



**VANCOUVER  
FARMERS  
MARKETS**

**2022 ANNUAL REPORT  
TO THE COMMUNITY**

**Your Local Farmer's Market Society  
dba Vancouver Farmers Markets**

# WELCOME TO VANCOUVER FARMERS MARKETS!

**We create vibrant and welcoming markets that build community, feed people and support small farmers and producers.**

Established in 1995 as a non-profit society in British Columbia, Vancouver Farmers Markets has grown into one of the largest and most vibrant farmers market organizations in Canada. We host nine weekly markets, and in 2022 served nearly 500,000 customers and facilitated over \$13.6 million in sales for local farmers and producers, a nearly 12% increase over sales in 2021.

We are proud to operate year-round, with seven weekly summer markets and two weekly winter markets in neighbourhoods across Vancouver. Our farmers and vendors offer an extensive array of fresh produce including fruits and vegetables, meat, dairy, poultry, sustainable seafood, artisanal food products, crafts, wild-harvested foods, hot foods, craft beer, spirits, coffee and beverages.

We are committed to giving back to our community by helping lower-income families, refugees and seniors access fresh and healthy food from our vendors through our Fresh to Families Fund Program.

In addition to offering fresh, delicious food directly from local producers, in 2022 Vancouver Farmers Markets contributed over \$19.5 million in direct and indirect benefits to the local and regional economy. Our markets supported 276 food vendors, 90 (32.6%) of whom were primary producers like farmers, ranchers, fishers and wild harvesters.

As part of a global movement that aims to reconnect people with the land and those who grow their food, Vancouver Farmers Markets provides a unique opportunity to meet and engage with local farmers and artisans who grow and produce the foods we love.

We are honoured to operate on the traditional, ancestral, and unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətaʔt / səliłwítłh (Tsleil-Waututh) Nations, and we are committed to promoting sustainable food production and supporting our community's economic growth.

## AFFILIATED ORGANIZATIONS

Vancouver Farmers Markets is proud to be a **1% For the Planet** nonprofit organization. 1% for the Planet represents a global network of businesses, individuals and environmental organizations tackling our planet's most pressing environmental issues.

Vancouver Farmers Markets is a member of **BC Association of Farmers Markets** and is grateful for the support received from BCAFM for developing and strengthening the capacity of farmers markets through training, promotion, education, research and advocacy.

VFM is a member of the **Vancouver Food Policy Council**, an innovative collaboration between citizens and Vancouver's civic government. It provides a forum for advocacy and policy development that works towards the creation of a local food system that is ecologically sustainable, economically viable and socially just.

Vancouver Farmers Markets partners with the Circular Food Innovation Lab, a project co-led by the City of Vancouver, the Vancouver Economic Commission Economic Transformation Lab, Emily Carr University of Art + Design and 18 Vancouver-based businesses and organizations working in the local food system.



## Our Vision

A resilient local food network that values people and the land.

## Our Mission

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

## Our 2022 Strategic Priorities



**EMPOWER COMMUNITY**



**STRENGTHEN MARKETS**



**ENHANCE ACCESS**



**DEVELOP ORGANIZATIONAL CAPACITY**





# CELEBRATING SUCCESS AND EMBRACING THE FUTURE

## A Message From Our Board Chair

I am pleased to present the 2022 Annual Report to the Community of Your Local Farmers Market Society (doing business as Vancouver Farmers Markets) where we reflect upon an exceptional year marked by growth, resilience and community engagement. As Board Chair, I extend my deepest appreciation to all those who contributed to our success, including our dedicated staff, vendors, fellow board members and the entire Vancouver community.

### SOME HIGHLIGHTS FROM OUR 2022 ANNUAL REPORT:

#### Strengthening Partnerships

Collaboration has long been at the heart of our success, and 2022 was no exception. We strengthened partnerships with various stakeholders, including local businesses, community organizations, the City of Vancouver, the Vancouver Parks Board, the Mount Pleasant BIA, and at our new downtown location, with the Downtown Vancouver BIA and the Vancouver Art Gallery.

In response to customer demand we expanded our operations and increased vendor participation in 2022, and will be extending our summer market season by two months in 2023. These collective efforts aim to encourage more people to shop at our markets and continue growing to meet the demand for fresh, local food.

#### Remarkable Revenue Growth

I am happy to share that 2022 proved to be the best year yet in terms of revenue for our market vendors. Despite the challenges posed by the pandemic, our vendors demonstrated resilience and rebounded remarkably, showcasing their unwavering commitment to their farms, businesses and the community. This outstanding achievement is a testament to the collective spirit that drives Vancouver Farmers Markets.

#### Listening Exercise and Vendor Priorities

To ensure that we align our efforts with the

critical priorities of our vendors, we conducted a comprehensive listening exercise across our vendor group. This exercise provided valuable insights into the challenges they face and the opportunities we can explore in the coming years. By actively engaging with our vendors, we are committed to building a stronger organization that meets their needs and supports their success.

#### Building Organizational Fitness

As we move forward, our focus remains on enhancing our organizational fitness to effectively deliver on our strategic plan. We recognize the importance of continuous improvement and innovation to adapt to evolving market dynamics. By fostering a culture of agility and learning, we aim to continue to position Vancouver Farmers Markets as a leading force in the local food economy.

I extend my sincere gratitude to everyone who contributed to the remarkable achievements of Vancouver Farmers Markets in 2022. Together, we have created a vibrant and inclusive community that supports local farmers, promotes sustainability and fosters a deeper connection with our food.

As we move into 2023 and beyond, we will continue to embrace the challenges that lie ahead. By staying adaptive and focused on our mission, I am confident that Vancouver Farmers Markets will continue to grow, flourish and make a positive difference in the lives of our community members.

Thank you for your valued support.

Ally Dick  
Board Chair  
Your Local Farmers  
Market Society



## A Message From Our Executive Director

Reflecting on the past year, I can't help but be inspired by the journey we have been on together. When I took on the role of Executive Director in February 2020, little did I know that we were about to face a three-year global pandemic that would test our resilience and commitment to keeping our markets running.

