



ANNUAL REPORT

for 2013



Our Vision

To foster alternative, sustainable food systems that enhance the way food is grown, distributed, purchased and consumed in this region by establishing and building a new model for economic, social and decidedly local relationships and partnerships about food and agriculture.



Vancouver Farmers Markets' 2012-14 Strategic Goals

Secure Existing & Grow New Farmers Markets

Invest in Organizational Development

Become a Leader in Creating a Resilient Local Food System



Report from the Board

Our board of directors increased in numbers from 9 to 11 this last year with the goal of engaging a wider skill set. Further to this, we are shifting towards a governance model as opposed to the more operational boards of the past. 2014 is the final year of our current strategic plan and we are proud of the progress we have made in the areas of growth, organizational development and resiliency. In the fall, our diverse board group will create another plan to carry us thru 2017.

One of my personal goals for 2013 was to reinvigorate the Vendor Advisory Committee. We now have a group of 16 vendors who were elected to represent all of our vendor categories and markets, each with a three year commitment to work on vendor relations, policy creation and review, and to host VFM's annual All Vendors Meeting. 2014's meeting had record

attendance, with active participation in round-table discussions, presentations, and the best potluck lunch in town!

Our fall fundraiser feast, RIPE, was held at the Roundhouse Community Center. This delicious family-style dinner, complete with appetizer stations, a bar, and silent auction raised over \$20,000. 2014's RIPE is scheduled for October 19th -- don't miss out!

Parks such as John Hendry Park (Trout Lake) and Riley Park (near Nat Bailey) are in the process of planning their future designs and we are working with them to provide better market locations with amenities such as water, electricity and washrooms. Trout Lake Market celebrates its 20th season in 2014. This, in addition to two new markets, Yaletown and Mt. Pleasant, are sure signs that we are a growing institution in our city.

While our board members worked to streamline financial reporting, improve our community engagement and communications, City relations and more, I'd like to thank one board member specifically for her work on engaging our members in the fight for the protection of farmland in BC and the stance against Bill 24. Dr. Lenore Newman helped bring the voice of local food-conscious Vancouverites to the steps of the Legislature by working with our staff to create a successful ongoing postcard campaign. Without BC farms, there are no farmers, hence no farmers markets. Thanks to everyone who participated, and if you haven't yet, please do so now.

And a special thanks to all staff, volunteers and vendors for making our markets the best source for local food in town.

Amy Robertson, Board Chair



Executive Director's Report

2013 was another very successful year for Your Local Farmers Market Society / Vancouver Farmers Markets (VFM).

This year we reached new milestones in priority areas of VFM's 2012-14 Strategic Plan, especially in new market growth, security of existing markets and organizational capacity building.

To help secure current and future market sites, VFM played an active role in both the Riley Park and Trout Lake (John Hendry) Park master planning processes. In each case we worked with Parks Board staff and attended numerous stakeholder workshops to advocate for on-site resources for markets including power & water hook-up, parking, and a multi-purpose shelter.

As a result, I'm happy to report that the Riley Park master plan, featuring a potential open-air market shelter, was recently approved by the Parks Board. While capital funding for the plan has yet to be determined, and the space is unfortunately not large enough to house our very popular Winter Farmers Market, the new plan will allow the return of a summer farmers market to the Riley Park neighbourhood. The final master plan for Trout Lake will be released towards the end of 2014. We're delighted that the Parks Board is committed to keeping the farmers market in the park - location and amenities are yet to be determined.

Throughout 2013, as the VFM staff team navigated the City's emerging farmers market permit process, we saw new growth for our markets including an expanded Winter Farmers Market and the addition of 2 new pilot markets, in Yaletown on Thursdays and Mount Pleasant on Sundays. With the success of these pilots behind us, VFM will be hosting 7 neighbourhood farmers markets on a weekly basis from May to October, 2014.

Internally, VFM prepared for the current and future growth of our markets by strategically building our organizational capacity. We expanded our board of directors, created a new "District Management" staff structure, developed a comprehensive Operations Standards & Personnel Policy Manual, and made significant steps toward YLFMS becoming a "Living Wage" organization, which we plan to fully implement in 2015.

