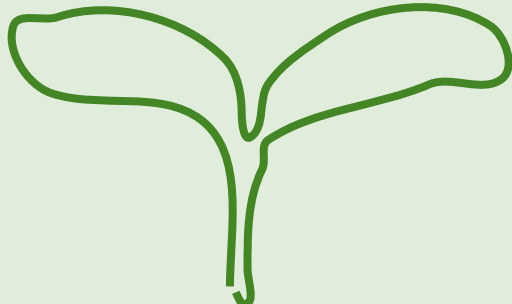


# Developing A Farmers Market In A Rural and Remote Area With “No Farmers”



**Our Story**



## **Draft Workshop Goals/Overview**

**How our market “re-started”**

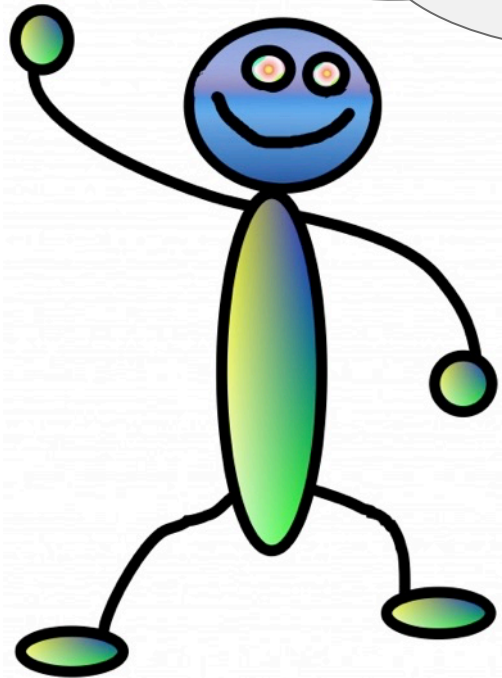
**Building our Vendorship through Community Outreach/Workshops/Pop Up Events**

**Food Literacy at the Market and Year Round**

**Adding Structure to the Market**

***Expanding our Reach***

**Others?**



I could just start a market. How hard could that be? EVERYONE loves a farmers market. We have interested vendors and a lovely outdoor space.  
"If you build it, they will come!"



June 2012...

Neva read a post on a fb group and had a thought.





In the beginning:)  
2012/2013 We had 3-6 regular vendors in Hyde Creek.

Small growth in 2014



Looking more  
grown up in 2016



Port McNeill's waterfront location since 2017, favoured by all.

# growing our market ...

*building our vendorship and community interest through outreach*

- Seedy Saturday
- Pop up Workshops
- Events - co-hosting and attending
- Guest speaking



NORTH Island FARMERS Market  
1st Annual

SEED SHARE  
&  
SWAP

EVERYONE WELCOME!!

CURLING RINK

Today 1-3 Today



## Another Dream Realised

Annual seed swap started in 2014

# Bustling Seed Swap in Port Hardy 2018



## SEEDY SATURDAY

APRIL 21, 10 AM - 2 PM

**SEED SWAP,  
FARMER'S MARKET,  
WORKSHOPS,  
KID'S ACTIVITIES &  
CONCESSION**

### 3 WORKSHOPS:

FOOD PRESERVATION & HEALTHY  
SNACKS/LUNCHES WITH KIM BLACK

WILD HARVESTING WITH GRAHAM MACDONALD

INTRO TO FARMER'S MARKET VENDORS WITH  
SHANNON SHEPLEY

**NORTH ISLAND MALL  
9300 TRUSTEE RD  
PORT HARDY**

**ADMISSION BY  
DONATION**

OFFERED IN PARTNERSHIP BY:

NIFAM, PORT HARDY FARMER'S MARKET AND  
THE MOUNT WADDINGTON FOOD INITIATIVE

FOR MORE INFO EMAIL: [PHFARMERSMARKET@GMAIL.COM](mailto:PHFARMERSMARKET@GMAIL.COM)



# Intro to Farmer's Market Vendor/ Urban Farm Sales Workshop

- Thinking about becoming a vendor at the Farmer's Market, but not sure how to begin?
- Thinking about starting a farm stand or market close to your home?
- Have you thought about selling produce from your Small Scale Urban Agriculture Operation, but have some questions?
- Want to connect with local vendors and hear their experience?

**You are invited to attend a free workshop**

**Date: Wednesday June 17<sup>th</sup>**

**Time: 10-3** *(bring your own lunch)*

**North Island College, Port Hardy campus**



**Leslie Dyck** ▸ **HardyLocalFoods FoodShare**

June 5, 2015 · 🌐

Free workshop June 17 (10-3) Intro to Farmers Market vending.

Including presentations from an Environmental Health officer, local vendors, information about personal liability, and more.

