



# ANNUAL REPORT

2021

WE ACKNOWLEDGE THAT VANCOUVER FARMERS MARKETS OPERATE ON THE UNCEDED TERRITORIES OF THE X̱MəθḴəʔ̱ə (MUSQUEAM), SḴW̱X̱W̱Ú7MESH (SQUAMISH), AND SEḺÍḺWITULH (TSLEILWAUTUTH) NATIONS.



## EXECUTIVE REPORT

At the time of last year's treacherous Fraser Valley flooding, we were raising money for the 2022 Fresh to Families program but had concerns that farmers might need the support even sooner. We were reaching out to our flood-impacted producers and noticed a video Shirlene Cote from Earth Apple Farm in Glen Valley had posted of her flooded greenhouse on social media. The video shows Shirlene harvesting peppers by headlamp, humorously cracking jokes about her last-minute and makeshift harvesting process. She floats her Rubbermaid container through the dark flood waters, collecting peppers from plant to plant to save them from freezing overnight.

Here's a screen grab of Shirlene's flooded greenhouse adventures.



We contacted Shirlene the next day to ask how we could support her and her farm, but she swiftly changed the subject instead to ensure her promised funds would make it to the Fresh to Families matching campaign.

Managing pandemic life, supply chain disruptions, heat domes, forest fires and floods, make no mistake: small farmers and producers like Shirlene are some of the most creative and resilient people during tough times. Building relationships and connections at farmers markets are key to helping us all thrive.

# EXECUTIVE REPORT

If you've been reading our reports and answering our calls to action for a while, you know markets operate on temporary event permits, subject to annual and occasionally weekly disruptions. You might not realize how vulnerable farmers markets are because our team works incredibly hard to smooth over disruptions on a weekly, monthly and annual basis. In 2021, we faced a significant number of disruptions compared to previous years. We worked to strengthen relationships with municipal partners, operated markets under COVID restrictions, and as a result, created even more connection points for market producers and neighbours.

**Main St Station:** Our beloved midweek market in front of the train station couldn't operate due to construction of the new St. Paul's Hospital site. We are working directly with stakeholders responsible for the new St. Paul's site to include a permanent market in their plan and hosted the vibrant False Creek market at Concord Community Park last year.

**Downtown:** A partnership with the Downtown Vancouver BIA and the need to relocate our midweek market in the downtown core led to a successful opening year at one of the busiest intersections in the Lower Mainland.

**Trout Lake:** Staff have been working tirelessly to ensure a farmers market remains an important, accessible and resourced element of the John Hendry Park renewal plan. Their efforts, combined with member, vendor, neighbour and shopper feedback helped ensure a long-term home for the farmers market is centred in the plan.

**West End:** We're monitoring the BC Hydro project and coordinating construction plans with the market season.

**Riley Park:** With support from local residents, we were able to maintain a weekly market schedule, despite potential conflicts with the Vancouver Canadians extended baseball season.

In the past year, our organization has grieved the departure of staff, board and vendors and celebrated the arrival of others. The year ahead includes shifting through quasi-COVID times, with farmers markets back to pre-pandemic capacity, and moving forward with our strategic plan priorities to strengthen markets, empower communities, enhance access, and develop organizational capacity. We are increasingly aware that advocating for local markets will also require setting words, intentions, and actions to our involvement in equity and reconciliation and this will inform our work moving forward.

Advocating for and creating welcoming and vibrant markets that feed people, build community and support small farms and producers is how our organization plays its part in a resilient local food network that values people and the land. Thank you for your ongoing support!

## 2021-2026 STRATEGIC PRIORITIES



**Empower  
Community**



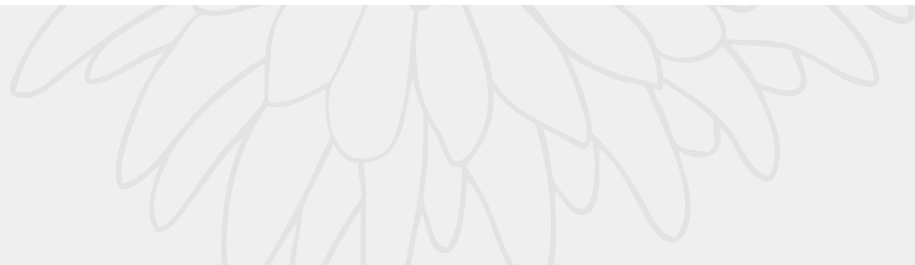
**Strengthen  
Markets**



**Enhance  
Access**



**Develop Org  
Capacity**



## 2021 HIGHLIGHTS AT-A-GLANCE



We connected **367,398** NEIGHBOURS  
(over 80% of whom visited markets by foot, bike or transit)