VFM's multi-market expansion translated to yet another impressive year of shopper and sales growth for our markets and vendors. 2013 saw a solid increase in shoppers to over 18,000/week, contributing to a substantial jump in annual vendor sales from \$6.3 million in 2012 to \$7.1 million in 2013.

Despite these increases, there are still many people in Vancouver who would like to purchase nutritious, sustainably grown local foods, but who find it is beyond their means. On this front, VFM is proud to collaborate with the BCAFM, local neighbourhood houses, schools and community centres to increase access to farmers markets by all members of our community. VFM's Farmers Market Nutrition Coupon and Donation Station programs are supplying hundreds of pounds of farm-fresh produce to Thunderbird Elementary School meal programs, Dr. Peter and Oakridge Seniors Centre meal programs. They are also helping over 50 limited-income families and seniors who are now regular shoppers at their neighbourhood farmers market. For 2014 and beyond, we look forward to continuing to increase community access to locally-grown foods, to ensure healthy, fresh food for all.

A big part of increasing public access to farmers markets has to do with our farmers markets' ability to operate reliably into the future. There are 3 critical resources, or ingredients, to a successful recipe for the future of our

farmers markets: people, funding and infrastructure.

With VFM's outstanding, hard-working board and staff team, 250+ enterprising vendors, 75+ active volunteers, 1,400+ public members, 18,000+ loyal shoppers, community partners and supporters, we are clearly people-strong, and growing more so every day.

VFM's generous business sponsors, funders, donors and our dynamic new Fundraising Committee and Development Manager are helping us grow new diverse, productive funding streams.

With VFM approaching its 3rd decade of operation, permanent infrastructure is now needed at current and future market sites. From multi-year permits, to basic power & water hook-ups, to better signage, nearby equipment storage, washrooms and parking, to open-air market shelters and an indoor-outdoor facility such as the New City Market, it is infrastructure that will shift Vancouver Farmers Markets from temporary, weather-dependent events to a reliable, permanent public *institution* that can fully meet the needs of small B.C. farmers and value-added processors & all Vancouverites for generations to come.

In 2014 the VFM board & staff will create the Society's next 3-year plan to strategically combine the essential ingredients of people, funding and infrastructure into a recipe for long-term permanence and success. We look forward to sharing our new Strategic Plan with you in early 2015.

In the meantime, heartfelt gratitude goes to VFM's thousands of community supporters, partners & contributors, without whom 2013 (and, indeed, the past 2 decades of farmers markets in Vancouver) would not have been so successful.

Tara McDonald, Executive Director

Operations Report

2013 was lucky for Vancouver Farmers Markets as we continued to roll 7s in the growth and expansion department. We piloted 2 market locations – Yaletown and Mt Pleasant and both were very well received by existing market shoppers and new converts. Thanks to an invitation from the City of Vancouver and their Viva Vancouver program for helping pave the way through the permit process to make the Yaletown Market a possibility.

In 2013, vendor sales passed \$7 million and our vendor numbers grew to nearly 250. I feel like a bit of a broken record reporting our sales increases year after year but the fact is that growing demand from shoppers has made it possible to keep working on expansion plans and strengthening existing markets so they grow to fulfill their potential.

We saw expansion of vendor businesses as well in 2013, from mobile

carts and tent stalls, to brick and mortar restaurants and stores. The market offers a unique opportunity to build brand awareness and work out the kinks before bringing products to a wider stage. We are proud of our role as an incubator for small business and proud of the businesses who were able to make the leap this year and are already seeing amazing growth among the 35 new vendors who joined us in 2013.

It is always great to hear from vendors how much the markets mean to them and their businesses. In this year's vendor survey 90% of respondents said that "the 2013 market season was a success for them" and 97% were "positive about the prospects for 2014". Vendors are appreciative of the Vancouver shoppers' loyalty and perseverance to attend markets in the rain and inclement weather and rank our markets high for

organization, professionalism and high quality standards.

So much of our success goes to our dedicated operations staff on-site and in our office who make the markets come alive each week. Particular recognition goes out to our Market Managers and Coordinators who wrestle with the tough task of planning markets to delight the senses balanced with the need to meet our guidelines for stall assignments and product mix, a task you can't leave to chance.

As we head into the heart of the 2014 summer season, we hope lady luck is on our side but we'll put our money on hard work and time-tested experience to get the results our vendors and our communities deserve.