Contact Leslie for more information and to RSVP.  
\*if you have already responded to me through the list serve then I already have you on the list\*

📌 Tag Photo

📍 Add Location

✎ Edit

👍 5

4 Comments

👍 Like

💬 Comment

➦ Share



██████████ ▸ We need a farmers market here in Port Hardy.

Like · Reply · 3y

# Building Community Partnerships and How

Aaron Gabrysh lent space in Hyde Creek

Mount Waddington Community Food Initiative

Rotary Club in PM Wild and Rugged Race

Rotary Club in PH and private business donated seed \$ to get that mark

District of Port Hardy

Port McNeill and District Chamber of Commerce

MWRD Fall Fair

NICSS partnered on FNCP





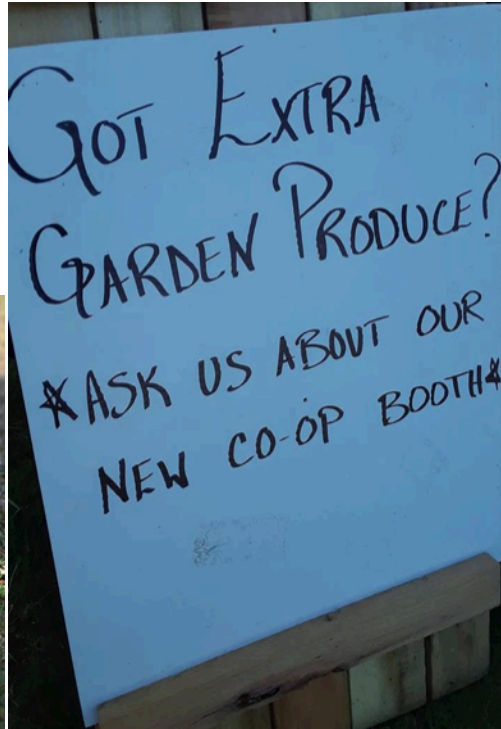
# Working with Local Government

- ongoing relationships
- decision makers/champions
- use of space, zoning, partnering on programs



# Developing and Attracting Vendors

- ❖ encouragement
- ❖ information
- ❖ invitation
- ❖ recruitment
- ❖ advertisement







A few of our youngest vendors

# Extending the Reach

Registering as a non profit society in Fall 2016

**FORM2**  
***SOCIETY ACT***  
**CONSTITUTION**

1 . The name of the society is: North Island Farmers and Artisans Market Association

2. The purpose(s) of the society is (are):

- (a) To contribute to the economic viability of small farms and local artisans by providing ready markets and creating long term opportunities for them to retail their products at a fair return;
- (b) To provide consumers with a choice of fresh, quality produce, agricultural and aqua-cultural goods as well as handcrafted items in settings that allow them to interact with growers and artisans directly;
- (c) To help create a sense of community in the neighbourhoods where markets are held;
- (d) To help preserve rural communities by fostering sustainable small scale agriculture and aquaculture;
- (e) To serve as a practical and accessible medium for public education and mobilization around nutrition and food security issues.

# Extending the Reach

Joining the BCAFM in 2017



An honour to have been nominated and win Small Market of the Year



In 2018 we participated in the BC  
Farmers Market Coupon Nutrition Program  
for the first time!



# Extending the Reach

Developing a second market location in 2018 \*<https://www.facebook.com/PortHardyFarmersandArtisansMarket/>



## **North Island Farmers and Artisans Market Association Membership Application**

The North Island Farmers and Artisans Market Association strives to bring a diverse sampling of the community together every market of the season. It exists to bring North Island producers and consumers together directly, creating a marketplace for the best quality food and wares in our area.

Information about Membership with the NIFAM:

Members get voting rights at the annual general meeting

Members are given a reduced rate to vend at the markets

Membership will be active from January 1 through to December 31 each year

Membership is **\$25.00** annually, **PAID Y / N**

By signing below, you are indicating that the information included on this form is accurate.

### **Contact Information:**

Name \_\_\_\_\_ Signature \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

**Vendor: Y / N**

List of products you would like to sell



**\*\*All vendors of food products are required to have FoodSafe / MarketSafe before vending at NIFAM. Have a look at the Guideline for the Sale of Food at Temporary Markets from VIHA on their webpage**

**Please initial here (            ) to show you have read, understand and will comply with the regulations. Please keep copies of necessary approval letters on hand at the markets**

**Do you have liability insurance? Y / N**

**If no, please sign here to waive the NIFAM of any and all responsibility for damages and claims arising from your attendance and sales at the market:**

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

**Privacy Statement The NIFAM collects the personal information requested on this form for the purpose of communicating to you information about our membership and market activities. Send completed forms with payment to NIFAMA 1007 Hyde Park Road, Port McNeill, BC V0N 2R0 or pmfarmersmarket@gmail.com**

