

Farmers, Farmers Markets, and Land Use Planning

Case Studies in Prince George and Quesnel

School of Environmental Planning,



April 21, 2007

David J. Connell, Robert Borsato, Laura Gareau

School of Environmental Planning
University of Northern British Columbia
Prince George, British Columbia, Canada
www.unbc.ca/planning/localfood/

Funding provided by

BC Real Estate Foundation Partnering Fund

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

Table of contents

Summary	1
Key findings	1
Key development factors for farmers markets	1
Land use planning.....	2
Prince George and area	2
Quesnel and area.....	3
Natural resources: water quality and quantity.....	4
Climate change	4
Recommendations	4
Introduction	5
Results	6
Key development factors	7
Management.....	7
Presence of meat and produce vendors	7
Location	8
Community support	8
Relations with governments.....	9
Relations with economic development agencies.....	10
Land use planning.....	11
Prince George and area	11
Quesnel and area.....	14
Natural resources: water quality and quantity.....	15
Climate change	15
Prince George Farmers' Market	17
Overview.....	17
History of Prince George Farmers' Market.....	17
Vendor profile.....	19
Location	20
Marketing and Special Events.....	21
Vision for the future.....	21
Relations: Farmers to Farmers Market.....	22
Quesnel Farmers Market.....	24
Overview.....	24
Vendor Profile.....	24
Market development	26
Future goals.....	29
Relations with governments.....	29
Acknowledgements	31
Appendix A Framework for interviews	32
Appendix B-1_Early History of the Prince George Farmers' Market.....	33
Appendix B-2_Prince George Farmers' Market Timeline	34
Appendix C_Quesnel Farmer's Market Timeline	38
Appendix D Soil Capability Classes	40

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

Summary

In British Columbia there are at least 100 farmers markets, up from 60 known markets in 2000. The growth of farmers markets in BC, which is also taking place across North America, reflects the increasing contributions of farmers markets to communities and their important role in local food systems. The growth of farmers markets also means more local food production, which can lead to competing uses for land and a corresponding need for long-term agriculture land management. The purpose of this project was to study the relation between farmers, farmers markets, and land use planning in order to improve our understanding of land use planning issues and of key factors that contribute to the development of farmers markets as part of a local food industry. The long-term goal is to use this information to help build the capacity of local food systems in BC communities.

The project focussed on case studies of the Prince George Farmers' Market and the Quesnel Farmer's Market. The research was completed between January and March 2007. The case studies focussed on semi-structured interviews with market managers, area farmers, area planning staff, and economic and business development agencies. In these interviews questions focussed on the role of the farmers market in the local economy, the role the farmers market in the local food system, past and present land use issues, and future plans and concerns.

Key findings

Key development factors for farmers markets

Several key factors for farmers market development were identified, including good management, presence of meat and produce vendors, location, community support, relations with government, and relations with economic development agencies.

- Farmers markets are primarily volunteer-based organisations, with all of the advantages and shortcomings of being so. Market managers, as paid staff, focus mainly on site operations on the day of the market. This leaves market development to the volunteer members of the market board, thus emphasising the need for a strong board and dedicated people.
- A general understanding among farmers markets is that the presence of meat and produce vendors is essential to success. Members of both the Quesnel and Prince George markets noted the importance of produce vendors at every weekly market. A few long-term vendors of the Quesnel market noted that a critical mass had been reached when there was enough produce such that a customer arriving late in the market day could still find fresh produce to purchase.
- While both the Prince George and Quesnel farmers markets have good locations presently, both markets are also concerned about location. In Quesnel, the lowest rates of growth occurred in seasons when the market was situated in temporary parking lots.

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

- Community support is particularly important, especially in the early stages of a market's development. In the Quesnel area, the CCBAC Agriculture Sector Strategy Group recommended creating a regional agriculture 'roundtable' as an official industry body for implementing regional land use plans. In Prince George, there are on-going efforts to develop a food policy council. Local economic development agencies can provide important support for the early development of a market.
- On the negative side, financing seems to be a challenge for producers.
- There are few concerns among farmers with regard to their relationship to municipal and regional governments. Producers do not seem to feel that any specific policies affect them as farmers, however those interviewed did mention a general lack of support and knowledge of agriculture at both municipal and regional levels, in government as well as other organizations.
- Relations with municipal governments, insofar as municipal governments can play a key role for securing a market location, are critical to the success of farmers markets.
- Producers noted a lack of support and guidance on the part of provincial agricultural agencies. Independence and resourcefulness are recurring themes in relation to producer operations as well as farmers markets, but these qualities seem to have been developed to some degree out of necessity.
- Whether seen through the eyes of city staff, local producers, downtown businesses, consumers or researchers, farmers markets are seen as a positive addition to local economies. Markets also play roles as business incubators. In addition to economic development, there are many other linkages between farmers markets and communities, including support for health, tourism, downtown retail, arts and culture, the environment, and general agriculture development.

