



2022 FINAL REPORT

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CITY OF YELLOWKNIFE



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ABOUT THE YELLOWKNIFE FARMERS MARKET

The Yellowknife Farmers Market (YKFM) is a non-profit society that has been in operation since 2013. The objectives of the YKFM are:

- *To facilitate the Yellowknife Farmers Market;*
- *To support food based economic development; and*
- *To support the development of local food systems.*

To achieve the above goals, the YKFM operates a weekly Farmers Market in the summer, runs other Food Security projects, and has previously held an annual Christmas Market in December.

The YKFM is governed by a Board of up to nine directors consisting of Market vendors and supporter members. The operations and activities of the YKFM are conducted by volunteers and contractors.

The YKFM gratefully acknowledges the financial support of the **City of Yellowknife and the Government of the Northwest Territories, notably the Department of Industry, Tourism and Investment, Department of Health and Social Services' Anti-Poverty Fund, NWT Art Council, and Inclusion NWT.**

2022 HIGHLIGHTS

- The 2022 Yellowknife Farmers Market took place for the first time in two years without any COVID-19 restrictions.
- **The YKFM was successful in obtaining six grants for a total of \$87,083.** The grants helped to finance the operations of the 2022 Yellowknife Farmers Market including the Summer Market, Music at the Market, the Harvesters Table (+ Garden Coach and Garden Angel programs), two Pay It Forward projects and the Compost & Waste Management program.
- 2022 saw a significant increase in the number of new vendors with 23 of the 46 registered vendors being new to the Market. Most of these vendors used the Market as an incubator for their new businesses.

OCTOBER 2021 TO SEPTEMBER 2022 ACTIVITIES

AGM AND BOARD ACTIVITIES

The AGM for the YKFM was held on November 25, 2021, and 9 board members were elected. The required Financial Statements and the Record of Directors were submitted to NWT Societies Registry and the Yellowknife Farmers Market is in good standing.

The board met monthly and planned the 2021-2022 YKFM activities. This included writing proposals and reports, recruiting vendors and contractors, bookkeeping, and running programming at the summer market. Board members also participated in training sessions by attending the online Farmers Market Coalition conference in March 2022.

CHRISTMAS MARKET 2021

Due to indoor gathering restrictions in place at the time, the YKFM decided not to hold a Christmas Market in 2021.

VENDOR RECRUITMENT & SUPPORT

The YKFM wants to ensure new vendors have the information they need prior to the Market season by opening up dialogue between YKFM staff, board and vendors early in the year. In 2022, the **'Vendor Orientation Meeting'** was held on Wednesday, May 4 from 7-9pm at the Northern United Place auditorium and on Zoom. Approximately 25 of the 46 registered vendors attended the meeting. The meeting was recorded and sent out to all the vendors in case they were unable to make the meeting or in case they wanted to review it. This turnout was lower than usual, likely due to it being offered online.

SUMMER MARKET: JUNE 7 TO SEPTEMBER 13, 2022

COVID-19

In 2022, public health restrictions were lifted prior to the market starting and so the Market was able to return without rules on capacity, mask-wearing, and hand-sanitization. The Market still provided hand sanitizer to patrons at the Information Table and kept some signage posted encouraging patrons to 'Shop, Don't Stop' to facilitate the flow of traffic.

In 2022, only \$30 was charged per stall per market day, following the same pricing structure that was in place during the pandemic (as opposed to \$40 in previous years), to financially aid and encourage vendors to return to the market after a tough two years..

SUMMER MARKET HIGHLIGHTS

- The **Music at The Market** program was held in the amphitheatre with a sitting audience. It was able to run for all 15 of our markets with 17 different performers for Yellowknifers to enjoy for free.
- The **Pay It Forward** program allowed 376 individuals to enjoy a meal at the market.
- The **Community Table, Harvesters Table (+ Garden Coach and Garden Angel programs)** and **Compost & Waste Management** programs returned this year for the entirety of the season.
- The **Harvesters Table** brought in over 225 kg of produce for total sales of about \$5000 of which the YKFM retained about \$2000 as revenues.
- The **Compost & Waste Management** program was successfully run by 7 volunteer high schools students
- 10 local organizations used the **Community Tables** to showcase their organization to the patrons of the Market.

WHEN

In 2022, the Market ran from June 7 through September 13 in Somba K'e Civic Plaza, for a total of 15 weeks every Tuesday night, running from 5:15 PM to 7:15 PM.