Despite the challenges, our organization emerged from the pandemic in a strong position in 2022. We fulfilled the first year of our five-year Strategic Plan with priorities to strengthen our markets, empower our community, enhance access and develop our organizational capacity.

I am immensely proud of the strategic and thoughtful work we have done, particularly our emphasis on the importance of people, networks and relationships in our vision and mission. We are building from resilience and the future looks bright.

2022 was also a year of adaptation. We experienced staff turnover and faced unexpected location disruptions at our Riley Park and False Creek market locations. The market disruptions will continue to manifest in the coming years, challenging our team's creativity and our vendor and shopper community's patience and flexibility.

Our ongoing work includes advocating for and forging new partnerships with the City of Vancouver and the Vancouver Parks Board for a commitment to funding support and stable, accessible market spaces for years to come.

Amidst the challenges, we celebrated some exciting wins in 2022. After a decade of planning, the Trout Lake Farmers Market has become an uncontested fixture in the Vancouver Parks Board's renewal plan for John Hendry Park.

We also leveraged a BC Farmers Market Infrastructure Grant to fabricate and install permanent directional signage for all our markets throughout the city.

It brings me great joy to share that vendor sales and shopper visits have finally surpassed pre-pandemic levels. Additionally, last year marked the best year ever for Fresh to Families and Nutrition Coupon Programs, providing crucial support to people during a time of unprecedented inflation and food insecurity.

Looking ahead to 2023, we know there will be both anticipated and unforeseen challenges. However, I am thrilled to announce that Bre Hamilton will be taking on the interim leadership role while I am on maternity leave until August 2024. Her fresh perspective will undoubtedly contribute to our ongoing organizational work. I have full confidence that she will receive support from our fantastic staff and board team, our incredible vendors and the thousands of shoppers who make the magic of our markets happen every week.

In closing, I want to express my deepest gratitude to each and every one of you. The Vancouver Farmers Markets community is truly special, and together, we have weathered storms and celebrated victories. Let's embrace the year ahead, tackle challenges head-on, and continue to grow and thrive as a community.