2021 VFM Impact




We facilitated **8268** MARKET SPACES  
on 215 market days for small farms and producers to connect with each other and their customers



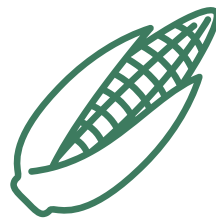

2021 VFM Impact



Our markets facilitated **\$12M** IN DIRECT SALES  
and millions of indirect benefits to our community, environment and economy



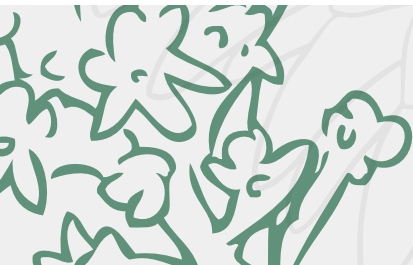
2021 VFM Impact




Our Fresh to Families program distributed **\$146K** in fresh food coupons  
so 473 equity-denied families, newcomers and seniors could choose fresh food for their households



2021 VFM Impact





## VISION

A resilient local food network that values people and the land

## MISSION

We create vibrant and welcoming markets that feed people, build community and support small farms and producers

## BOARD OF DIRECTORS

- Lauren Akin - Vice-Chair
- Erica Bernardi
- Elyse Crowston - Treasurer
- Ally Dick - Chair
- Jeremy Douglas
- Jesse Halperin
- Paul Healey
- Suzy Keown
- Ilana Labow
- Heat Laliberte
- Joanne MacKinnon
- Jenny Marsh - Secretary
- Njoki Mbũrũ
- Michael Mortensen





## OFFICE STAFF

Ophelia Bar-Lev-Wise  
 Alice Briggs  
 Jennifer Candela  
 Randy Elliott  
 Laura Gibson

Jordan Mitchell  
 Katie Simmons  
 Laura Smit  
 Gabrielle Vacheresse  
 Christa Wood

## MARKET MANAGERS

Kelli-Rae Clark  
 Hannah Megally  
 Benjamin Leach  
 Caroline Pollock

## MARKET CREW

Elizabeth Archer  
 Samantha Bicknell  
 Ron Braunagel  
 Chika Buston  
 Karina Buston  
 Amy Dong  
 Aimee Epp  
 Jennifer Ewing  
 Antigone Fogel  
 Jim Gaines  
 Ewa Gersin  
 Conifer Gilbert  
 Eden Katz

Grainne Kernan  
 Sofie Milito  
 Hannah Murray  
 Anne Marie Paquin  
 Carolyn Paterson  
 Roshni Riar  
 Emma Sawatzky  
 Rahul Sekhar  
 Claire Shih  
 Noriko Stevens  
 Sophia Tita  
 Aria Wells  
 Stephen Werronen  
 Heather White





PARTNERS +  
SUPPORTERS

Vancouver Coastal Health  
City of Vancouver  
Vancouver Board of Parks and Recreation  
Vancouver School Board  
Pacific National Exhibition

SPONSORS +  
FUNDERS

VFM gratefully acknowledges the generous support of 2021 sponsors and funders:

Apply Digital Ltd	Our Community Bikes
Canadian Electrical	PCI Developments LP
Stewardship Association	Recycling Alternative
CF Pacific Centre	Smallworks Studios &
Circular Solutions Inc	Laneway Housing Inc.
Daiya Foods	Stilhavn Real Estate Services
DUUO	Telus
DVBIA	Tutti
Fresh Prep	Vancity Credit Union





## FRESH TO FAMILIES



We believe that healthy, locally grown food should be available to everyone, regardless of income. Since 2015, we have partnered with the Farmers Market Nutrition Coupon Program and expanded our fundraising through our Fresh to Families Program.

In 2021, we supported 473 families with \$146,259 worth of fresh fruits, vegetables, meat, eggs and dairy. Thanks to an overwhelmingly successful Giving Tuesday campaign, Fresh to Families is fully funded for 2022, and there is a potential opportunity to welcome additional families

## FRESH TO FAMILIES DONORS

Daiya  
Dana and Joel Solomon Fund at MakeWay  
Earnest Ice Cream  
Earth Apple Farm  
Fasken  
Greater Vancouver Hot Chocolate Festival  
Horizon Grocery + Wellness  
Klippers Organic Acres

Paul's Produce  
Renewal Funds  
Rockweld Farm  
Telus  
Vancouver Coastal Health - Public Health Dieticians  
VFM Board and Staff  
VFM Vendors, Shoppers and Members  
Westpoint Naturals





## MIDWEEK MARKETS

In 2021, VFM turned market displacements into market opportunities and operated the Downtown and False Creek Farmers Markets from June to October. Visits and sales are higher at both locations than usual first-year markets and there is plenty of room for growth.