WHERE

The YKFM rents the Somba K'e Civic Plaza from the City of Yellowknife for \$315/day to host the weekly Market. In total, for fifteen market dates this season + GST, the cost came to \$4961.25. Each vendor brought their own tent, table, and chairs. The footprint of the 2022 Market included the pathway extending off 53rd street around the curve of the path along Frame Lake trail as well as the section of sidewalk between the corner of 49th and 53rd Street and Fireweed Studio (refer to the map at the end of the document).

The City provides picnic tables, cutting the grass, electricity, water fountain, washroom facilities, manages the garbage collection and provides an organic waste dumpster.

WHO

Patrons: 7,820 people came to enjoy the Market, as calculated at point-in-time counts at 5:30pm on market nights. *(9,400 people in 2021)*

Vendors: Total of 46 different vendors, with an average of 22 vendors per week. *(total 25 vendors in 2021)*

Music at the Market: 15 markets with music during the summer season with 17 different performers. *(6 performers in 2021)*

Contractors: 8 total. 6 on site: Market Manager, Assistant Market Manager, Music at the Market Coordinator, Compost Coordinator, Harvesters Table Coordinator; Garden Coach and 2 off-site professional consultant: Bookkeeper and Garden Angel. *(6 total in 2021)*

Volunteer: 10 volunteers. *(10 in 2021)*

Community Tables: 11 different local community and public organizations set up at the Market in 2022. *(15 in 2021)*

HOW

Financial support originated mostly from grants from the City of Yellowknife, NWT Arts Council, and GNWT's Department of Industry, Tourism and Investment (ITI). Remaining funds were collected from vendor fees. Details are provided in the Financial report.

The YKFM benefits from countless hours of volunteer support from its board members and community volunteers.

ADVERTISING

In 2022, the YKFM used social media to promote the Market as well as a weekly page in the Yellowknifer newspaper. Advertising funds were also used for new COVID-specific posters, encouraging patrons to 'Shop, Don't Stop'.

Social media: The Market and its initiatives were featured weekly on the YKFM Facebook Page, Instagram, and Twitter.

Yellowknifer newspaper: A reduced rate of \$100 per week was provided for advertising in the Friday paper. This advertisement included a map of the Market with all of the vendors attending the following Tuesday as well as information on different programs provided each week by the Market Manager. This included reminding the public about the Harvesters Table, the loyalty program and the Music at the Market performers.

Posters: Printing and distribution of vendor recruitment and Market start date, as well as new COVID-19 signs throughout the Market.

The total advertising expense was **\$4,048**.

PRODUCTS

All products sold at the Market are locally grown, sourced or made. Products include fresh produce, fish, cheese, jams and preserves, breads and baked goods, fresh meals and snacks, arts, crafts and jewelry and health products.

VENDORS

A total of 46 vendors (23 of which were new) operated at the 2022 Market. Between 12 and 30 vendors were at the Market each week.

| YEAR | No. of vendors registered | Average number of vendors at weekly market | Revenue from vendors fees |
|-------------|---------------------------|--|---------------------------|
| 2019 | 44 | 22 | \$13,830 |
| 2020 | 20 | 12 | \$2,825 |
| 2021 | 25 | 15 | \$7,960 |
| 2022 | 46 | 22 | \$14,875 |

Vendors are selected based on the quality of their products which should be original and, as much as possible, use local ingredients and components. Since 2016, all vendors (new and old) are asked to fill out an online application and are evaluated by the YKFM Vendor Selection Committee which is composed of board members and the Market Manager.

MARKETWURKS

In 2022, all vendors' applications were processed by a software called "MarketWurks". The software is designed in Canada and is specifically for farmers markets. The software proved to be very useful and will continue to be used in future years. All the vendor's data are archived in MarketWurks.

FOOD SAFETY

All vendors selling food at the Market completed a Food Safety training and obtained a Food Safety certificate. The YKFM is thankful to the officers who supported all the food vendors in providing safe food to the public.

ATTENDANCE

In 2022, approximately 7,820 people attended the Market as calculated at point-in-time counts at 5:30pm on market nights. Since patrons continue to visit the market later into the evening, the actual number of attendees is likely significantly higher. The YKFM is very grateful to the population of Yellowknife who continued to support its market.

| YEAR | Attendance |
|------|------------|
| 2019 | 8,809 |
| 2020 | 4,404 |

| | |
|-------------|--------------|
| 2021 | 9,400 |
| 2022 | 7,820 |

IMPACT OF THE WEATHER

Fortunately, in 2022, there were only three rainy market day! There were one or two very windy days where a few vendors had to move their stalls to more protected areas but overall the weather was very pleasant for the duration of the 2022 market season and we experienced many hot and sunny days with little wind.