Roberta La Quaglia, Operations Manager



Thank you to our Awesome Volunteers!



Q: What was your favourite part about volunteering with VFM?

A: "Getting to know the crew, volunteers, vendors and meeting lots of other great people; hearing a variety of music; tasting amazing food and getting some occasional free goodies and discounts ;). Being able to know where your food comes from and feeling like a part of a community."

A: "I have really enjoyed interacting with shoppers at the Food Scraps Drop Spot - it is surprisingly a great place to engage shoppers in conversation about the importance of the Drop Spot, as well as other Vancouver Farmers Markets Initiatives."

A: "Just being around the farmers and the bounty and hearing the chatter of delicious food and handmade goodness."

A: "...the sense of community and community effort in making a sustainable future."

A: "Getting to know all the vendors! It feels like a giant family and it's really fun to be a part of."

A: "Instead of thinking I would go to the market some day, I actually got to the markets!"

Vendor Advisory Committee Report

The Vendor Advisory Committee (VAC) is the largest committee of Your Local Farmers Market Society, whose dedicated vendor-members are elected and meet monthly with 90% attendance!

In 2013 the VAC focused on proposed changes to the vendor

handbook and organizing the annual All Vendors Meeting, with an agenda including workshops and brainstorming sessions on 'hot topics' that we needed more feedback on in order to best represent the needs and desires of our vendors. The VAC continues to explore

new ways to communicate with and involve more vendor members.

The VAC has had 2 annual elections so far and is happy to say they now have representatives from all categories and markets at our table.

Amy Robertson, Board Chair



JOIN NOW!

Go to eatlocal.org/membership

Development Report

2013 was an exciting year for fundraising and development at Vancouver Farmers Markets. For the first time in its 19-year history, the organization was able to devote resources to a full time Administrative & Development Manager, a role I stepped into after years of market management and coordination.

With a big focus at the beginning of the year on our Sponsorship Program, we brought Enerex Botanicals onboard as Kitsilano Market Sponsor, UBC Continuing Studies for Farmers Market Kitchen Chef Program Sponsor, and La Movida Studios as Kids Activity Sponsor. Modo: The Car Co-op finished off its 2012-13 Winter Market Sponsorship at the end of April, 2013.

A large portion of 2013 Sponsorship revenue came through RIPE, our annual dinner fundraiser. Earth's Own/Happy Planet, Renewal, Salt Spring Coffee, Horizon Distributors, Aphrodite's Organic Café, Edible Vancouver, David Tung/Coldwell Banker, Living Balance, Hollyhock, New Society Publishers, White Spot, and Harvey McKinnon & Associates pledged a total of \$14,750 in sponsorship for the RIPE event, which raised an additional \$19,000+ in silent auction and ticket revenue. Many thanks to board members Martha Burton, Marcia Thomson, Amy Robertson, and Carla Shore for all their hard work in making RIPE 2013 a big success!

VFM was proud to enrol over public 1,400 members in 2013.

Membership is an important tool for public outreach and engagement that helps the society raise core funds for operational expenses, special events, and educational programming.

Looking ahead to 2014, VFM's newly established Fundraising Committee will be developing new ways to engage donors and their contributions.

We are so grateful for the years of support that our donors, sponsors and members have given us, and look forward to many more!

Jen Pleadwell, Development Manager

Treasurer's Report

YLFMS's financial performance continued to strengthen in 2013. With total market vendor sales reaching a record \$7.1 Million in 2013, YLFMS Operating Revenues increased 22%, to nearly \$500,000. Growth was driven by the launch of 2 new pilot markets, an earlier start for the winter market at Nat Bailey, and the extension of the Yaletown Farmers Market into October. Operating revenues were further enhanced as stall bookings increased to 95%, with improved payment processing and monitoring.

Along with the expansion of markets, operating costs also increased. But as a percentage of operating revenues, costs declined 2% compared to 2012. This reflects greater efficiencies as YLFMS continues to

invest in long term organizational capacity, and notwithstanding increased salary expenses with continued progress toward the goal of becoming a "living wage" organization.

2013's operating deficit of \$36,000 was readily covered by net fund-raising activities generating more than \$44,000. Notably, a very successful RIPE event this year was led by VFM's new Fundraising Committee.

