



## Fall Greetings from the Senior Management Team

We would like to take this opportunity to share our excitement for this new enterprise and update you on all activities that have occurred over the flurry of the past 4 months.

Farmers' Markets Canada (FMC) is delighted to have Brent Warner at the helm of the new organization as interim Executive Director. His experience will be invaluable as FMC begins to build national partnerships and programs to support and promote Canada's farmers' markets.

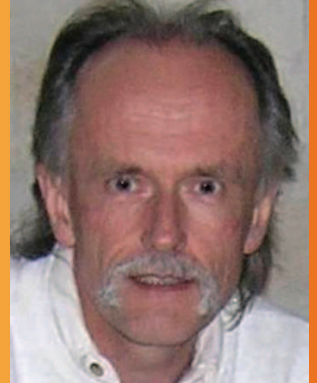
Brent has worked with farm families across North America for more than 30 years. Currently, he runs his own agriculture production and marketing company. For 27 years, he worked as the Industry Agritourism and Marketing Specialist with the BC Ministry of Agriculture and Lands. He was also, at 15 years, the longest-serving board member of the North American Farmers Direct Marketing Association (NAFDMA).

We look forward to working to ensure a future where every Canadian has easy access to a farmers' market. We know the demand is there and now FMC will work hard to make this objective a reality!

**Robert Chorney**  
Chair, Farmers' Markets Canada  
Executive Director, Farmers' Markets Ontario

**Brent Warner**  
Interim Executive Director  
Farmers' Markets Canada

*"While Farmers' Markets Canada has a diverse group of stakeholders, we share common goals in seeking to establish national partnerships and connecting consumers to their local farmers,"*



**Brent Warner**  
Interim Executive Director

## Farmers' Markets Go National!

FMC has been created to help connect Canadian consumers to their local farmers and to address the needs of farmers' markets across the country. With the appointment of an interim executive director, the newly formed Farmers' Markets Canada / Les Marchés agricoles Canada will act as the voice of Canadian farmers' markets as the industry grows in response to consumer demand.

The mission of FMC is to promote farmers' markets and develop national initiatives and partnerships to further the viability, growth and prosperity of the Canadian farmers' market industry.

FMC will work with provincial and territorial farmers' markets organizations to foster the development of farmers' markets, encourage information sharing and networking and recommend legislation, regulations, strategies, policies, programs and standards for farmers' markets.

## New all-Canadian logo unveiled

The new FMC logo reflects the organization's mandate and goals. The basket and maple leaves reinforce the notion of weaving together and offering home-grown goodness. The bilingual image represents all of Canada's provinces and territories and symbolizes FMC's national leadership and support for all farmers' markets across the country.



**Farmers' Markets Canada**  
**Les Marchés agricoles Canada**

"While FMC has a diverse group of stakeholders, we share common goals in seeking to establish national partnerships and connecting consumers to their local farmers," says Warner.

Consumers are realizing the benefits of buying locally and farmers' markets are growing in popularity. Warner says, "This has created an opportunity for growth in the Canadian farmers' markets industry and FMC will nurture the increasing interest in locally-grown food by ensuring Canadian farmers have every opportunity to sell to consumers in their communities."

## Upcoming Events

### Farmers' Markets Canada 1st Annual Conference and AGM

**When:** February 16, 9:00 am - 4:00 pm  
February 17, 9:00am - 12:00 noon  
**Where:** Four Points Sheraton Hotel, St. Catharines, Ontario

Delegates to this historic event will be welcomed by a wine and cheese reception on the Sunday evening followed by a day and a half of working and educational sessions. The first AGM of Farmers' Markets Canada will be held and the first board of directors will be elected from across the country.

The highlight of the event will be the release of the 2008 Economic Impact Study of Canadian Farmers' Markets. Additional sessions will be devoted to marketing, communications and loss prevention for markets and market managers. Margaret Webb, author of the acclaimed "Apples to Oysters: A Food Lover's Tour of Canadian Farms" will be a featured speaker.

The conference will be immediately followed by the Farmers' Markets Ontario Annual Networking Symposium and the Ontario Fruit and Vegetable Convention. The website is [www.ofvc.ca](http://www.ofvc.ca)

## Measuring Canada's demand for locally-grown food

The organization's first initiative is a national study concerning the economic impact of farmers' markets in Canada. The study seeks to identify and understand regional differences between markets and market shoppers in order to provide information to vendors and market managers that will enable them to increase opportunities and sales. The information will also be used to encourage more farmers to participate in farmers' markets and FMC will support their ability to participate in market selling while still balancing on-farm tasks.

Seventy-one markets across the country have been surveyed. This includes interviews with 325 market managers, 550 market vendors and more than 4,500 Canadian consumers.

FMC will release results from the study in January, 2009.

"This study will show how eager Canadians are to buy their food from local farmers," says Chorney. FMC will use the data to reinforce and promote the contribution that farmers' markets make to the local and national economies.

For more information, please contact:

**Brent Warner**, Interim Executive Director,  
Farmers' Markets Canada

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### New Brunswick Farmers' Markets Association Strategic Planning Meeting

**When:** Wednesday, January 28, 2009, 1 to 7 pm  
**Where:** Crowne Plaza Hotel, 659 Queen St., Fredericton, NB  
**Cost:** \$15.00 includes dinner (\$25.00 After Dec. 15th)

All agricultural producers, processors and artisans interested in developing a dynamic New Brunswick Farmers' Markets Association are invited to attend this informational and strategic planning meeting.

RSVP Required: This event will only be held if there is enough interest. Please respond before December 15th so that facilities can be secured and speakers committed.

Contact: Robert Chorney, Chair, Farmers' Markets Canada, Toll-Free: 1-800-387-FARM (3276) or email Brent Warner, Interim Executive Director, FMC at [bwarnerj@telus.net](mailto:bwarnerj@telus.net)

