provides 2400m².
- Parking spaces currently available: 14 spaces outside gate, approximately 50 spaces on South Campus Road, and 100 spaces on the events field. Options for additional spaces include the Pulp and Paper Centre.
- Toilets are available in the Farm Centre 2 minutes away from the harvesting hut where the markets are held. They can serve under 200 people per day. For special events serving more than 300 people, portable toilets have been used.

Project Budget Considerations:

- The UBC Farm has limited funding for advertising and infrastructure but has the potential to apply for project grants.
- While there are several paid staff positions at the farm, the market garden and current Saturday Markets are largely volunteer-run.

Additional Information:



UBC FARM PROJECT PROPOSAL FORM

Project Title: *Draft: Your Local Farmers Market Society UBC Farmers Market Project*

Applicant(s) - Please include contact info:

Faculty/Staff/Professional Sponsor - Please include contact info:

Submission Date:

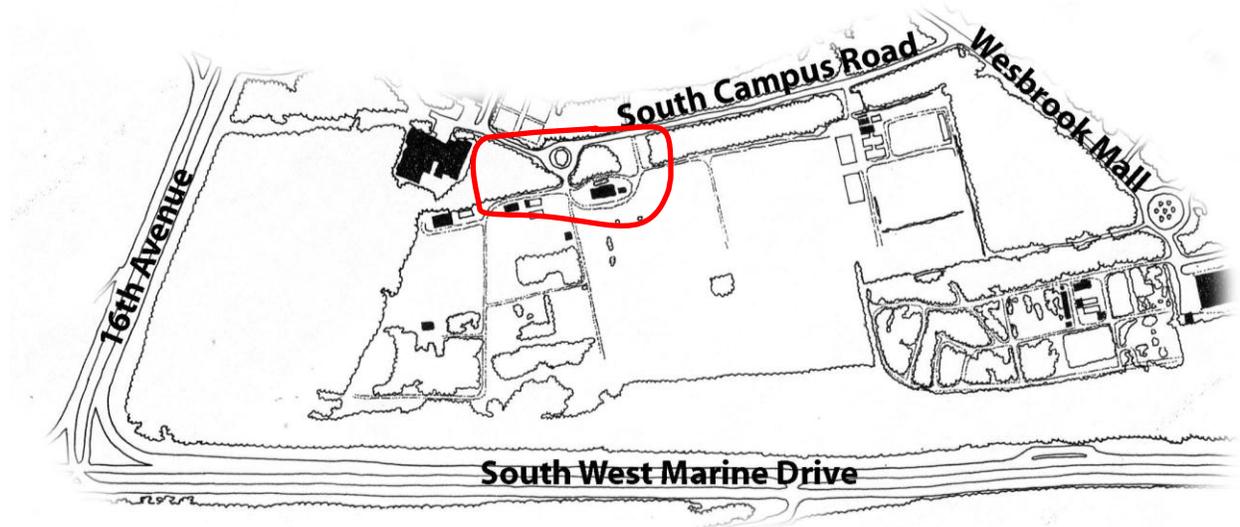
Duration of Project:

Projected Timeline:

Brief Project Description:

Using UBC Farm property, Your Local Farmers Market Society will run a full-fledged weekly farmers market in the summer months. The markets will act as an expansion of the current Saturday Markets held at the farm but bring in many more vendors and customers. YLFMS will manage the market as they currently manage three successful markets in Vancouver.

Project Location*:



* If possible please indicate approximate location of project on map.

Project Goals and Objectives:

“The Mission of Your Local Farmers Market Society is to foster community health and local economic development through the creation of a venue where community members have greater access to safe, healthy, locally produced, environmentally friendly food, and where BC producers can market their goods directly to urban consumers.” The goal of this project is to further this mission in the form of a market on the property of the UBC farm. The objectives of

the project include: To provide a source of local produce and locally produced goods to the community surrounding UBC; to create a sense of community at the UBC Farm, connecting producers to consumers; to support the UBC Farm economically by expanding the consumer demand for UBC market garden produce; to utilize the UBC Farm as an educational centre to convey the importance of incorporating sustainable agriculture into urban areas.

Projected Benefits of Project:

- This project will generate more community awareness of the UBC Farm.
- It will expand the consumer base for the produce grown at the UBC Farm while providing more opportunities for students and community members to get involved in the summer farm activities.
- More people attending the weekly markets will provide the farm with opportunities to expand the educational summer programs that are currently profitable.
- By partnering with YLFMS, the UBC Farm will have the expertise and reputation of an organization trusted by their vendors and customers to successfully run a farmers market in Vancouver.
- The advertising, planning, management, and recruitment of vendors will be carried out by YLFMS. As an established non-profit organization, YLFMS has a history of obtaining grants for their markets, as well as recruiting volunteers to help out.
- There will be opportunity for UBC students to be involved with the market, but with YLFMS as an established organization to ensure the continuity of markets over the years.

Project Deliverables:

- Advertising will be carried out in the surrounding community.
- Vendors will be brought in once a week for the market and will set up their own stalls.
- Markets will be coordinated by the staff and volunteers of YLFMS.
- UBC Farm will be able to sell their produce from the market harvest centre as they currently have been.

Resources Required:

- Space for vendor stalls and customer parking.
- Access to washrooms.
- Volunteer support and cooperation from UBC farm staff.

Project Budget Information:

YLFMS obtains their funding from the annual fees paid by their members and the stall fees paid by each vendor. Most of the staff are volunteers, and the existing markets are carried out on public property where no land use fees apply. There will be no fees required of UBC.

Additional Information:

OFFICE USE ONLY ** TO BE COMPLETED BY UBC FARM **	
Received By: _____	Date: _____
Reviewed By: _____	Date: _____
Approved: y/n Rationale: _____	
Completed Project Reviewed By: _____	Date: _____

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