

Guelph Farmers' Market



Refreshing our local tradition



Guelph Farmers' Market: Refreshing our local tradition

Background

In March 2019, Guelph Farmers' Market vendors and the stakeholder working group met to create a refreshed vision and mission that will inform the market's new policies and procedures.

About refreshing our local tradition

We're in the process of refreshing the Guelph Farmers' Market to build and expand on what is already a vibrant local tradition. Starting with our vendors and moving to our customers, we're leading a discussion on how to update market policies and procedures.

Updating our vision and mission

Refreshed vision

The Guelph Farmers' Market is a dynamic, year-round public market and community cornerstone - the destination of choice for the best products Guelph-Wellington has to offer.

Vision elements

- Farmers' Market—focus on local farmers and their farm-fresh products
- Year-round—open 52 weeks a year
- Public market—operated by The City of Guelph
- Community Cornerstone—sense of community and meeting place
- Focus on other "best" products (produce, art and craft, baked goods, prepared foods, etc.) that Guelph-Wellington (Canada's First Food Smart Community) has to offer.

What is our mission?

1. Diverse range of quality, local and farm-fresh foods, unique art and craft
2. Friendly, personal service
3. A community cornerstone in the heart of Guelph since 1827
4. The market supports the farmers and economy of Guelph-Wellington
5. Promoting sustainability and healthy living

Refreshed mission

The Guelph Farmers' Market offers a diverse range of quality farm-fresh and local foods, unique art and craft and friendly personal service. A community cornerstone in the heart of Guelph, since 1827, the market supports the farmers and the economy of Guelph-Wellington while promoting sustainability and healthy living.

Goal 1: Diverse range of quality, local and farm-fresh foods, unique art and craft

Strategies

- Ensure a diversity of products is maintained
- Recruit new farmers
- Identify and promote existing farmers and vendors

Objectives

- Ensure policy and procedures support product diversity with a focus on local farmers and producers and local artists and craftspeople
- Undertake a detailed review of vendor product mix to establish clear targets
- Create a criteria-based application process for food vendors and a jury process for art and craft and prepared food vendors
- Reach out to the local farming and buy-local communities to find new products and to recruit new vendors
- Undertake a branding initiative to identify and promote the market's local and farm-fresh product diversity, friendly personal service (see goal 2) and importance as a community cornerstone (see goal 3) and supporting sustainability and healthy living (see goal 5)

Goal 2: Friendly, personal service

Strategies

- Acknowledge and promote customer satisfaction with friendly, personal service (86 per cent)

Objectives

- Launch a friendly vendor initiative with every vendor and employee wearing a Guelph Farmers' Market branded shirt, hat or apron and name tag
- Create an opportunity for customers to vote for the friendliest vendor in the market and acknowledge the vendor at an award ceremony as part of the Annual General Meeting
- Continue to measure satisfaction levels in future customer surveys

Goal 3: A community cornerstone in the heart of Guelph since 1827

Strategies

- Promote the market's history, location and importance as a community gathering/meeting place

Objectives

- Reach out to community groups and invite them to promote and host events at the market
- Ensure the branding/promotion for the market reinforces the "a community cornerstone in the heart of Guelph since 1827"

- Develop some interpretative displays that promote the market's history and its place in the community
- Consider creating a dedicated and branded community stand in the market for community groups
- Consider an architectural element (gateway or tower) to identify the, market and ensure it has community elements.

Goal 4: The market supports the farmers and the economy of Guelph-Wellington

Strategies

- Promote the Market's economic impact on local farmers, vendors and the community

Objectives

- Identify quantify and report on the economic impact of the market on the local community
- Collect some case studies/testimonials from local farmers, vendors and businesses about the impact of the market on their business

Goal 5: Promoting sustainability and healthy living

Strategies

- Identify and promote the market's impact on sustainability and healthy living

Objectives

- Identify, quantify and report on how the market is sustainable (e.g. reduced carbon footprint on transportation costs, ability to walk, bike or bus to market) and supports healthy living) e.g. fresh wholesome local and seasonal fruits and vegetables, eggs, meat, poultry, reduced packing, produce trimmings go back to farm, etc.)
- Reach out to healthy living organizations/agencies and groups and invite them to promote and host events at the Market
- Identify and promote Market waste reduction initiatives