For past years, there have been more rainy days than not, which has prompted a discussion on how the YKFM can provide shelter or a contingency venue on such days. Despite the good weather in 2021 and 2022, the Board will still be taking this topic seriously as there is guaranteed to be rainy market days again in the future.

YKFM PROGRAMS

In 2022, programs ran included the Harvesters Table (+ Garden Coach and Garden Angel programs), Compost Program, Community Table, Music at the Market, and Loyalty Program, Pay it Forward.

MUSIC AT THE MARKET

The goal of Music at the Market project is to bring a variety of music and performances to the Yellowknife Farmers Market by providing a venue for local artists/performers; offer an opportunity to perform to a very diverse audience, compensate artists for their work, present an opportunity to promote the sales and progress of the artist’s current album/work, and demonstrate the potential of the arts industry.

In 2022, the YKFM received \$10,000 from NWT Arts Council to run the Music at the Market program. A contractor with Music NWT was hired to coordinate the program. This offered access to new talent and a diverse array of up-and-coming artists.

The YKFM hosted 15 evenings with music during the summer season at the Yellowknife Farmers Market with dozens of performers, including both musicians and dancers. The performances were well attended, with many families and other Yellowknifers positioning themselves to eat and play at the amphitheatre, where they could enjoy the performance. This year, YKFM provided a sound system as well so the music could be heard across the Market area. The

diverse and high quality performances uplifted the spirit of the Market and introduced many Yellowknifers to some new musical talent.

HARVESTERS TABLE

The Harvesters Table (HT) was a huge success this year. For the first time, we received funding from ITI for both the winter and the summer. This allowed us to get an early start on planning the season and expand into new programs. We developed a communications plan and a manual on how to start a HT which we shared with other NWT communities. As an incentive to grow food for the HT, we handed out gift cards for gardening supplies in exchange for backyard gardeners to bring produce to the HT. People who bring food keep 75% of the sales.

We hired three part-time employees: Coordinator, Garden Angel and Garden Coach. The Garden Coach answered gardening questions at the weekly market and coordinated the Lunch and Learn series.

Garden Angel planted, maintained and harvested 3 sites in the downtown core which were donated to us to grow food to sell. The Garden Angel also harvested from backyard gardens when people were on holidays but the focus was the donated sites because of the higher volume.

In addition to weekly attendance and coordination, the Coordinator developed a new system to streamline the registration process for vendors and allow us to track data for funders, EHO and the YKFM.

Summary Financial Results

| YEAR | TOTAL REVENUE | HARVESTER REVENUE | MARKET REVENUE |
|-------------|----------------------|--------------------------|-----------------------|
| 2018 | \$2,322.00 | \$1,530.00 | \$777.00 |
| 2019 | \$1,328.00 | \$868.00 | \$455.00 |
| 2021 | \$1,441.00 | \$1,108.00 | \$333.00 |
| 2022 | \$5,174.00 | \$3,196.00 | \$2,208 |

Observations

- 28 vendors came at least once
- 2 vendors attended weekly with their own table (kept 90% of sales)
- Over \$2000 in revenues for the Farmers Market (3 times more than 2021)
- Sold over 225 kilos of produce
- Most popular produce by weight : potatoes, tomatoes, rhubarb, zucchinis, cucumbers, kale, beets, carrots, cauliflower, peas, beans
- Over 32 dozen local eggs sold

- Sold at fall market in Dettah the root vegetables which were ready after the YKFM ended

It was a big endeavor with big money, and we need to think about financial sustainability and energy needed to carry such a big project. We will try to further streamline the process with EHO.

PAY IT FORWARD - WINTER 2022

The goal of Pay It Forward is to provide food for those at high risk of food insecurity in Yellowknife, while enabling them to enjoy the Market atmosphere. However, funding for the 2021-22 program (\$11,500 from the GNWT's Anti-Poverty Program) was received after the summer Market season was over in 2021. Therefore, in January 2022 to get food to those that needed it, the YKFM provided five partner service agencies with YKFM vendor meals/foods and gift certificates for local grocery stores and restaurants, based on their request and need of their clients.

\$9,000 in food support was provided across five partner service agencies (Salvation Army, Home Base YK, Alison McAteer House, Yellowknife Women's Society, NWT Disabilities Council). Based on estimates from service agency partners, more than 300 individuals received meals through the program, and at least 30 families.

PAY IT FORWARD - SUMMER 2022

The 2022-23 Pay It Forward program took place in the summer Market season of 2022, similar to pre-COVID years. Vouchers for \$15 were distributed to Yellowknifers at risk of food insecurity through partner service agencies. These vouchers were redeemed at the Market, thereby allowing recipients to enjoy a free meal while taking part in the Market.