Laura Smit  
Executive Director  
Vancouver Farmers Markets





# OUR IMPACT IN 2022

**9** TOTAL MARKETS

**498,359**

TOTAL MARKET SHOPPERS

**\$13,698,723**

TOTAL SALES

a nearly 12% increase over 2021

**276** TOTAL NUMBER OF VENDORS

a 3.6% increase over 2021

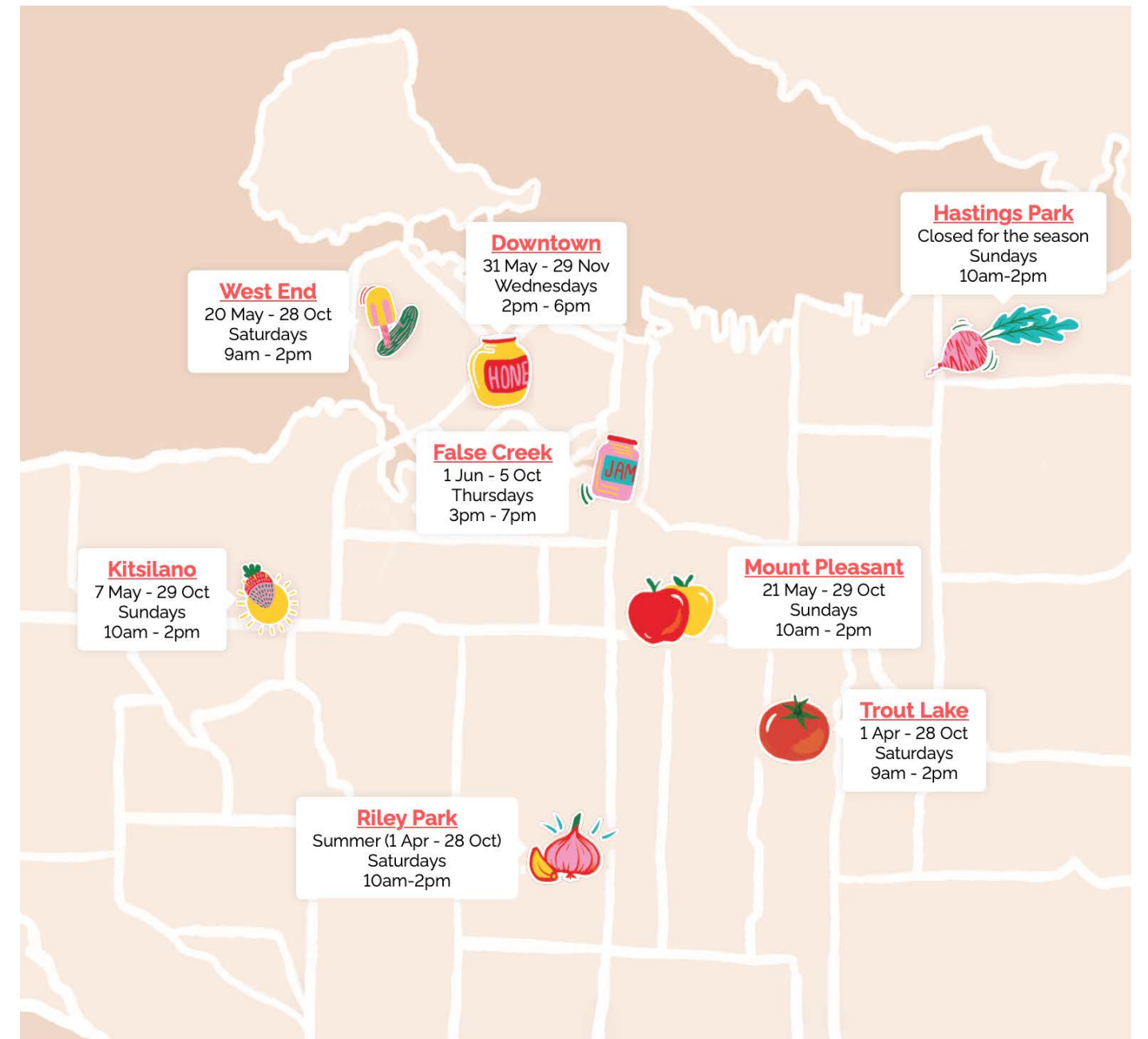


VANCOUVER FARMERS MARKETS HAS GROWN EXPONENTIALLY IN THE LAST DECADE, FROM ANNUAL SALES TO FARMERS AND PRODUCERS OF \$3.7 MILLION IN 2009 TO ALMOST \$14 MILLION IN 2022. IN DIRECT AND INDIRECT SALES THE VANCOUVER FARMERS MARKETS CONTRIBUTED \$19.5M IN 2022 TO THE VANCOUVER MUNICIPAL AND LARGER BC ECONOMY.

# VIBRANT AND THRIVING: OUR MARKETS IN 2022

Vancouver Farmers Markets proudly operates year-round and across the city, with seven summer weekly markets and two winter weekly markets. Two of our markets are on Vancouver's West Side, four are on the East Side, and two are downtown. Six locations operate on the weekend and two operate during the week.

**In 2022 our markets served nearly 500,000 customers and facilitated over \$13.6 million in sales for local farmers and producers, an increase of almost 12% over 2021 as we emerged from the global COVID-19 pandemic.**





## RILEY PARK FARMERS MARKET

The Riley Park Winter Farmers Market, with 75 vendors, is our largest market. It operates every Saturday from November to April in beautiful Riley Park next to East Vancouver's Hillcrest Community Centre and Nat Bailey Stadium. **Vendor sales at Riley Park Winter grew in 2022 by 1.5% over 2021 to \$2.7M, and accounted for nearly 20% of VFM total annual vendor sales.**

The success of the winter market at Riley Park inspired the return in 2017 of the smaller Riley Park Summer Farmers Market (34 vendors), running Saturdays from April through October.

Summer sales at Riley Park did very well in 2022, despite facing some location displacements due to the Hillcrest Festival and Vancouver Canadians games at Nat Bailey Stadium. Summer market vendor sales increased by almost 15% over 2021 to almost \$1.2M in 2022. Riley Park Summer Market accounted for almost 9% of total vendor sales at VFM.

Taken together, both markets at Riley Park accounted for 29% of VFM total vendor sales in 2022, making this location the largest contributor to total VFM vendor sales due to its year-round status.

We are grateful to the Vancouver Canadians, the Vancouver Parks Board and City of Vancouver for their commitment to ensuring the continuity of our markets at Riley Park during the summer and winter seasons.



Riley Park Farmers Market

## TROUT LAKE FARMERS MARKET

Our oldest and highest-selling single-season market with 51 vendors, Trout Lake Farmers Market in Vancouver's historic John Hendry Park serves

the East Vancouver community and is a city-wide attraction every Saturday from April to October. **In 2022 sales grew by 19% over 2021 to \$3.25M. Trout Lake market accounted for 24% of total VFM vendor sales.**

We are grateful to the City of Vancouver and the Vancouver Parks Board for their ongoing support for our market at this location.



Trout Lake Farmers Market

## KITSILANO FARMERS MARKET

In operation since 2006, the 43-vendor Kitsilano Farmers Market next to Kitsilano Community Centre is packed every Sunday from May to October, and is currently one of our two markets on Vancouver's West Side. **Sales at Kitsilano grew by almost 16% in 2022 with total sales of \$2.65 million.** The Kitsilano market accounted for 19% of VFM total vendor sales and is our third-highest selling market.

We are grateful to the Vancouver Parks Board for their ongoing support for our market at this location.



Kitsilano Farmers Market

## WEST END FARMERS MARKET

Located in downtown Vancouver's leafy and population-dense West End, the 34-vendor West End Farmers Market at Nelson Park is bustling every Saturday from May to October. **Sales grew by 22% in 2022 over 2021 to \$1.78 million, and accounted for 13% of VFM total vendor sales, making it our fourth largest market.**

We are grateful to the City of Vancouver, the Vancouver Parks Board, the Vancouver School Board and the Mole Hill Community Housing Association for their ongoing support for our market at this location.



West End Farmers Market

## MOUNT PLEASANT FARMERS MARKET

The Mount Pleasant Farmers Market at East Vancouver's excellently-named Dude Chilling Park featured 35 vendors every Sunday from May to October. **Sales grew by nearly 20% in 2022 to \$878K.**

In 2022 we were thrilled to celebrate the 10th anniversary of this market with a day of family fun, games and special treats!

We are grateful to the City of Vancouver, the Vancouver Parks Board and the Vancouver School Board for their ongoing support for our market at this location.



Mount Pleasant Farmers Market

## HASTINGS PARK FARMERS MARKET

Hastings Park Farmers Market provides farm-to-table goodness in the winter season, operating every Sunday from November to April in Hastings Park on the PNE Fairgrounds. **Despite facing a minor displacement in 2022 due to the PNE Winter Fair, this 33-vendor market accounted for \$700K in vendor revenue (a drop of 7.6% from 2021, due to challenging winter weather conditions) and represents 5% of overall vendor market sales for VFM.**

We are grateful to our location partner the Pacific National Exhibition for their support for the continuity of our market at Hastings Park.



Hastings Park Farmers Market



**DOWNTOWN FARMERS MARKET**

Our Downtown Farmers Market is located on ɬxw'áənəq Xwtl'e7énq Square (aka the Vancouver Art Gallery North Plaza). **This busy, growing market operated Wednesday afternoons from May to October and accounted for almost \$320K in vendor sales in 2022, an increase of 7.4% over 2021, and contributed 2.3% of total VFM vendor sales.**

We look forward to deepening our presence downtown with ongoing partnerships with Downtown Vancouver BIA and the Vancouver Art Gallery, and to extending our season to November in 2023.