## FALSE CREEK

False Creek got its start due to strong community support from local residents and was facilitated by Concord Pacific granting us free access to the space. We're walking distance from the Main Street - Science World Skytrain, right off the seawall and have the perfect place for Thursday night picnics!



**False Creek Farmers Market**  
 Shopper Counts - 16550  
 Vendor Sales - \$233,855  
 # of New Vendors - 19

**Downtown Farmers Market**  
 Shoppers Counts - 19393  
 Vendor Sales - \$297,879  
 # of New Vendors - 16

## DOWNTOWN

Downtown enjoys a collaborative partnership and sponsored support from the Downtown Vancouver BIA. Thanks to the Fairmont, vendors are treated to the most comfortable, air-conditioned washrooms in town!



## 2021 MARKETS LIST



Trout Lake, Saturdays, May - October

Kitsilano, Sundays, May - October

West End, Saturdays, May - October

Riley Park Summer, Saturdays, May - October

Mount Pleasant, Sundays, May - October

Downtown, Wednesdays, June - October

False Creek, Thursdays, June - October

Hastings Park - Winter, Sundays, November - April

Riley Park - Winter, Saturdays, November - April



## TREASURER'S REPORT FINANCIAL OVERVIEW



in 2021, VFM continued prudent financial management and remained nimble through changing circumstances related to the pandemic. The year end results show a strong increase to cash reserves largely attributable to subsidy programs and the purchase of a holding in a local farm to table restaurant that was gifted to the society in 2012. Income from stall fees, membership, merchandise and sponsorship also rebounded in 2021, which put the society in a favourable position leading into 2022.



The positive position retained in 2021 allowed the society to update the five year strategic plan and to invest in foundational improvements that will increase the society's long term security, and allow strategic investments that will benefit vendors and shoppers. Looking forward, the society will be emphasizing support for our farmer partners and staff retention so that the markets and our local food system can remain resilient through economic uncertainty.

Elyse Crowston, Treasurer

**YOUR LOCAL FARMERS MARKET SOCIETY  
FINANCIAL INFORMATION  
FOR THE YEAR ENDED DECEMBER 31, 2021**

**YOUR LOCAL FARMERS MARKET SOCIETY**  
**Index to Financial Information**  
**For the Year Ended December 31, 2021**

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## COMPILATION ENGAGEMENT REPORT

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To the Directors of Your Local Farmers Market Society

On the basis of information provided by management, we have compiled the balance sheet of Your Local Farmers Market Society as at December 31, 2021, and the statement of operations and surplus for the year then ended, and Note 2, which describes the basis of accounting applied in the preparation of the compiled financial information ("financial information").

Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, *Compilation Engagements*, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information.

We have not performed an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes.

The financial information for the year ended December 31, 2020 was compiled by another accounting firm and were neither audited nor reviewed and is presented for comparative purposes only.

*Achieve CPAs LLP*

Burnaby, BC  
March 25, 2022

ACHIEVE CPAS LLP  
CHARTERED PROFESSIONAL ACCOUNTANTS

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## YOUR LOCAL FARMERS MARKET SOCIETY

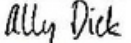
## Balance Sheet

As at December 31, 2021

	2021	2020
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash	\$ 440,992	\$ 238,837
Term deposits	190,000	127,132
Accounts receivable (Note 3)	2,354	143,681
Inventory	7,287	9,020
Prepaid expenses	5,664	5,450
	<b>646,297</b>	<b>524,120</b>
EQUIPMENT (Note 4)	4,185	6,336
INVESTMENT	-	50,000
	<b>\$ 650,482</b>	<b>\$ 580,456</b>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued liabilities	\$ 63,914	\$ 60,287
Market money obligations	15,124	11,723
Sales tax payable	14,691	9,770
Unearned income	136,541	127,122
	<b>230,270</b>	<b>208,902</b>
CANADA EMERGENCY BUSINESS ACCOUNT LOAN (Note 5)	30,000	30,000
	<b>260,270</b>	<b>238,902</b>
<b>MEMBERS' EQUITY</b>		
SURPLUS	390,212	341,554
	<b>\$ 650,482</b>	<b>\$ 580,456</b>