In 2022, a \$12,000 grant was received from the GNWT's Anti-Poverty Program. This allowed for a contractor to be hired to coordinate the program (\$3,000), as well as the printing and distribution of vouchers to service agencies. The program was a great success with 376 vouchers redeemed. This represents \$5,640 in meals and products from the Market. In addition to the numbers of recipients who were fed through the program, 28 YKFM vendors also benefited from additional sales.

Approximately \$3,360 remains from the 2022-23 grant awarded to the YKFM for this program. This funding will be reinvested into next year's program. Additionally, some vendors chose to contribute to the program and informed us they did not want to be reimbursed. This unspent money will also be used for the 2023 Pay It Forward program.

WASTE REDUCTION AND COMPOST PROGRAM

The "Waste Reduction and Compost Program" (WRCP) of the YKFM, introduced in 2015, was continued in 2022 with the following targets:

- 1- REDUCE the amount of waste generated at the Market by reducing the use of disposable dinnerware.
- 2- COMPOST disposable dinnerware and other organics.

To meet the goals of the program:

- All vendors were monitored at the beginning of each market to ensure they used compostable dinnerware and wrapping, including plates, packaging, cups, utensils, straws and napkins.
- Patrons were encouraged to bring their own container and use our YKFM Loyalty Cards (see below).
- Waste stations made up of compost bins are set up next to the garbage cans on the Market site. Each compost bin has a sign informing the public that the disposable dinnerware are compostable and should be discarded in a compost bin. Volunteers ask patrons to use the compost bins when discarding the disposable dinnerware.
- The compostable waste was collected in Green organic bins and then discarded in an organic dumpster, which is collected and taken to the municipal compost.
- Up to 85% of the waste generated by the Market is composted and diverted from the landfill.

Loyalty Card Program

The YKFM reduces the use of disposable dinnerware by encouraging patrons to bring their own dinnerware to the Market through the Loyalty Card Program. Individuals who wish to participate can request a Loyalty Card at the Market and every time patrons purchase food using their own container their Loyalty Card gets initialed/punched. People who bring their own containers/cutlery five times throughout the season receive a \$15 voucher valid at the Market. Loyalty Card were also given out through the Pay It Forward program, which distributes cards to local organizations that work with those at risk of food insecurity in Yellowknife. This allows those in a lower income bracket to still attend and enjoy the Market.

YKFM Loyalty Cards have been occasionally purchased by different organizations to be used at events as door prizes or gifts. In 2022, the organizers of the Multicultural Event purchased 40 Loyalty Card vouchers from the Market at the cost of \$15 each. Those vouchers were then given to the participants of the Multicultural event.

2022 Highlights

- Reusable containers were used **67 times** by patrons.
- The program was a great success with 376 vouchers redeemed. This represents \$5,640 in meals and products from the Market. In addition to the numbers of recipients who were fed through the program, 28 YKFM vendors also benefited from additional sales.

| YEAR | People registered in Loyalty Card Program | Number of times a home container was used | Number of people bringing container 8 times* | Number of people bringing container 5 times |
|--------|---|---|--|---|
| 2017 | 105 | 357 | 17 | -- |
| 2018 | 97 | 263 | -- | 26 |
| 2019 | 164 | 539 | -- | 67 |
| 2020** | -- | -- | -- | -- |
| 2021 | 55 + 60 for Welcome Newcomers event | 109 | -- | 12 |
| 2022 | 28 + 40 for the Multicultural Event | 67 | -- | 7 |

*In 2017, the number of stamps required to complete the card changed from 8 to 5. This made it easier for patrons to complete a card over the course of the summer.

**This program did not run in 2021.

The results above reflect only the number of people who registered with the Loyalty Card Program. There were other patrons bringing their containers to the Market, but either did not know or did not wish to participate in the program. The YKFM is very proud of the results achieved with the Loyalty Card Program. It confirms that it is possible to reduce waste at public events.

ECONOMIC IMPACT

Farmers Markets are a recognized engine of economic growth across the country and play a vital role in local economic development. The Yellowknife Farmers Market provides a unique venue for local and small business incubation. Spending is generated at the Market itself and funds are recycled within the community.