Land use planning

While farmers markets represent the most visible component of local food systems, underlying land use planning issues that both hinder and support the development of food production for local markets.

Prince George and area

- City of Prince George and the Regional District of Fraser Fort George recognise the importance of the Agricultural Land Reserve (ALR) and agriculture as part of the history of this region and incorporate the ALR into growth management policies. The City of Prince George is developing a set of sustainability indicators that includes food services and food supply.
- One-quarter of the City land base is in ALR.
- An over-riding concern among farmers in the Prince George area is an apparent lack of concern for agriculture. Stakeholders within the agriculture sector of Prince George expressed concern that neither the City nor Region appear to be thinking about a sustainable food system, i.e., about supply and access to local

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

- food production for local consumption. The approval of non-agricultural uses on and subdivision of ALR land are of particular concern.
- Expanding rural residential areas are increasing pressure on ALR land in the Prince George area. This growth pressure is greatest on small lot agriculture (2, 5, or 10 acres).
 - A threat of environmental problems exists because of poor manure management and poor drainage.
 - The apparent lack of land use policy to preserve agriculture lands contributes to the loss of productive farmland. Such policy decisions can indirectly affect farmers by making it too costly to buy farmland. When it comes to buying ALR land that has been subdivided, the cost of purchases two or three houses is prohibitive if one plans to use the land for food production.
 - Furthermore, industrial and residential zones can encroach upon and surround agricultural zones, which can disrupt farmers due to noise, contamination, stray dogs and snowmobilers.
 - The Regional District counters these views, defending its position by pointing out recent efforts to discourage residential development in specific agricultural areas (e.g., top of Mud River hill, Buckhorn to Red Rock). In Valemount, for example, where there is growing demand for residential development, the Regional District agreed to subdivide ALR land for 1,000 units on the condition better class soils were protected for agriculture use.

Quesnel and area

- Intensive agriculture is principally found along Hwy. 97 south of Quesnel, and on the benchlands of the Quesnel and Fraser Rivers. Most of these areas fall under the protection of the Agriculture Land Reserve.
- The City of Quesnel Official Community Plan (draft) aims “to preserve viable farmland; to maintain the integrity and prevent the fragmentation of farmland; to support the economic use of farmland.” (p. 38).
- No direct issues resulting from ALR policy were noted. However, greater demand will increase the need for additional farmers, and thus, also for an additional land base.
- The type of land required for food production (generally river benchland) is in ample supply regionally. Currently, most of it is in forage production, so a transition to human food production should not be difficult.
- Commercial development at the south end of the City has consumed some ALR land, but most of the ALR land in this area appears to be beyond the reach of further non-agricultural development. It might be that in ten years Quesnel will face ALR issues that Prince George is presently dealing with.
- Given the extensive beef farming in the area, a primary land use concern centres upon conflict with the increased salvage activity associated with beetle-killed trees. A key recommendation of the CCBAC Agriculture Sector Strategy is to facilitate management co-ordination with forest licensees to mitigate fence damage and identify priority areas for new fence construction.
- A discussion paper on land use prepared for the CCBAC Agriculture Sector focussed on access to crown land as an option for developing the area’s

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

agriculture sector. To be effective, these policy changes must also address tenure security because present policy favours keeping land in timber production, thus discouraging agricultural uses.

Natural resources: water quality and quantity

- The greatest concern about water resources is a general lack of knowledge about its availability for vegetable production. One producer in the Quesnel area has experienced shortfalls in agricultural water quantity and quality. Both may be directly affected by global climate change.

Climate change

- Although climate change was not explored as a topic within this project, the issue was raised during interviews. While warmer temperatures will improve growing conditions, it will also bring new pests to central interior BC.

Recommendations

The international trend toward buying local, seasonal food direct from farmers has translated into more farmers markets in British Columbia and a growing interest in farmers markets in the two case study sites. The case studies of the Quesnel and Prince George farmers markets reveal significant potential for development. The case studies also reveal potential for increasing conflict among land uses and a need for long-term agriculture land management. This is evident in the Prince George area presently and may reflect a future scenario in Quesnel.

Thus, with a goal to build the capacity of local food systems in northern BC communities it is recommended that governance structures be created that have a mandate to promote and support the development of local food systems, not just the preservation of farmland, thus affecting both where food is grown and where it is sold. Agriculture roundtables, local food policy councils, and food charters are examples of possible governance structures that provide an “local food system lens” to review and prescribe policy decisions that support and direct the production and consumption of local foods. These governance structures can be integrated into other planning tools such as ‘sustainable community’ indicators, as is being developed in the City of Prince George.