We are grateful to the City of Vancouver and the Vancouver Art Gallery for their support for our market at this location.



Downtown Farmers Market

**FALSE CREEK FARMERS MARKET**

In 2022 our False Creek Farmers Market operated for its second year at a location along the seawall at Concord Community Park. While this was a beautiful and bustling location, this 22-vendor new market faced a number of challenges beyond our control.

**In spite of those challenges, the market accounted for nearly \$200K in vendor revenue and 1% of all VFM vendor sales. While total sales dropped at this market by 22% from 2021, better days are ahead for this location in 2023 as we have been given a new, more stable location at Creekside Park.**

We are grateful to our partners, the City of Vancouver and Vancouver Parks Board, for their commitment to helping this location find a new home, as there is high demand for the market by the False Creek and Olympic Village communities and we are confident that it will continue to grow. We are also grateful to Concord Pacific for supporting this market again in 2022.



False Creek Farmers Market



# FOSTERING COMMUNITY, CONNECTION AND EMPOWERMENT THROUGH FOOD: THE FRESH TO FAMILIES FUND

At VFM, we believe that fresh, locally-grown food should be available to everyone regardless of income. Our Fresh to Families Fund is one of the ways we work to make that goal a reality.

In 2022 we were thrilled to be able to welcome Kitsilano Neighbourhood House as our latest Fresh to Families community partner organization thanks to a very generous donation from VFM volunteer June Harrison.

The Fresh to Families Fund is Vancouver Farmers Markets' own expansion project of the Farmers Market Nutrition Coupon Program, a province-wide healthy eating initiative led by the BC Association of Farmers Markets and the BC Ministry of Health.

The Nutrition Coupon Program provides participants with coupons that can be redeemed at BC farmers markets, providing access to fresh, locally grown food that may otherwise be inaccessible, while also giving participants the dignity to choose the foods that work best for them. Every dollar redeemed goes straight to BC farmers and producer vendors.

The Fresh to Families program provides funding and administrative support to the entirety of the Nutritional Assistance Coupon Program, which serves 18,000 families across BC living with low-income, newly arrived refugees, seniors, and at-risk families with food skills and nutritional programming.

In 2022 you helped us:

**RAISE**  
**\$80,368**  
for Fresh To Families

**SUPPORT**  
**160**  
local families through Fresh to Families

**The Fresh to Families Fund directly fundraises to provide coupons to families through four Vancouver community organizations:**



**VANCOUVER COASTAL HEALTH**  
**Healthiest Babies Possible Program**



**MOSAIC**  
**Building Blocks**

Vancouver  
Family Connections

**VANCOUVER FAMILY CONNECTIONS**  
**Circles of Care and Connection**



**KITSILANO**  
Neighbourhood House  
**KITSILANO NEIGHBOURHOOD HOUSE**  
**Connecting Neighbours. Creating Communities**



# THANK YOU TO OUR FRESH TO FAMILIES SPONSORS AND DONORS

## CORPORATE SUPPORTERS

Perennial Gatherings  
 Renewal Partners/Endswell Foundation  
 Fabric Living  
 Priscilla Boucher Sustainable Economy Fund  
 UBC Faculty of Land, Food and Resource Economics  
 Daiya Foods  
 Horizon Natural Foods  
 Cadence Leadership & Communication Inc.  
 Antisocial Skateboard Shop

## INDIVIDUAL SUPPORTERS

June Harrison  
 Laura Moss  
 Fran Goldberg  
 Paul Sjaarda  
 Francine Parker  
 June Anzai  
 Barbara Crocker  
 Christine Finskars  
 Sally Laird  
 Martha Burton

## VENDOR BUSINESS SUPPORTERS

Earnest Ice Cream  
 Golden West Farms  
 Snowy Mountain Farm  
 Rockweld  
 Pastaggio  
 Paul's Produce  
 Patrick Smyth/Whistler Harvest  
 Crophorne Organic  
 Jane's Honey Bees  
 Klippers Organic Acres  
 Merci Boulangerie

## VFM BOARD AND STAFF SUPPORTERS

Laura Smit  
 Carolyn Paterson  
 Anne Marie Paquin  
 Bree Hayden  
 Randy Elliott  
 Jenny Marsh  
 Ilana Labow  
 Lauren Akin  
 Ally Dick  
 Michael Mortenson  
 Jeremy Dyson



# STRENGTHENING LOCAL FOOD SYSTEMS: COMMUNITY SUPPORTED AGRICULTURE PROGRAM

The Vancouver Farmers Market Community Supported Agriculture (CSA) program is an innovative and sustainable approach to supporting local farmers and by facilitating and promoting the provision of fresh, locally-grown produce to the community.

Through each vendor's CSA program, members commit to purchasing a share of a farmer's harvest for a season, typically from June to October. Each week, members receive a box of freshly harvested vegetables, fruits and other produce directly from the farmer. The contents of each box vary

depending on what is in season and what the farmer has available.

By participating in the CSA program, members support local agriculture and help to ensure that small-scale farmers have a reliable market for their products. In return, members receive a regular supply of fresh, nutritious produce which has been grown using sustainable farming practices.

CSA programs support sustainable agriculture, strengthen local food systems, and fosters a deeper connection between farmers and consumers.

## COMMUNITY SUPPORTED AGRICULTURE PARTNERS

Crophorne Farm  
 Fresh Roots Urban Farm  
 Ice Cap Organics  
 Glorious Organics Co-op  
 Salt & Harrow  
 Valley Buds  
 The Sharing Farm  
 Sole Food  
 Vida Farm  
 Charnwood Farms  
 Klippers Organic Acres  
 Sweet Earth Farms  
 Nutrient Dense Farm  
 Skipper Otto's  
 Stony Mountain Farm  
 Whistler Harvest  
 Valley Buds  
 River and Sea Flowers  
 Container Brewing





# ADDRESSING FOOD INSECURITY: DONATION STATION PROGRAM

Our Fresh Food Donation Station program collects fresh food products donated by shoppers and vendors at our farmers markets, which we then distribute to food programs in the community. In 2022 nearly 225 kg of fresh, local produce was donated to our partner organizations!