During the Summer Market, sales revenue is collected every week from vendors through a survey platform. Total gross revenue per week was difficult to calculate this year, as vendors were not consistent in their reporting, but most food vendors consistently made between \$1000-1500 or more in a night, while vendors selling art, produce, and other products averaged \$200-500 per night. Overall, the 2022 Market had average weekly sales of \$8,549.64, for total generated revenues of approximately \$128,244.62.

| YEAR | Gross sales results |
|-------------|---------------------|
| 2019 | \$220,442.00 |
| 2020 | \$75,505.00 |
| 2021 | \$166,544.37 |
| 2022 | \$128,244.62 |

While the pandemic was not a significant influence on the Market in 2022, both attendance and sales appeared lower than in 2021 when the Market was just emerging from the pandemic. This could be because point-in-time counts were conducted rather than counting every patron as was done during the pandemic when attendance was restricted; and because vendors were not reporting their weekly sales consistently. For example, there were only 189 weekly sales entries, but given the number of markets and average number of vendors there should have been around 330 weekly sales entries if vendors had been reporting sales each week.

YKFM is hopeful the number of patrons and sales will continue to increase as the pandemic impacts slowly dissipate over the coming years.

The Market continues to be an incubator for new businesses. In 2022, there was a dramatic increase in new vendors at the Market with 23 of our 46 vendors never having sold at the Yellowknife Farmers Market before (note that not all new vendors were new businesses, just new to the Market). Of the original 49 vendors that were approved to sell, 25 of those were new to the Farmers Market. With only five new vendors pulling out of the Market before the season, there was a 20% drop out rate of new vendors. This is a significant improvement from previous where a 50% drop out rate in first time vendors was common.

SOCIAL IMPACT

The Market held a strong social impact this summer, with patrons turning up to the market no matter the weather.

Like previous years, it was an opportunity for people to have an outing and enjoy the use of Somba K'e Park. By encouraging individuals and families to get out after work, the Farmers Market helps give life to the city.

Patrons came to the Market to experience a sense of community, not just food. Many vendors developed a rapport with their customers. Engaging people and building relationships is a lovely aspect of the Market.

Music at the Market supports a sense of community by introducing local talents to a new audience. A great sense of pride in Yellowknife talent often emerged from the patrons listening to the local artists.

Eleven local community and public organizations also participated in the Farmers Market. Community tables are offered weekly, free of charge, to such organizations to give them the opportunity to promote themselves to Market patrons. This season, the YKFM supported the following organizations:

- Association Franco-culturelle de Yellowknife (AFCY)

- Moms Boobs & Babies
- Folk on the Rocks
- NWT Literacy Council
- Makerspace (Bike Repairs)
- Yellowknife Pride (Northern Mosaic Network)
- Old Town Ramble & Ride
- Parks Canada
- Loumira
- Discover Prospecting (ITI)
- Frame Lake Clean Up (Rio Tinto)

VOLUNTEERS

The Yellowknife Farmers Market relies heavily on volunteer support. From the Board of Directors to the programs being run during the season, it is all powered by volunteers. In 2022, there were 10 active volunteers including board members and community members.

Thank you volunteers! The Yellowknife Farmers Market would not exist without your support!

GOING FORWARD - 2023

The YKFM is committed to continuing to provide local food growers and businesses with a platform to expand their sales and support for the development of local food systems in Yellowknife and the Northwest Territories. However, the needs of both vendors and patrons have changed significantly in recent years. There has been an overall decline in the number of vendors and patrons, resulting in a less vibrant Market and a decrease in revenues.

- **Shelter/poor weather.** While the weather this year was favourable, cold and rainy weather has had a measurable impact on vendor participation and patron attendance over the last few years. The YKFM must strive to find solutions to alleviate the impact of the weather.
- **Food trucks** want to vend at the market, but the YKFM is limited by the space available for vehicles at Samba K'e Civic Plaza. The YKFM must look for solutions with the City of Yellowknife to find food trucks parking space so they can vend, thereby increasing revenues for the market.

Next year (2023) the Yellowknife Farmers Market will celebrate its 10th year! This will be an important planning consideration as the board seeks to revitalize and enhance the existing Market. The priorities of the YKFM over the next year are expected to include:

- Targeted efforts to increase numbers of new vendors and retain existing Market vendors.
- Continuing to work with the City of Yellowknife to develop and implement its agriculture strategy for Yellowknife.

- Continuing to grow and improve the Market by learning from successes and innovations at markets elsewhere and increasing opportunities for board members to participate in training, workshops and virtual conferences.

THANK YOU

The Yellowknife Farmers Market is grateful to all who contributed to making this weekly event such an incredible success!

Our thanks go out to:

- The volunteers who put countless numbers of hours into ensuring the Market runs smoothly;
- The wonderful population of Yellowknife who continue to support us every year;
- Our funders: the City of Yellowknife, the Government of the Northwest Territories, notably the Department of Industry, Tourism and Investment, the NWT Arts Council, Inclusion NWT, and of course...
- Our vendors! Without you, there would be no Market.