Introduction

More people, governments, and agencies are recognising the need to plan for agriculture and local food systems. For example, protecting the lands that feed us is a principle firmly planted in ‘smart growth’ management¹. As a policy requirement, the BC Agriculture Council specifically identifies “strong local government support for the industry including a commitment to the industry through agriculture plans.”² The purpose of this study was to examine the relation between farmers, farmers markets, and land use planning to improve our understanding of key factors that contribute to the development of farmers markets and of land use planning issues related to building the capacity of local food systems in northern BC communities.

In British Columbia there are at least 100 farmers markets, up from 60 known markets in 2000. This growth is consistent with reports from Ontario where the number of markets has doubled over the past twenty years³ and from the United States where the number of markets has more than doubled since 1994⁴. This growth means more local food production, which can lead to competing uses for land and a corresponding need for long-term agriculture land management.

The aim of this project was to integrate knowledge of the potential for farmers markets in two northern communities with an improved understanding of local agriculture land use planning issues. In conjunction with a province-wide study of the community and economic impacts of farmers markets, the results of the case studies of the Prince George Farmers’ Market and the Quesnel Farmer’s Market will inform and help advance long-term planning and land development management and will assist communities to respond positively to change and growth. The Prince George Farmers’ Market and the Quesnel Farmer’s Markets are well-established markets looking to expand. The research was completed between January and March 2007.

Several objectives guided the project:

- To document the history, development, present state, and future goals of each farmers market;
- To develop a profile of farmers selling their produce at the market, as well as vendors involved with non-timber forest products;
- To examine relations among farmers, farmers markets, and land use planning;
- To identify, prioritise, and discuss land use planning issues related to farmers, farmers markets, and local food systems; and,
- To recommend policies for improving agriculture land use management decision-making and problem solving at the local and regional levels.

To carry out the study, we conducted semi-structured interviews with market managers, market farmers, area planning staff, and economic and business development

¹ Smart Growth BC 2006. “Protecting Agricultural Land in British Columbia: A Citizen’s Guide.” Available on-line: http://www.smartgrowth.bc.ca/downloads/Citizens_Guide_2005.pdf Accessed March 1, 2006.

² BC Agriculture Council 2005. BCAC Position Statement: Agriculture and the Agriculture Land Reserve. Available on-line: http://www.bcac.bc.ca/Presentations_Detail.asp?ID=35. Accessed March 1, 2006.

³ Farmers’ Markets Ontario. Available on-line: <http://www.farmersmarketsontario.com/about.php>

⁴ United States Department of Agriculture. Available on-line: <http://www.ams.usda.gov/farmersmarkets/FarmersMarketGrowth.htm>

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

agencies. In these interviews questions focussed on the role of the farmers market in the local economy, the role the farmers market in the local food system, past and present land use issues, and future plans and concerns. A framework (Appendix A) was developed to guide interviews for city/regional staff, representatives of the farmers markets, and food producers. In addition, we reviewed policies and related documents pertaining to agriculture land use and permitted uses. Local newspapers were also searched for articles relevant to farmers markets and local food production.

Each case study started by meeting with a core group of farmers market vendors to create a timeline of historical development for each market. This information was supplemented by a search through city archives, local newspapers, and board meeting minutes. The timeline and review of existing materials helped to identify themes, issues, and potential interviewees. The next step involved identifying key informants and developing interview questions. Interviewees were selected based on their involvement with the markets and their knowledge of agricultural and land-use issues pertinent to the region. Interviewees included local producers, city staff and local economic development initiatives.

The report is organised as follows. The results of the research are presented first in relation to key factors affecting the development of farmers markets. Issues concerning agriculture land use are discussed next. A summary of the information collected for each of the Prince George and Quesnel farmers markets completes the report.

Results

The Quesnel and Prince George farmers markets both foresee continued growth of local food production and consumption of local foods. This optimism is based primarily on growing interest in value-based food choices that embody issues of personal health and environmental concerns. Such food choices are creating increased demand for local, seasonal food that can be purchased direct from farmers. This optimism is significant because farmers markets are the most visible component of local food systems. Other recent developments also shape local food systems in northern BC, with both positive and negative effects. For example, environmental concerns are also increasing demand for alternative energy sources, such as bio-fuels. While bio-fuels may be a source of income for farmers, the use of farmland for bio-fuel production will mean less land dedicated to food production. At the same time, the mountain pine beetle epidemic has significantly altered our views of the economies and communities of northern British Columbia. The heightened sensitivity to an alternative future is feeding interest in economic diversification, and farmers markets are being recognised as important players, as sources of both economic and community vitality.

Notwithstanding the generally positive outlook, several over-riding issues dominate food production in the Prince George and Quesnel areas. First, farmers are getting older and not enough young people are entering the market or are able to do so. Second, a long-standing 'cheap food' policy keeps profit margins low for producers, thereby constraining opportunities for local food production. Third, food security is threatened by loss of productive farmland. In addition to exclusion of Agriculture Land Reserve (ALR) lands there are problems of urban encroachment and subdivision of land

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

(more in the Prince George area than in the Quesnel area). The former leads to conflict between farm and non-farm uses of agricultural land while the latter makes it too expensive to purchase farmland when one's intent is to produce food. These issues provide a backdrop to issues specific to the area's farmers markets and agriculture land use planning. The following discussion concern key development factors affecting farmers markets and land use planning issues.