THANK YOU TO OUR DONATION STATION  
COMMUNITY PARTNERS



Little Mountain-Riley Park  
Food Network



Cedar Cottage  
Food Network Society



Community Food Pantry



KITSILANO  
Neighbourhood House

Kits Neighbourhood House

# VFM MEMBERS: SUSTAINING OUR LOCAL FOOD ECONOMY

Vancouver Farmers Markets is a membership-based organization: members get to vote for our Board of Directors and participate in our Annual General Meeting.

VANCOUVER FARMERS MARKETS HAD

## 1015

members in 2022

THANK YOU TO OUR VALUED MEMBERS,  
WHO POWER OUR ORGANIZATION AND  
MAKE IT THRIVE!

MEMBERSHIP FEES CONTRIBUTED

## \$30,203

to our revenues in 2022

Memberships range from \$20 to \$250 annually. By becoming a member of VFM you are:

- Helping serve our communities through essential access to local food and supporting local farmers and food producers
- Funding local food access programs that benefit lower-income families in Vancouver through **Fresh to Families** and the **Farmers Market Nutrition Coupon Program**
- Getting great deals and discounts from vendor businesses and on our Market Merchandise
- Paying for the staff, equipment, infrastructure and permits essential to the delivery of our markets and programs

If you haven't done so already, [become a VFM member today!](#)





# OUR BOARD OF DIRECTORS, COMMITTEES, STAFF, CREW AND VOLUNTEERS

## Thank you to our professional and committed volunteer members of the Board of Directors

### 2022 BOARD OF DIRECTORS

Ally Dick, Chair  
Lauren Akin, Vice-Chair  
Elyse Crowston, Treasurer  
Jenny Marsh, Secretary  
Terry Burmas  
Jeremy Dyson  
Paul Healey  
Suzy Keown  
Ilana Labow  
Joanne MacKinnon  
Michael Mortensen

## Thank you to our invaluable committee members made up of our board, staff and vendors

### NOMINATIONS COMMITTEE

Jenny Marsh, Chair  
Suzy Keown  
Michael Mortensen  
Laura Smit  
Christa Wood

### GOVERNANCE COMMITTEE

Jeremy Dyson, Chair  
Lauren Akin  
Jenny Marsh  
Laura Smit  
Christa Wood

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Ilana Labow

Joanne MacKinnon  
Suzy Keown  
Randy Elliott  
Michele Barnabe  
Chris Billion  
Ramneek Kingra  
Vida Rose  
Kevin Klippenstein  
Yoshi Sugiyama  
Genevieve Blanchet  
Lauren Ritchie  
Clinton Bishop  
Lauren Elbe  
Miriam Karp  
Dave Brimacombe  
Kelly Chau  
Yasmin Ghaffari  
Irit Sorokin  
Jodi Weir

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Ally Dick, Chair  
Lauren Akin, Vice  
Elyse Crowston, Treasurer  
Jenny Marsh, Secretary

### FINANCE COMMITTEE

Elyse Crowston  
Ally Dick  
Terry Burmas  
Ali Binnington  
Laura Smit

### REVENUE GENERATION COMMITTEE

Jenny Marsh, Chair  
Jeremy Dyson  
Bree Hayden  
Laura Smit  
Martha Burton

### STRENGTHENING MARKETS COMMITTEE

Michael Mortenson  
Joanne MacKinnon  
Jeremy Dyson  
Paul Healey  
Laura Smit  
Randy Elliott

### JUSTICE, EQUITY, DIVERSITY & INCLUSION COMMITTEE

Laura Smit  
Ally Dick  
Joanne MacKinnon  
Randy Elliott  
Katie Simmons

### ORGANIZATIONAL RELATIONS COMMITTEE

Ilana Labow  
Joanne MacKinnon  
Suzy Keown  
Elyse Crowston  
Laura Smit

### LEADERSHIP TRANSITION COMMITTEE

Jenny Marsh  
Joanne MacKinnon  
Ally Dick  
Lauren Akin  
Laura Smit

## Thank you to our dedicated and hardworking staff members

### STAFF

Laura Smit  
Executive Director

Randy Elliott  
Director of Operations

Gabrielle Vacheresse  
Operations & Development Manager

Alice Briggs  
District & Communications Manager

Grace Sullivan  
Communications Manager

Monika Chowdhry  
Communications Manager

Andrea Cardenas  
Access & Development Manager

Bree Hayden  
Access & Development Manager

Christa Wood  
Office Manager

Ophelia Bar-Lev-Wise  
District Manager

Laura Gibson  
District Manager

Katie Simmons  
District Manager

Hannah Megally  
Market Manager and Operations Assistant

## Thank you to our indefatigable seasonal crew members

### MARKET CREW

Ron Braunagel  
Chika Buston  
Karina Buston  
Kelli-Rae Clark

Monique Dominique  
Amy Dong  
Aimee Epp  
Jennifer Ewing  
Antigone Fogel  
Quinn Fox  
Jim Gaines  
Laura Herridge  
Jonas Kraasch  
Kiera Macdonald  
Anne Marie Paquin  
Carolyn Paterson  
Caroline Pollock  
Roshni Riar  
Ronald Sz  
Robert Tucker  
Aria Wells  
Stephen Werronen  
Heather White

## Thank you to our wonderful and valued volunteers

### VOLUNTEERS

Aika Fukunaga  
Alice Chan  
Amy Caesar  
Angel Lam  
Angela Ebro  
Anshul Kulkarni  
Artur Makinian  
Carly Hoffman  
Carrie Yeo  
Cathy Duerksen  
Charlotte Pink  
Chiaki Kamagata  
Christine Bowers  
Christine Kaiser  
Christine Bouchard  
Clara Fraese  
Deirdre Loughnan  
Elisa Kazan  
Emily Morris  
Emma Shih  
Emma Shih  
Eva Hargraves