ON BEHALF OF THE BOARD

  
 DocuSigned by:  
 462ADEB79564489... Director

  
 4053073972C3A0D... Director



**YOUR LOCAL FARMERS MARKET SOCIETY**  
**Statement of Operations and Surplus**  
**For the Year Ended December 31, 2021**

	2021	2020
<b>REVENUES</b>		
Fees and sales of merchandise	\$ 833,451	\$ 720,473
Donations and fundraising	71,889	126,312
Memberships	30,393	30,476
	<b>935,733</b>	<b>877,261</b>
<b>COST OF SALES</b>		
Markets' operating expenses	179,269	159,149
Merchandise	10,900	4,006
	<b>190,169</b>	<b>163,155</b>
<b>GROSS PROFIT</b>	<b>745,564</b>	<b>714,106</b>
<b>EXPENSES</b>		
Accounting and legal	5,324	4,046
Advertising and promotion	20,609	27,189
Amortization	3,391	4,945
Board expenses	8,655	1,239
Contract services	9,498	12,845
Event program expenses	8,921	4,159
Interest and bank charges	2,080	2,119
Office	16,669	13,744
Professional development	323	616
Publications and subscriptions	103	704
Rental	21,353	23,400
Salaries	595,919	572,120
Telephone	4,833	4,674
	<b>697,678</b>	<b>671,800</b>
<b>INCOME FROM OPERATIONS</b>	<b>47,886</b>	<b>42,306</b>
<b>OTHER INCOME</b>		
Interest and other	772	2,107
Forgivable portion of CEBA loan	-	10,000
Gain on disposal of equipment	-	2,700
Wage subsidies	-	223,444
	<b>772</b>	<b>238,251</b>
<b>NET INCOME</b>	<b>48,658</b>	<b>280,557</b>
<b>SURPLUS - BEGINNING OF YEAR</b>	<b>341,554</b>	<b>60,997</b>
<b>SURPLUS - END OF YEAR</b>	<b>\$ 390,212</b>	<b>\$ 341,554</b>

**YOUR LOCAL FARMERS MARKET SOCIETY**  
**Notes to Financial Information**  
**For the Year Ended December 31, 2021**

**1. PURPOSES OF SOCIETY**

Your Local Farmers Market Society ("the Society") is a not-for-profit organization which was incorporated under the Society Act of British Columbia on May 24, 1995. The Society operates under the name of Vancouver Farmers Market 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 neighborhoods 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.

**2. BASIS OF ACCOUNTING**

The basis of accounting applied in the preparation of the balance sheet of Your Local Farmers Market Society as at December 31, 2021, and the statement of operations and surplus for the year then ended is the historical cost basis and reflects cash transactions with the addition of:

- accounts receivable less an allowance for doubtful accounts
- inventory valued at cost
- investments recorded at cost
- equipment is recorded at cost with amortization provided on a straight-line basis over their respective useful lives.
- accounts payable and accrued liabilities

**3. ACCOUNTS RECEIVABLE**

	<b>2021</b>	<b>2020</b>
Trade receivables	\$ 2,354	\$ 4,489
Wage subsidy receivable	-	139,192
	\$ 2,354	\$ 143,681

**YOUR LOCAL FARMERS MARKET SOCIETY**  
**Notes to Financial Information**  
**For the Year Ended December 31, 2021**

4. EQUIPMENT

	Cost	Accumulated amortization	2021 Net book value	2020 Net book value
Vehicles	\$ 15,515	\$ 15,515	\$ -	\$ 1,551
Computers	8,994	4,809	4,185	4,785
	<b>\$ 24,509</b>	<b>\$ 20,324</b>	<b>\$ 4,185</b>	<b>\$ 6,336</b>

5. CANADA EMERGENCY BUSINESS ACCOUNT LOAN

	2021	2020
Canada Emergency Business Account loan bears 0% interest until December 31, 2023 and then 5% interest per annum thereafter. There are no principal repayments required until December 31, 2023. If the loan remains outstanding after December 31, 2023, only interest payments are required until fully principal is due on December 31, 2025. Repayment of the loan before December 31, 2023 could result in loan forgiveness of 25% (up to \$10,000)	\$ 40,000 10,000	\$ 40,000 10,000
	<b>\$ 30,000</b>	<b>\$ 30,000</b>

6. OTHER REPORTING REQUIREMENTS

As required by Societies Act of British Columbia, we report on remuneration of employees and contractors earning more than \$75,000 annually.

During the year, the only employee paid in excess of \$75,000 was the executive director.