Key development factors

Several key factors for market development were identified, including good management, presence of meat and produce vendors, location, community support, relations with government, and relations with economic development agencies.

Management

Farmers markets are primarily volunteer-based organisations, with all of the advantages and shortcomings of being so. Market managers, as paid staff, focus mainly on site operations on the day of the market. This leaves market development to the volunteer members of the market board, thus emphasising the need for a strong board and dedicated people. The staffing level of the Prince George Farmers' Market developed over time. They started with non-paid managers and then hired a vendor to manage the market. After six years the market decided to hire a manager who was not also a vendor, thus providing dedicated management services. The first market manager for the Quesnel market was hired in the fourth year of operation. The same manager has been in place since 1999.

The success of the Prince George Farmers' Market can be attributed primarily to a core group of dedicated people keen on developing it further. Because the market itself, along with many vendors, has remained fairly independent from provincial and federal agricultural organizations, producers have sought out their own information, be it for growing new products, economic diversification or marketing, which have all contributed to improving and developing the market.

Among Quesnel vendors, every interviewee flagged good management as a significant factor. Good management was more fully described as "a good complement of actual farmers on the Board (of Directors)," "a producer-driven market," and "leadership that allows the market to grow without being hidebound by rules." Past meeting notes, interview comments, and personal observation (of the research assistant) all indicate that the decision-making process is inclusive and reflective. Also, the fact that the market has developed a Five-Year Plan provides structure and a course for the market and its management to follow. It can also be argued that the market executive and overall governance have been strengthened through adversity. The executive endured a particularly stormy period in 1994-95 during which it endured a resignation and significant membership discontent over issues of location and communication.

Presence of meat and produce vendors

A general understanding among farmers markets is that the presence of meat and produce vendors is essential to success, although this view is contested by some craft/artisan vendors. Members of both the Quesnel and Prince George markets noted the importance

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

of produce vendors at every weekly market. A few long-term vendors of the Quesnel market noted that a critical mass had been reached when there was enough produce such that a customer arriving late in the market day could still find something fresh to purchase. In this regard, the presence of Mufford Valley Ranch, who first started selling around 1994, was an important addition. The Muffords brought larger quantities of vegetables, thus assuring customers they could find vegetables at the Market when most of the smaller scale producers had sold out. A similar story is told among Prince George vendors, although their market relies on two produce vendors and could use more to strengthen the market. A larger number of produce vendors is associated with a larger selection of produce, and therefore more consumer choice. In this regard, Quesnel has a better micro-climate and a relatively large variety of vegetables and some soft fruit can be grown in the area.

Location

'Location, location, location' is the marketing mantra of retail. While both the Prince George and Quesnel farmers markets have good locations presently, both markets are also concerned about location. Both markets have moved several times. The Quesnel Market has been located in five different sites over its 17 year history; all have been downtown, within about four blocks of the present site. Two of those sites were parking lots, one a closed-off street, and two (including the present one) were grass-covered. The least aggressive rates of growth occurred in seasons when the market was situated in temporary parking lots.

Community support

The final factor noted as significant to the market success is community support. This includes a strong customer base, which both markets enjoy. Mention was made in the interview process that many customers remain at the markets for the extended periods, enjoying friends, entertainment, food, and shopping. Community support also includes the response from different interest groups such as the spinners and weavers, the arts and cultural community, and others who willingly share displays and demonstrations at the market.

Community support was particularly important in the early stages of the Quesnel Farmer's Market development. Jim Savage, both as a Community Futures officer and later as the Executive Officer of the Quesnel Community and Economic Development Corporation, helped with planning initiatives and with bringing community, political, and financial support for the Market. Also important was the initial help from Grant Henry, District Agriculturalist. When the local office was shut down, the market continued to receive assistance from Peter Foffonof and the regional Ministry of Agriculture staff, and the expertise of Brent Warner, with the provincial Ministry of Agriculture. These provincial staff members connected the market with the Buy BC Program and with the Ontario Farmers Market Association.

On the negative side, financing seems to be a challenge for producers. Lending institutions favour industries such as mining and forestry over agriculture, perhaps especially in the Prince George area, and as a result some producers reported that they were unable to obtain loans to support their operations.

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

Relations with governments

Generally, there are few concerns among farmers with regard to their relationship to municipal and regional governments. Producers do not seem to feel that any specific policies affect them as farmers, however most did mention a general lack of support and knowledge of agriculture in this area at both municipal and regional levels, in government as well as other organizations.