Helen Chen  
Hugo Larde  
Ievgeniia Maslovska  
Josh Chew  
Joyce Wong  
Juliana Antonio  
June Harrison  
Katy Chandler  
Kieran Ratcliffe  
Kyoka Nagao  
Leora Carlsen  
Lori Martin  
Lorraine Hsiung  
Maddie (Madelin) Baker  
Maggie O'Donnell  
Martin Pucher  
Meaghan Dinney  
Maggie O'Donnell  
Maggie O'Donnell  
Miyu Inomata  
Naomi McMillan  
Natsuki Ito  
Navneet Kular  
Nori Stevens  
Norma Maurtua  
Quinn Fox  
Rena Ohashi  
Richard Wong  
Rita Lal  
Roz Salanguit  
Ruvena Buslovich  
Sara Chitsaz  
Sarah Haywood  
Sat Sandhu  
Simon Fessehaye  
Stephanie Zheng Feng  
Stephe Po  
Stephen Werronen  
Stuart Derdeyn  
Suhakshi Arora  
Suzanne Masse  
Tomu Nukata  
Tony Olenja  
Suzanne Masse  
Trish Morris  
Yrsa Gunnarsdóttir



# THANK YOU TO OUR FANTASTIC COMMUNITY OF VENDOR BUSINESSES

8b Flower Co.  
A Bread Affair  
Aji Gourmet Products Ltd.  
Albert's Herbs & Nursery  
Alice Savage  
Alma Rosa Jewelry  
Alpine Honey Inc.  
AMAKB Farms  
Aurora View Farms Ltd.  
BAK'D Cookies  
BaliBites  
Bangin' Bannock  
Bannock Queen  
Barakah Eats  
Barnside Brewing Co.  
BC Garlic Growers  
Bc Kian Land Ltd.  
BCB Honey Farm  
Bean Boy Creations  
Beckmann Berry Farm  
Bee Kind Honey Infusions  
Beyond Bread Ltd.  
Blackberry Hill  
Blue Comet Seafoods  
BobAli Hummus, Pestos and  
Tapenades  
Bode Family Farms  
Bonus Bakery  
Bowen Island Herb Salts  
Bryan and Agnes Warmerdam  
specialty daffodils  
Ca Croustille Bakery  
Casa de Nata  
Cedar Isle Farm  
Charnwood Farms  
Chef Enrick Food Corp.  
Chefspoon  
Chickpea Food Truck Inc.  
Chilitank.com  
Chouchou  
Christina's Garden  
Clarity Kombucha  
Coastie Craft Burgers  
Coconama Chocolate Co. Ltd.  
Coffee Bike Vancouver  
cookies by john  
Corbicula Pollen Ltd.  
Crack ON

Crema Ice Cream  
Creperie La Boheme  
Crophthorne Farm  
Dageraad Brewing  
Disco Cheetah Korean Grill  
Don Asperin Woodworks  
Dos Amigos Food Truck  
Drunken Chocolatier  
Dundarave Olive Company  
Eaden Fresh Farms  
Early Bird Dessert Inc.  
Earnest Ice Cream  
EMKAO Foods  
Empanada Gal  
Empire Valley Premium Beef  
Epicure Preserves  
Estevan Tuna Co.  
Farm Circle Organic Collective  
(Snowy Mountain Organics, Close  
to Home Organics, Earth Apple  
Organics)  
Farmer Koo  
Flavours of Hope  
Focacciaza  
Foraged Land Farm  
Forbidden Fruit Winery  
Forrest Nelson Certified Organic  
Produce  
Forstbauer Family Natural Food  
Farm  
Fourth Avenue Treats  
Fresh Quality Produce Ltd.  
Fresh Roots Urban Farm Society  
Frostbites  
Frying Pan  
G&D/Lidder Farm Collective  
Gingeraki  
Golden Ears Cheesecrafters Ltd.  
Golden Meadows Honey Farm  
Golden West Farms  
Goldwing K&M Farms  
Goodfish Seafood  
Green Coast Coffee  
Hanceville Cattle Company  
Hannah Brook Farm  
Happy AF - A Collaboration by  
SolBru and Kindred Cultures  
Hazelnut Growers Collective

(Candy Jack Acres, Bouchir Farms,  
Poplar Grove Arbour)  
Helmer Organic Farm  
Her Majesty's Pie Company & The  
Granola King  
Heritage Baking  
Hey Monday!  
Hill Top Farm  
Hillier Farms aka This Crazy Chicken Lady  
Honest Food Farm  
House Of Yee Fine Foods  
Howling Dog Art Company  
Howling Moon Craft Cider  
Humblebee Meadery  
Ice Cap Organics  
Indish Foods Inc.  
Irit Sorokin Designs  
Jane's Honey Bees  
Johnny's Pops  
KAAJ Artisan Chocolate  
Kanadell  
Kara's Crepes  
Karen's Dreamy Bakeshop  
Kasama Chocolate  
Kashani Fine Foods  
Kettle and Hive  
Klippers Organic Acres  
Koji Fine Foods  
Komo Comfort Foods  
KPU Farm Schools  
Kula Foods Inc.  
Kyu Grill  
La Bise Bakery  
Langley Organic Growers (In Season  
Farm, Olera Organic Farm, Pinegrove  
Farms Ltd., Myers Organic Farms Inc.)  
Le Meadow's Pantry  
Le Tigre  
Left Field Cider  
Lita's Mexican Foods Inc.  
Living Tree Foods Ltd.  
Lumi Foods/Blue Heron Cheese  
Luppolo Brewing Company  
Maan Farms Market  
Maan Farms Market and Estate Winery  
Maison Cote  
Make Do Acres  
Mamma Musey Pierogi