Grant revenues for special projects was \$66,000 in 2013, a decrease from 2012, since YLFMS faced delays in the development of New City Market plans due to the City of Vancouver re-determining its process requirements. However, NCM stakeholder outreach and partnership development work continued, at no

cost to YLFMS's operations as all activities were paid with restricted grant funding.

YLFMS's 2013 Net Income, or budget surplus, is \$8,446 and will be allocated to building our reserves.

Looking forward, YLFMS is developing a multi-year financial plan in concert with the organization's upcoming 3 year strategic planning cycle. Focus will be on continued operational efficiencies, diversified funding sources and further strengthening reserves.

Marta Becker, Board Treasurer

2013 Financial Statement

HEDDEN CHONG LLP

a partnership of incorporated professionals

#104-3989 HENNING DRIVE
BURNABY, B.C. V5C 6N5
TELEPHONE: 604-320-5850
FACSIMILE: 604-291-1601

NOTICE TO READER

On the basis of information provided by the Company's management, we have compiled the balance sheet of Your Local Farmers Market Society as at December 31, 2013 and the statement of operations and surplus for the year then ended.

We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

May 15, 2014
Burnaby, BC



CHARTERED ACCOUNTANTS

YOUR LOCAL FARMERS MARKET SOCIETY

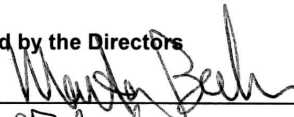
BALANCE SHEET

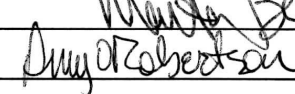
DECEMBER 31, 2013

(Unaudited - See Notice to Reader)

	2013 \$	2012 \$
ASSETS		
CURRENT ASSETS		
Cash	192,354	213,440
Term deposits	80,847	62,052
Accounts receivable	1,237	22,000
Sales tax receivable	3,466	2,769
Inventory	5,806	4,545
Prepaid expenses	3,380	-
	<u>287,090</u>	<u>304,806</u>
INVESTMENT (Note 3)	50,000	50,000
EQUIPMENT (Note 4)	<u>3,066</u>	<u>7,794</u>
	<u>340,156</u>	<u>362,600</u>
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	9,205	13,365
Employee deduction payable	6,773	3,872
Market money obligations	21,994	20,362
Unearned revenue	155,055	186,131
	<u>193,027</u>	<u>223,730</u>
MEMBERS' EQUITY		
SURPLUS	<u>147,129</u>	<u>138,870</u>
	<u>340,156</u>	<u>362,600</u>

Approved by the Directors

 Director

 Director

See accompanying notes to financial statements

YOUR LOCAL FARMERS MARKET SOCIETY

STATEMENT OF OPERATIONS AND SURPLUS

FOR THE YEAR ENDED DECEMBER 31, 2013

(Unaudited - See Notice to Reader)

	2013	2012
	\$	\$
REVENUE		
Fees and sales of merchandise	492,686	421,309
Donations and fundraising	43,381	17,842
Grants restricted for NCM/FoodHub	39,118	36,749
Grants restricted for special projects	26,516	32,286
Memberships	13,490	15,835
Interest and other	4,214	916
Investment grant (Note 3)	-	50,000
	619,405	574,937
DIRECT COSTS		
Markets' operating expenses	98,800	81,178
Grant project coordination	65,634	68,882
Merchandise	12,488	10,817
	176,922	160,877
GROSS MARGIN	442,483	414,060
ADMINISTRATIVE EXPENSES		
Salaries	315,991	249,756
Advertising and promotion	47,582	44,019
Rent	18,078	8,849
Event program expenses	12,682	13,857
Office	11,221	9,884
Contract services	10,035	8,801
Amortization	4,728	4,575
Accounting and legal	4,100	3,000
Board expenses	3,638	11,664
Telephone	3,395	3,545
Interest and bank charges	2,135	2,106
Professional development	587	596
Printing	52	764
	434,224	361,416
NET INCOME	8,259	52,644
SURPLUS - beginning	138,870	86,226
SURPLUS - ending	147,129	138,870