Relations with municipal governments, insofar as municipal governments can play a key role for securing a market location, are critical to the success of farmers markets. In Quesnel, issues have arisen specifically with market location, and meaningful farmers market representation in planning processes. Although the Quesnel Farmer's Market is mentioned in the Official City Plan, no dialog has taken place between the City and the market regarding future needs. This is a concern for two reasons: (1) the farmers market does not have secure tenure where it is presently located; and (2) the market anticipates rapid growth within the next eight years. Even if anticipated growth can be handled at the present site, parking and infrastructure may become issues.

While the City of Prince George in general has been supportive of the farmers market, the relationship between the City and the market has consisted of key city staff with a mixed range of support. When the market was required to relocate from its second location, the help of a city staff member was instrumental in helping meet proper zoning requirements by suggesting Wilson Square. The Prince George Farmers' Market has formal permission by the city to use this public space on a weekly basis. Furthermore, the city supports the market by closing 3rd Avenue on market days, making concessions for parking and by lowering the cost of their business licensing permit as the farmers market does not operate year-round like other businesses. However, in the past there have been city staff members who saw the market as more of a nuisance. More recently, the city acknowledges the success of the farmers market and its contribution to downtown revitalisation and applauds the market for drawing people to the downtown core.

One issue related to the provincial level of government that was cited has to do with agricultural land assessment. Currently, those seeking to qualify for tax breaks on agricultural holdings must generate a minimum amount of sales of agricultural products on their land. The size of the land base is considered. Should the provincial government increase the minimum size of a parcel considered for agricultural purposes (this has been brought up in the fall of 2006, in a round of talks attempting to develop a new agriculture policy), many intensive operations (like bee keeping, herb farming, or simply intensive gardening commonly associated with farmers markets) may no longer be considered viable, especially in areas near growing settlements.

Producers also note a lack of support and guidance on the part of provincial agricultural agencies. Independence and resourcefulness are recurring themes in relation to producer operations as well as farmers markets, but these qualities seem to have been developed to some degree out of necessity. As the bulk of agricultural information originating in British Columbia, including guidelines for growing certain crops or dealing with pests, is directed at the Lower Mainland or the Okanagan, some producers prefer to access resources from Alberta.

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

Relations with economic development agencies

Whether through the eyes of city staff, local producers, downtown businesses, consumers or researchers, farmers markets are often seen as a positive addition to local economies. Farmers markets can play an important role in bringing a critical mass of people downtown and having a positive impact on surrounding businesses. Results of the community and economic impacts studies of the Prince George and Quesnel markets provide empirical evidence supporting this economic contribution of farmers markets (Table 1)⁵.

Table 1. Impact of Prince George (n=294) and Quesnel (n=193) farmers markets on neighbouring businesses.

	Prince George	Quesnel
Percent of customers who said they would do additional shopping at neighbouring businesses that day	64%	81.8%
Average amount spent per customer at neighbouring businesses	\$15.37	\$18.94
Estimated annual economic impact of additional spending at neighbouring businesses	\$402,000	\$542,300

As noted above, local economic development agencies provided important support for the early development of the Quesnel market. In its 2006 strategic plan, the Quesnel Community and Economic Development Corporation (QCEDC) identifies the Quesnel Farmer’s Market as a key element of building a regional agricultural strategy⁶. The Quesnel Farmer’s Market has received significant support from QCEDC. During the winter of 2004-05, the QCEDC assisted the Farmer’s Market to develop a Five Year Plan. Facilitation for group meetings and some funding to develop the Plan were provided. Later, staffing support and assistance to procure additional funding to implement the Plan were also made available.

The QCEDC views the governing board of the Farmer’s Market as an important “hub” for accessing a component of the agricultural community. A representative from Harvest (the governing body for the Quesnel Farmer’s Market) has been sitting on the regional agricultural sector strategy development roundtable within the Cariboo Chilcotin Beetle Action Coalition (CCBAC).

In addition to economic development, there are many other linkages between farmers markets and communities, including support for health, tourism, downtown retail, arts and culture, the environment, and general agriculture development. Markets also play roles as business incubators.

In contrast to the situation in Quesnel, there is less direct involvement of local economic development agencies in the Prince George Farmers’ Market. Local agriculture is supported by the various local and regional agencies but none identifies agriculture as a strategic area of development. Over the past year, the Community

⁵ Connell, D.J., T. Taggart, A. Humphrey, and K. Hillman 2006. *Community and Economic Impacts of Farmers Markets in British Columbia*. www.unbc.ca/planning/localfood/

⁶ QCEDC 2006. *Prosperity & Sustainability: Taking action now for Quesnel’s future*. Quesnel, BC.

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

Futures Development Corporation of Fraser Fort George supported efforts to develop a retail food co-operative for the Prince George area. As well, the City and CFDC office have been involved in discussions about establishing a year-round public market that would house a seasonal farmers market. This kind of support will be essential for the market to continue to grow and develop.