Mandair Farms  
Mandi's Mickles  
Maples Sugar Shack  
Marie's Guilt Free Bakery  
Mariner Brewing  
Matthew Freed Pottery  
Mean Bao Bakery  
Melt City Grilled Cheese  
meNom  
Merci Boulangerie  
Mike and the Mermaid  
Milk lady Soap Co.  
Mis Cazuelas Mexican Food  
Mixers and Elixirs  
MJ's Caribbean Cuisine  
Mogiana Coffee  
Mom's Grilled Cheese Truck  
Morgan's Harbour (Hibiscus Foods)  
mountain meal prep  
Ms. Lee's Natural Foods Ltd.  
Mt. Lehman Cheese Co.  
Mukasi Coffee & Co.  
Nami  
Nancy Esworthy designs  
Nature Village Mushroom Farm Ltd.  
Nectaro  
Neza Coffee  
Nidhis Cuisine  
Nina's Pierogies  
Nuez Acres  
Nutrient Dense Farm  
Odd Society Spirits  
Ogojo Canada Ltd.  
Organic Farm Connection (Friesen  
Farm and Glorious Organics)  
Osoyoos Fruit Market King  
Ostro Organics Inc.  
Outwest Ranches  
Pastaggio  
Paul's Produce  
Petkov Kiwi Production  
Plantastic Food Inc.  
PlantBase Food and Specialties  
Pottery by dave & family  
PÛR Soap  
Rai Produce Ltd.  
Resurrection Spirits  
Rising Knead Bakery

Ritchie's Bakery  
River and Sea Flowers  
Robin Ridge Winery  
Rockweld Farm Ltd.  
Rocky Creek Winery  
Roostwood Farm  
Rootables Chips  
Roots and Wings Distillery  
Royal Herbs  
Ruberly Ceramics  
SAJetarian  
Salt & Harrow Farm  
Salty Cabbage  
Sauce Club  
Scavenger Coffee  
Scentimental Creations  
Sea Cider Farm & Ciderhouse  
Sea to Sky Aguas Frescas  
Unity Farm Farm Collective (One  
Love Farm, Baker Breeze Farm,  
Seed of Life Farm)  
Seed to Culture  
Shameless Buns  
Shorba Broth Bar  
Simply Delish Artisan Enterprises  
Inc.  
Sin Queso  
Smart N Local  
Snowgoose Brewery Inc.  
Soban Organic Farm at yarrow  
ecovillage  
Sole Food Street Farms  
Solecito  
Solstedt Organics  
Sonora Desert Winery  
Sons of Vancouver Distillery  
Spread'Em Kitchen Co.  
Sriracha Revolver Hot Sauce Inc.  
Stapleton Sausage Co.  
Stein Mountain Farm  
Stoney Paradise  
Stony Mountain Farm  
Strange Fellows Brewing  
Studio Brewing  
Sull Farms  
Summerhill Pyramid Winery  
Super Awesome Eats  
Super Dishes

Superflux Beer Company  
Sveet Eats Ltd.  
Syrian Gourmet catering Ltd.  
Take A Fancy Chocolate and  
Sweets  
Tall Shadow Bakery  
Tamaly shop  
Tatton Springs Ranch  
Tayybeh Foods Ltd.  
Tempea Natural Foods  
Tesfa Farms  
Thai Princess Enterprises Limited  
The Bean Buggy  
The Bench Bakehouse  
The Brownie Bakers  
The Farm House Natural Cheeses  
The Front Yard Flower Co.  
The Granola Kid  
The Hive Printing  
The Lemon Square Inc.  
The Local Farm Ltd.  
The Magpie's Nest  
The Poplar Studio Pottery  
The Raw Guy  
The Real Patty Co.  
The Stubborn Baker  
The Wooden Forge  
The Woods Spirit Co.  
Tien Neo Eamas /Tien The Wizard  
Tinkerbake  
Top Hat Kombucha  
Tuxedo Cat Studio  
Twisted Hills Craft Cider  
Untangled Craft Cider  
Vankoji Foods Ltd.  
Vida Farm  
Virtue Natural Bakery  
Von Hardenberg Candles  
Warmerdam Flowers  
Wayward Distillery  
Whistler Harvest  
Wild Foraged  
Your Wildest Foods  
Yumasoy Foods Ltd.



# A MESSAGE FROM THE CHAIR OF OUR VENDOR ADVISORY COMMITTEE

As the 2022 Chair of the Vendor Advisory Committee for Vancouver Farmers Markets, it's a pleasure to share the achievements and highlights of another successful year for our organization.

Vancouver Farmers Markets locations continue to serve as vibrant community hubs, bringing together local farmers, producers and consumers in a celebration of fresh local produce, creativity and sustainability. 2022 brought growth in both vendor participation and public engagement, reaffirming VFM's position as a cherished institution in our community.

This past year we supported 276 vendors and welcomed several new vendors whose unique offerings contributed to the diversity of our markets. Our vendors' commitment to quality and sustainability remains outstanding, ensuring that our customers have access to the very best local products while supporting the local economy.

Looking ahead, we remain committed to improving the market experience for vendors, staff and customers alike. The Vendor Advisory Committee will continue to foster open communication channels, gather feedback and collaborate closely with market management to address any concerns and implement positive changes. Our shared goal is to ensure the Vancouver Farmers Markets remains a thriving organization that reflects the needs and aspirations of our dynamic community.

Thank you for your continued support of Vancouver Farmers Markets.

Genevieve Blanchet  
2022 Chair, Vendor Advisory Committee  
Vancouver Farmers Markets



*“Our vendors’ commitment to quality and sustainability remains outstanding, ensuring that our customers have access to the very best local products while supporting the local economy.”*