# Social Media Engagement in the 'Off Season'

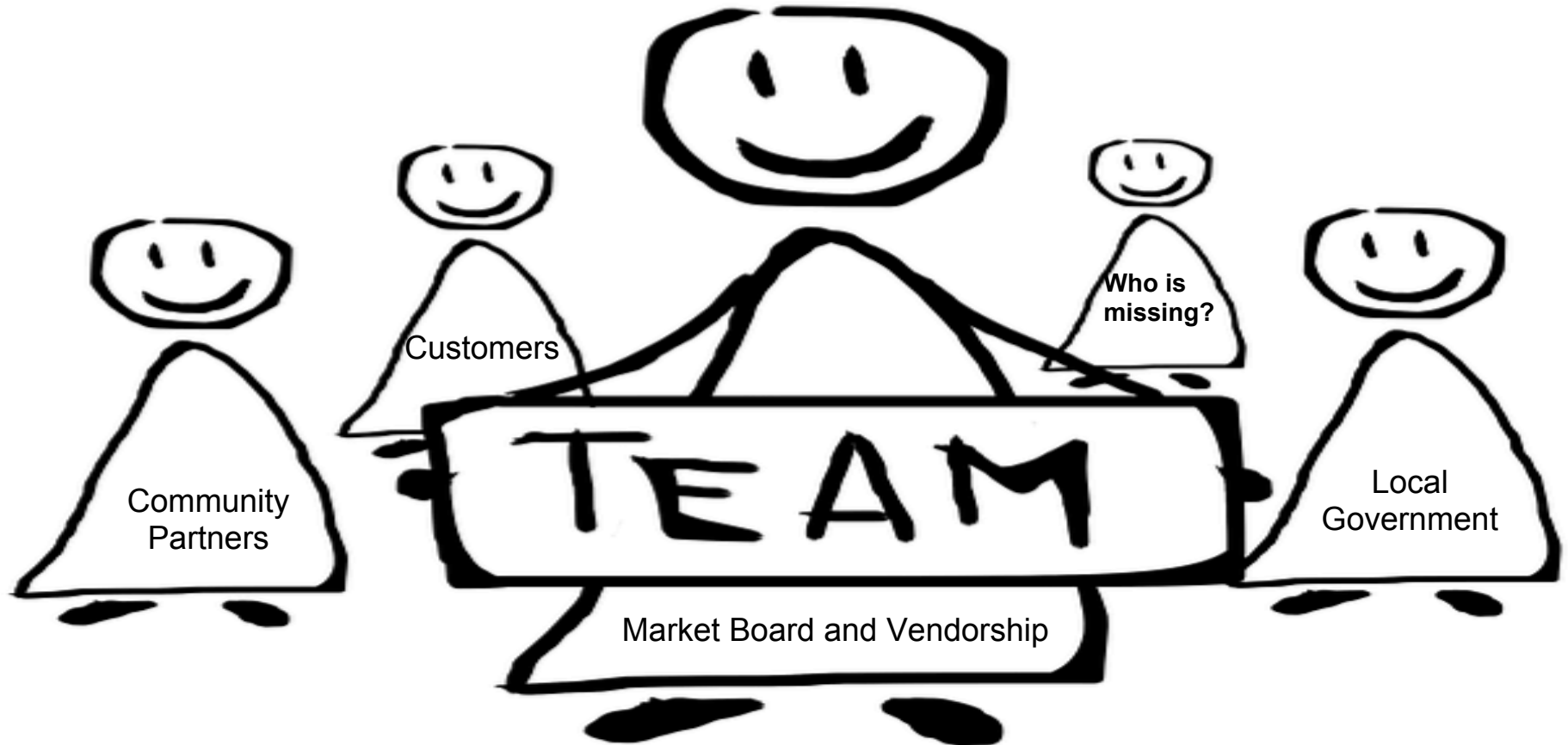
- ❖ Seed saving/starting
- ❖ Workshops
- ❖ Information
- ❖ Grant opportunities
- ❖ Recruiting membership for the society
- ❖ Promoting food literacy

# Spreading The Word

- ❖ TALK ABOUT IT
- ❖ Local newspapers
- ❖ online calendars
- ❖ fb groups
- ❖ flyers and posters
- ❖ email reminders



## Working together to cultivate the community that happens around fresh local food



# Thankyou!

Follow our markets on 

@ North Island Farmers and Artisans Market - Port McNeill

@ Port Hardy Farmers and Artisans Market



## ***Our Contact Info:***

Neva: [neva042@gmail.com](mailto:neva042@gmail.com)

Leslie : [leslie.dyck11@gmail.com](mailto:leslie.dyck11@gmail.com) or on  at Leslie\_Dyck