Land use planning

While farmers markets represent the most visible component of local food systems, there are underlying issues that both hinder and support the development of food production. In particular, if a locality wants to build the capacity of its food system then it must consider land use planning. The demand for agriculture land and the related issue of non-farm use of agriculture land depends on the quality of land available. In this regard, the situation in Prince George and Quesnel is not like the situation in BC's lower mainland where agriculture land prices are significantly higher and the pressure from urban growth is far greater. Northern communities have smaller population bases, and therefore less competition over land use. A less intensive urban sprawl also minimises the interface issues with agriculture. However, this does not mean that agriculture lands in northern communities are free from pressure of urban growth and rural residential development. According to Farm Credit Canada's spring 2007 Farmland Values Report, which highlights changes in land values in each province and nationally, the highest increase in the average value of farmland is in British Columbia, where values grew by 8.2 per cent, compared to 2.5 per cent nationally. Farmland values of B.C.'s interior also increased, but at lower levels.

Notwithstanding the above, a significant difference exists between the Quesnel and Prince George regions. Quesnel's climate and soils are better for agriculture than in Prince George. A common perception in the Prince George area is that the area is not conducive to agriculture because of poor soil and climatic conditions, yet most of the producers we spoke with consider their land to be productive, or are able to improve soil conditions or extend their growing season through a variety of management techniques. One advantage of the cooler climate is fewer pests, and thus less need for pesticides.

Prince George and area

One-quarter of the City's land base is in the ALR, with more ALR land in the fringe area. These include Class 2 and 3 lands⁷, although they are limited compared to other regions in the province. These lands are located in several river valleys, including the Fraser, Salmon, Willow, and Chilako. Areas east of the Fraser have higher rainfalls. Class 2 and 3 lands are also located within City limits, but are not suitable for farming due to proximity to residential areas.

In the Prince George area, the Regional District makes decisions about permitted uses of ALR land, including subdivision. The Agriculture Land Commission (ALC) makes decisions about removing land from the ALR. The City of Prince George and the Regional District of Fraser Fort George recognise the importance of the Agricultural Land Reserve (ALR) and agriculture as part of the history of this region. However, non-

⁷ Class 2 and 3 lands are capable of producing a wide range of crops. See Appendix D for descriptions of land capability classes.

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

agricultural uses, subdivision⁸, and removal of land in the ALR have been approved. Interviewees expressed concern about the lack of policy to preserve agriculture lands. Two initiatives currently in progress will shed light on the present situation. The review of ALR land use decisions by the ALC is near completion. Also, the British Columbia Ministry of Agriculture and Lands is conducting an ALR land use survey. The survey will be completed in 2007.

Several statements concerning agriculture appear in the Prince George Official Community Plan (OCP)⁹. As a statement of principle, the City will “Provide for the preservation of resource values such as forestry and natural open space, and support agricultural activity.” The ‘Rural Resource’ zoning designation (minimum lot size is 20 hectares) “incorporates lands that are best utilized for agricultural uses” (p. 32). “Where lands are contained within the Agricultural Land Reserve or Forest Land Reserve, development is to be confined to agricultural or forestry activity, and is subject to the regulations of the Land Reserve Commission” (p. 33). ‘Rural A’ zoning, with a minimum lot size of 4 hectares, is designated for hobby farms and similar uses.

The ALR is also recognised and supported by the Official Community Plans of the Regional District of Fraser-Fort George¹⁰. The Region’s stated agricultural objective is:

“To support the general objectives of the Land Reserve Commission, namely to preserve agricultural land and encourage the establishment and maintenance of farms and the use of land within the Agricultural Land Reserve compatible with agricultural purposes and to guide other forms of development so as to minimize negative impacts on agricultural uses.”

The Regional District OCP also states, “All non-farm uses proposed within the ALR that require an application under the Agricultural Land Reserve Act will be assessed for their potential impact on adjacent agricultural operations and the long term agricultural potential of the area” (p. 14). Several statements support agricultural land use planning.

“With respect to the protection of the agricultural land base the Regional Board will:

- (i) support the Agricultural Land Reserve Act with its general objective of protecting agricultural land for future food production;
- (ii) discourage and restrict the fragmentation of agricultural land by subdivision by means of generally large minimum parcels size regulations;

⁸ There are three types of subdivision that is allowed within ALR:

1. Can apply to subdivide for a multi-lot subdivision. This is very likely to be turned down.
2. If owned land pre-1972 (when ALR rules came in) then owner is automatically allowed to have on-site severance for a family member.
3. For post-1972 owners (446 of Local Govt Act), must have owned property for at least five years (but does not have to have farm status) before owner can apply to subdivide land for a child to have own property; does not have to be farming.

