



Farmers report that customers prioritize quality over low price and are increasingly curious about their food, asking many questions.

# FARMERS' MARKETS

## A Growing Proposition

Find out why farmers' markets are an increasingly important choice for Ontario farmers

Is it local?



Where's your farm?



Is it organic?



Markets are a community hub for friends, family and neighbours. They are crucial for vendors, with 43% earning more than 70% of their income from farmers' markets.



Farmers are responding to consumer demand, adding more vegetable varieties and new value-added products. One in five farmers now offers meats (beef, pork or lamb), including pasture-raised and antibiotic-free options.

Factors for Sales Increases-farmers only

	Yes %	No %	Don't Know %
Adding new products like unique crop varieties or value-added products	93	7	-
More people buying more local food	85	14	-
Increasing overall production	71	21	7
Higher crop yields	41	39	21
Attending more markets	36	64	-
Attending different or better markets	29	64	-
Better weather	29	63	29



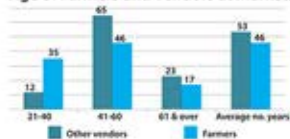
Farmers' markets are an important point of entry for new and second career farmers. And with an average age of 46 years, these farmers are younger than the Canadian average (54 years, Statistics Canada, 2011).



Is farming your first or second career?



Age of Farmers and Vendors at Markets



Tracking Market Farmer and Vendor Performance 2009-2015

In 2015, the Greenbelt Farmers Market Network collaborated with Informa Market Research, visiting 30 markets and interviewing 82 farmers as well as 26 other market vendors. Results were compared with GBFMN's 2009 survey to learn about growth and change in the sector. The information in this brochure is a glimpse of some of the exciting things going on at farmers' markets.

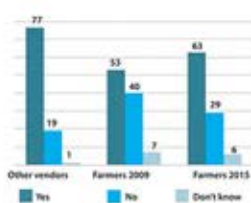
Funding for this study was provided by the Friends of the Greenbelt Foundation. To read the full study, visit the Resource Listing page at [www.dfm.ca](http://www.dfm.ca).

Questions? Contact us at: [GreenbeltFarmersMarketNetwork@gmail.com](mailto:GreenbeltFarmersMarketNetwork@gmail.com)



Markets connect farmers to new sales channels, including restaurant chefs, wholesale and food service buyers.

Increased Contacts with New Opportunities %



To find your local farmers' market visit [www.greenbeltfresh.ca](http://www.greenbeltfresh.ca)



Farms are increasing their productivity through innovative projects like winter greenhouse growing. Tamas and Sandra Dombi at Kind Organics in the Holland Marsh now grow sprouts and salad mixes year-round.