



Farmers' Success Stories Project

The BC Association of Farmers Markets, in partnership with the Institute for Sustainable Food Systems, is developing a resource guide to highlight successful farmers' market farmers and communicate their best business and operations management practices. Objectives are to:

- Strengthen the marketing skills of farmers selling at farmers' markets;
- Identify the path to a successful small-scale, direct market farming operation; and,
- Develop a strong direction for the sector.

We are recruiting farmers and their operations to profile in the guide. Participants who are involved beyond the initial assessment will be compensated for their time (about 8 hours) with a \$200 honorarium.

Who can participate?

We're looking to profile small scale farmers' market farmers who meet both personal and financial definitions of "success". Therefore to participate, you must...

- Be a bona-fide farmer (Farmer ID holder and declare farm income for tax purposes)
- Be willing to share information about your farm such as net revenue, operating expenses, debt, and family goals and values
- Have started farming on 20 acres or less (your current operation may be larger)
- Farm on land that you did not inherit, OR to which you made major farming developments
- Use farmers' markets as at least one of your marketing channels
- Have a financially viable farm business, as demonstrated through indicators such as rate of return on investment, net revenue from farming and debt and asset ratio
- Feel that farming helps you achieve your business and family goals

What is expected of participants?

When?	What?	How?	How long?
Jun. 2016	Initial assessment: a project researcher will call you to discuss... <ul style="list-style-type: none"> ○ Financial viability of the farm ○ Family goals and values 	Phone call	1 hour
Jul. – Sep. 2016	Farm visit and photo taking: two project researchers will visit your farm for a tour and to discuss... <ul style="list-style-type: none"> ○ Farm financial viability, family goals and values ○ Marketing strategies and operational practices 	In-person	4 hours
Jul. – Aug. 2016	Farmers' market visit and photo taking: a project team researcher will visit your farmers' market stall.	N/A	
Oct. 2016	Follow-up interview (if needed): if something wasn't covered during the farm visit, a project researcher will call you to discuss.	Phone call	1 hour
Jan. – Feb. 2017	Review profile: the research team will share a draft of the profile they have written of your farm. You will have two weeks to review profile on your own time and provide feedback.	Email	2 hours

Sign me up!

If you'd like to participate, or if you have questions for the project team, please contact:

Georgia Stanley
Program Manager, BCAF
georgia@bcfarmersmarket.org
604-734-9797

The Organizations Involved

The BC Association of Farmers Markets (BCAFM) is a non-profit organization committed to developing and strengthening the capacity of farmers' markets in all regions of British Columbia. Our key areas of focus are:

- Providing education and training to market boards, managers and vendors;
- Helping promote farmers' markets to the public and key industry stakeholders;
- Educating the public to choose healthy British Columbia grown agricultural products to ensure a secure food system, to reduce the carbon footprint and to ensure the viability of farming into the future;
- Initiating and managing research and development activities;
- Delivering a unified industry voice for all British Columbia farmers' markets.

The Institute for Sustainable Food Systems (ISFS) is an applied research and extension unit at KPU that investigates and supports regional food systems as key elements of sustainable communities. We focus predominantly on British Columbia but also extend our programming to other regions. Our applied research focuses on the potential of regional food systems in terms of agriculture and food, economics, community health, policy, and environmental integrity. Our extension programming provides information and support for farmers, communities, business, policy makers, and others. Community collaboration is central to our approach.

Acknowledgements

This project was funded in part by Agriculture and Agri-Food Canada and the Ministry of Agriculture through programs delivered by the Investment Agriculture Foundation of B.C.

DELIVERED BY

FUNDING PROVIDED BY



BRITISH
COLUMBIA

Canada 