⁹ City of Prince George Official Community Plan. Available on-line:

http://www.city.pg.bc.ca/city_services/ocp/

¹⁰ Regional District of Fraser-Fort George Official Community Plans. Available on-line:

http://www.rdffg.bc.ca/Services/Development/Planning/OCP_Plans/

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

- (iii) direct non-farming residential uses to existing residential settlements and away from existing or potential future agricultural areas;
- (iv) not promote development of agricultural land for non-agricultural uses unless it is shown that there is no practical alternative location or that it will not be detrimental to the long term agricultural potential of the land as determined by the Agricultural Land Commission for lands within the ALR;
- (v) support the buffering of agricultural land in the ALR from the impact of new non-agricultural subdivision that may include the provision of fencing or leave strips.

Notwithstanding the above land use planning policies, an over-riding concern among farmers in the Prince George area is an apparent lack of concern for agriculture. Land use planning, even for ALR land, appears to be managed for residential development rather than food production. Stakeholders within the agriculture sector of Prince George expressed concern that neither the City nor Region appear to be thinking about a sustainable food system, i.e., about supply and access to local food production for local consumption. The approval of non-agricultural uses on and subdivision of ALR land are of particular concern. Expanding rural residential areas are increasing pressure on ALR land in the Prince George area. This growth pressure is greatest on small lot agriculture (2, 5, or 10 acres). Allowable subdivisions that meet ALR policy increases this pressure. As well, there is a good deal of non-agriculture uses of ALR land (e.g., truck bays) and hobby horse farms. A threat of environmental problems exists because of poor manure management and poor drainage.

The Regional District counters these views, defending its position by pointing out recent efforts to discourage residential development in specific agricultural areas (e.g., top of Mud River hill, Buckhorn to Red Rock). In Valemount, for example, where there is growing demand for residential development, the Regional District agreed to subdivide ALR land for 1,000 units on the condition better class soils were protected for agriculture use.

The loss of productive agriculture land may in part be due to tax policy for farm status lands. In BC's lower mainland there is a significant difference between the tax levy on farm status and non-farm status land. Much lower taxes on farm status land provide incentive for owners to produce, thus reducing non-agriculture uses. This tax incentive does not exist in the Prince George area. There is a difference between farm status and non-farm status land but the difference is not significant to increase productive uses of agriculture lands.

The apparent lack of land use policy to preserve agriculture lands contributes to the loss of productive farmland. Such policy decisions can indirectly affect farmers by making it too costly to buy farmland. When it comes to buying ALR land that has been subdivided, the cost of purchases two or three houses is prohibitive if one plans to use the land for food production.

Furthermore, industrial and residential zones can encroach upon and surround agricultural zones, which can disrupt farmers due to noise, contamination, stray dogs and snowmobilers. In one case, when neighbouring dogs were killing and chasing their dairy cows, a producer took it upon themselves to confront the City and have bylaws changed

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

and found that the city gives very little priority to local producers and knows very little about bylaws pertaining to the Agricultural Land Reserve. There is a general sense among producers that the City and Region lacks an agricultural lens, and instead leans towards residential and commercial development.

Quesnel and area

Within the present city limits of Quesnel, there are three areas that were historically in food production (Johnston flats, Carson subdivision, and much of West Quesnel). These are now, for the most part, fully developed for housing and recreation. A draft of the City's Official Community Plan, which is under development, states:

“The City of Quesnel does not contain substantial tracts of agriculturally productive land, however a number of important agricultural areas do exist...Most of the productive farmland is in the Agricultural Land Research and subject to the control of the Agricultural Land Commission. The City of Quesnel will continue to be a strong supporter of the Commission and its policies....Council's objectives are as follows: to preserve viable farmland; to maintain the integrity and prevent the fragmentation of farmland; to support the economic use of farmland.” (p. 38).

These policy statements (8.3.1 Agricultural Policies) are supported by seven specific policy statements concerning the protection of ALR land and agricultural operations.

1. Encourage protection of land designated as Agricultural through support of the Agricultural Land Reserve (ALR) and encouragement of continued farm use on agricultural lands.
2. To provide, by appropriate zoning, for the preservation of existing and potentially productive farmland within the City.
3. Direct uses that may interfere with agricultural use away from land which has high agricultural capability.
4. Recognize that land within the Agricultural Land Reserve is limited to the specific uses set out in the Agricultural Land Commission Act. In general, those uses include agricultural uses, irrigation works, natural-state parks, and some non-agricultural land uses permitted on application to the Agricultural Land Commission.
5. Work closely with the Agricultural Land Commission in addressing future exclusions from the Agricultural Land Reserve in areas designated for non-agricultural use.
6. Decisions regarding an application to convert existing and potentially productive agricultural farmland to urban use will be based on the following:
 - a. The input of the Agricultural Land Commission
 - b. The soil capability of the land for agricultural purposes
 - c. The compatibility of any proposed urban use with adjacent agricultural land and activity
 - d. Demonstrated need
 - e. The lack of suitable alternative location for the proposed use
7. Recognize that land in the Agricultural Land Reserve exists on the airport lands which are designated as Airport on Schedule 'B' the Land Use Map.