# ADDING JOY AND CONNECTION TO OUR MARKETS: THANK YOU TO OUR ENTERTAINERS AND COMMUNITY TABLE PARTICIPANTS

## COMMUNITY TABLE PARTICIPANTS

Brenda Bailey, MLA for Vancouver - False Creek  
Broadway Subway Project  
Canadian Parks and Wilderness Society  
Canadian Wildlife Federation (WILD Outside Program Vancouver)  
ChopSwap  
City of Vancouver  
City of Vancouver - Liquid Waste Programs  
City of Vancouver Election Office  
CityHive  
Dogwood BC  
Early Development Research Group  
EarthBites  
ElectroRecycle  
For Our Kids Vancouver  
George Heyman, Vancouver-Fairview Constituency Office  
Georgia Strait Alliance  
Invasive Species Council  
KPU Grad Student  
Mount Pleasant Business Improvement Area  
Ocean Ambassadors Canada  
Pacific Museum of Earth  
QMUNITY  
Rotary Club of Vancouver Arbutus  
Save Old Growth  
Shelter Movers  
Sierra Club BC  
Slow Food Vancouver Coastal  
St Andrew's Wesley United Church  
Stewardship Centre for British Columbia  
Taleeb Noormohamed MP Vancouver Granville  
Tuktu Care Inc  
Don Davies, MP  
Vancouver Humane Society  
Wanderlite  
Westminster House Society  
Jenny Kwan, MP for Vancouver East

## ENTERTAINERS

Tomas Skrinskas  
Michael Horne  
Lenny Pallerstein  
Michael Dunbar  
Pacific Bluegrass and Oldtime Music Society Allstars  
The DuoTwangs  
Danny Sloan  
David Akselrod  
Uncle Joe  
Josie Simpson  
Mike Gix  
Barry Wilson  
Ho'okani  
Fraser-Henderson  
Swang Deuce & Los Duendes & Brazilian Choro  
Rachel Prior  
Dave Monks  
Terry Maple  
Earle Peach & Barbara Jackson  
William King  
Fiddle Gerbils of Minecraft  
The Soda Crackers  
Savoir Faire  
Lyndsay Wills  
Dog & Cat  
Betz  
The Crick Drifters  
Norine Braun  
Shannon Saunders  
Grace McRae  
Shé  
Anna Isabella  
Teapot In The Tuba  
Here North There  
Don Strom  
Coral Hetherington  
Matthew Masson  
Gentlemen Of Fortune Chorus  
Trent Savage  
Space Jam



# THANK YOU TO OUR VALUED PARTNERS AND SPONSORS

WE GRATEFULLY ACKNOWLEDGE THE GENEROUS SUPPORT OF OUR PARTNERS AND SPONSORS:

## LOCATION PARTNERS



## FRESH TO FAMILIES PARTNERS



## DONATION STATION PARTNERS



## MARKET SEASON SPONSORS



## ACTIVATION SPONSORS



# A MESSAGE FROM OUR TREASURER

As the Treasurer of Vancouver Farmers Markets it's my pleasure to provide an overview of our financial performance for the year 2022. It was a year of growth, challenges, and strategic decisions aimed at furthering our mission of fostering vibrant community connections and supporting local farmers and food producers.

Vancouver Farmers Markets exceeded our revenue projections for 2022. Despite the challenges presented by the ongoing COVID-19 pandemic, we witnessed a remarkable turnout of both vendors and shoppers at our markets. This strong participation, coupled with the strong support of our community, contributed to our financial success in the past year. Our revenue growth allowed us to continue supporting and promoting the local farmers, producers and small food businesses who are the backbone of our organization.

It is important to note that our financial position in which revenue exceeded expenses was influenced by factors such as understaffing. While we achieved commendable results, we recognize that understaffing can create undue pressure on our dedicated team members and impede the quality of service we provide. In light of this, we have made a conscious decision to prioritize investments in staffing and organizational capacity in 2023.

As we look ahead, we understand the critical role that our staff plays in the smooth functioning and growth of Vancouver Farmers Markets. By increasing our human resources and organizational capacity, we aim to enhance the overall experience for both vendors and visitors, streamline administrative processes, and deliver even greater value to our community. These investments will empower us to better support our farmers and producers, create sustainable partnerships, and contribute to the local economy.

Our commitment to transparency extends beyond financial matters. We remain dedicated to growing an inclusive and equitable organization that celebrates the diversity of our region. We will continue to actively pursue initiatives to address barriers and support marginalized communities, ensuring that everyone has equal access to fresh, local and nutritious food.

None of our achievements would have been possible without the continued support of our sponsors, stakeholders, staff, volunteers and the community at large. Your unwavering commitment and investment in our organization's mission have been instrumental.

Our sponsor partners' ongoing investment in our organization ensures its ongoing health and enables future growth. We deeply appreciate your partnership and look forward to a future filled with even greater accomplishments together.

As we move forward, we are excited about the prospects that lie ahead for Vancouver Farmers Markets. With renewed focus on staffing and organizational capacity, we are confident that our organization will become even stronger and more resilient. Together, we will continue to create thriving, sustainable and inclusive markets that embody the spirit of community and support the livelihoods of local farmers and producers.

Thank you once again for your support and belief in our mission. We look forward to the year ahead.








Elyse Crowston  
Treasurer, Vancouver Farmers Markets





















# OUR FINANCES IN 2022

## REVENUES

	Market stall fees	\$827,021	82.9%
	Sponsorships and donations	\$105,095	10.5%
	Membership fees	\$30,203	3.0%
	Merchandise sales	\$25,260	2.5%
	Other	\$5,083	0.5%
	Interest income	\$4,431	0.4%
	<b>TOTAL</b>	<b>\$997,073</b>	



## EXPENSES

	Salaries and wages	\$620,060	65.3%
	Market operations	\$160,220	16.8%
	Advertising + promotion	\$34,168	3.5%
	Professional fees	\$27,008	2.8%
	Rent	\$26,900	2.8%
	Office	\$18,401	1.9%
	Merchandise	\$13,702	1.4%
	Volunteers + staff	\$12,430	1.3%
	Board	\$8,617	0.5%
	Utilities	\$7,731	0.8%
	Training	\$6,477	0.6%
	Interest and bank charges	\$4,411	0.4%
	Insurance	\$2,242	0.2%
	Programs	\$2,230	0.2%
	Repairs and maintenance	\$2,178	0.2%
	Amortization and bad debts	\$2,403	0.2%
	<b>TOTAL</b>	<b>\$949,178</b>	

[View our full 2022 Financial Report here.](#)



**Vancouver Farmers Markets**

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**Vancouver, BC**

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**604 879 3276**

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