See accompanying notes to financial statements

YOUR LOCAL FARMERS MARKET SOCIETY

NOTES TO FINANCIAL STATEMENTS

FOR THE YEAR ENDED DECEMBER 31, 2013

(Unaudited - See Notice to Reader)

1. PURPOSES OF SOCIETY

Your Local Farmers Market Society is a not-for-profit organization whose purposes are as follows:

- a) To contribute to the economic viability of small farms and local cottage industries 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 and other agricultural goods in settings that allow them to interact with the people who grow the food they eat and to thereby foster stronger connections between urban and rural dwellers;
- c) To help create a sense of community in the urban neighbourhoods where markets are held;
- d) To help preserve rural communities and farmland by fostering sustainable small-scale agriculture; and
- e) To serve as a practical and accessible medium for public education and mobilization around nutrition, agricultural and food policy issues.

The society was incorporated under the Society Act of British Columbia on May 24, 1995.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

- a) Inventory is recorded at the lower of cost and net realizable value.
- b) Equipment is recorded at cost with amortization on a straight line basis as follows:

Computers	4 years
Vehicles	5 years
Office furniture and equipment	5 years

The above rates have been utilized to reflect the anticipated life expectancy.

In the year of acquisition only one-half the normal rate is applied.

- c) Investments are recorded at cost.

3. INVESTMENTS

The Society acquired 15 Class B non-voting common shares of Burdock & Co. Restaurant Ltd. for \$50,000. The investment was funded from an investment grant received from Vancity Saving Credit Union.

4. EQUIPMENT

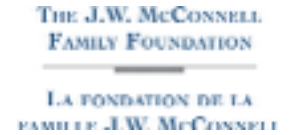
	2013		2012	
	Cost \$	Accumulated Amortization \$	Net Book Value \$	Net Book Value \$
Computers	12,326	10,725	1,601	5,177
Vehicles	5,973	5,029	944	1,887
Office furniture and equipment	1,043	522	521	730
	19,342	16,276	3,066	7,794

5. COMPARATIVE FIGURES

The comparative figures have been reclassified where applicable in order to conform to the presentation used in the current year.

The financial statements for 2012, which are presented for comparative purposes, were compiled by another chartered accountant.

Thank You Sponsors, Funders & Partners



2013 Board of Directors

- Amy Robertson – Chair
- Kevin Klippenstein – Vice Chair
- Marta Becker – Treasurer
- Andrew Arkestyn-Vogler
- Martha Burton
- Meeru Dhalwala
- Lenore Newman
- Eric Patel
- Carla Shore
- Steve Snyder
- Marcia Thomson

2013 Staff

- Tara McDonald – Executive Director
- Roberta La Quaglia – Operations Manager
- Jen Pleadwell – Administrative & Development Manager
- Robyn Carlson – Market Coordinator
- Laura Smit – Market & Volunteer Coordinator
- Melanie Lenz - Office Coordinator (to Feb. 2013)
- Christa Wood – Office Coordinator
- Daniel Oong – Food Scraps Drop Spot Coordinator & Operations Assistant
- Wendy Simpson - Bookkeeper
- Yulu Public Relations, Inc. - Public Relations

2013 Market Managers & Crew

- Daniel Oong, Randy Elliott, Eva Jordison, Ron Braunagel, Laura Gibson, Shauna Kunstatter, Fiona De Balasi Brown, Jayme Cline, Ross Jarvis, Ben Keane-O'Hara, Sam Mussett, Tiare Jung, Caitlan Read, Chelsea Hunter, Chika Buston, Jenn Upham

2013 RIPE Sponsors

- Renewal
- Happy Planet
- Earth's Own
- Aphrodite's Cafe & Pie Shop
- Saltspring Coffee
- Horizon
- Edible Vancouver
- Coldwell Banker
- Living Balance
- WhiteSpot Restaurants
- Harvey McKinnon & Associates
- Hollyhock
- New Society Publishers
- Tinhorn Creek
- Granville Island Brewing
- Stellars Jay
- Vancouver Courier
- Vancouverscope
- Vancity Buzz
- GoodLife Vancouver
- Lonsdale Event Rentals



Contact us:

Vancouver Farmers Markets/
Your Local Farmers Market Society
1316 Grant St.
Vancouver, BC
Phone: 604-879-3276
www.eatlocal.org