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

Today, intensive agriculture is principally found along Hwy. 97 south of Quesnel, and on the benchlands of the Quesnel and Fraser Rivers. Most of these areas fall under the protection of the Agriculture Land Reserve. During the interview process, no direct issues resulting from ALR policy were noted. However, greater demand will increase the need for additional farmers, and thus, also for an additional land base. The type of land required for food production (generally river benchland) is in ample supply regionally. Currently, most of it is in forage production, so a transition to human food production should not be difficult. Commercial development at the south end of the City has consumed some ALR land, but most of the ALR land in this area appears to be beyond the reach of further non-agricultural development. It might be that in ten years Quesnel will face ALR issues that Prince George is presently dealing with.

At present, farmers in the Quesnel area interviewed for this project did not express concerns with land use policy. Some land use planning issues were covered in a report produced for CCBAC Agriculture Sector Strategy¹¹. Given the extensive beef farming in the area, a primary land use concern centres upon conflict with the increased salvage activity associated with beetle-killed trees. A key recommendation of the CCBAC Agriculture Sector Strategy is to facilitate management co-ordination with forest licensees to mitigate fence damage and identify priority areas for new fence construction.

A discussion paper on land use prepared for the CCBAC Agriculture Sector¹² focussed on access to crown land as an option for developing the area's agriculture sector. The author of the CCBAC discussion paper concluded that both short- and long-term approaches are required to make crown land available for agriculture uses. In the short-term, current land use policy needs to be modified to allow for pilot cases. In the long-term, land use policies should be developed in order to designate blocks of land for agricultural enhancement. As stated in the report, "many existing businesses could benefit from having access to crown land for making their management easier, more efficient or increasing their scale of operation to take advantage of economies of scale" (p. 62). To be effective, these policy changes must also address tenure security because present policy favours keeping land in timber production, thus discouraging agricultural uses.

Natural resources: water quality and quantity

Another issue on the provincial level involves natural resource uses. One producer has experienced shortfalls in agricultural water quantity and quality. Both may be directly affected by global climate change. However, regarding water quality, connections can also be made to provincial range laws, which permit cattle to have unfettered access to creeks and streams. The greatest concern about water resources is a general lack of knowledge about its availability for vegetable production.

Climate change

Although climate change was not explored as a topic within this project, the issue was raised during interviews. For example, forecasts show that a 5% increase in temperature

¹¹ Powell, George W. 2006. Cariboo-Chilcotin Agriculture Sector Strategy: Final Report. Prepared for Cariboo Chilcotin Beetle Action Coalition. Williams Lake, BC.

¹² Prepared by David Zirnhelt.

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

over the next 250 years gives Prince George the growing season Quesnel presently enjoys. While warmer temperatures will improve growing conditions, it will also bring new pests to central interior BC.

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

Prince George Farmers' Market

Overview

(From BC Association of Farmers' Markets: <http://www.bcfarmersmarket.org/directory>)

This open-air market has been at the Courthouse Plaza location for many years now. It's a lovely multi-level setting surrounded by rose bushes and trees, with gardens as a backdrop and stairs and benches for sitting. All goods for sale are grown or crafted locally, nothing is offered that has come from out-of-province, and it is a true source of local produce and merchandise. Over fifty-five vendors offer wares that change with the seasons, including fruits, vegetables and herbs, bread and baked goods, sweet and savoury preserves, specialty meats, bedding plants, cut flowers, soaps, woodcrafts, art, clothing, home and garden decor and jewelry.

- Season: Open from first week in May to first week in October
Saturday 8:30am to 2:00pm
- Location: Wilson Square, Corner of 3rd Avenue and George Street
Prince George, BC
- Vendors: Producers – 14
Meat/dairy – 3
Baked goods – 12
Prepared food – 14
Garden/nurseries – 9
Artisans/crafts – 31
Miscellaneous – 3
- Vendor fees: Stall fee: \$10/vendor/market
Annual fee: \$15

Community and economic impacts (completed on September 9, 2006):

- The estimated economic impact of the Prince George Farmers Market on the local economy is \$794,000 annually
- Estimated number of market customers on day of assessment: 1,938
- Estimated number of market visitors per year: 34,109
- The average customer spends \$17.46 at the market
- More than half of all respondents (54.9%) visit the market either 'regularly' (almost weekly) or 'frequently' (2-3 times per month)

History of Prince George Farmers' Market

The Prince George Farmers' Market has come a long way from its first location at the Exhibition Grounds over ten years ago, and has been successful due to hard work and dedication on behalf of a core group of people. It has been managed by a variety of creative people, has changed locations, and has grown with the help of marketing

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

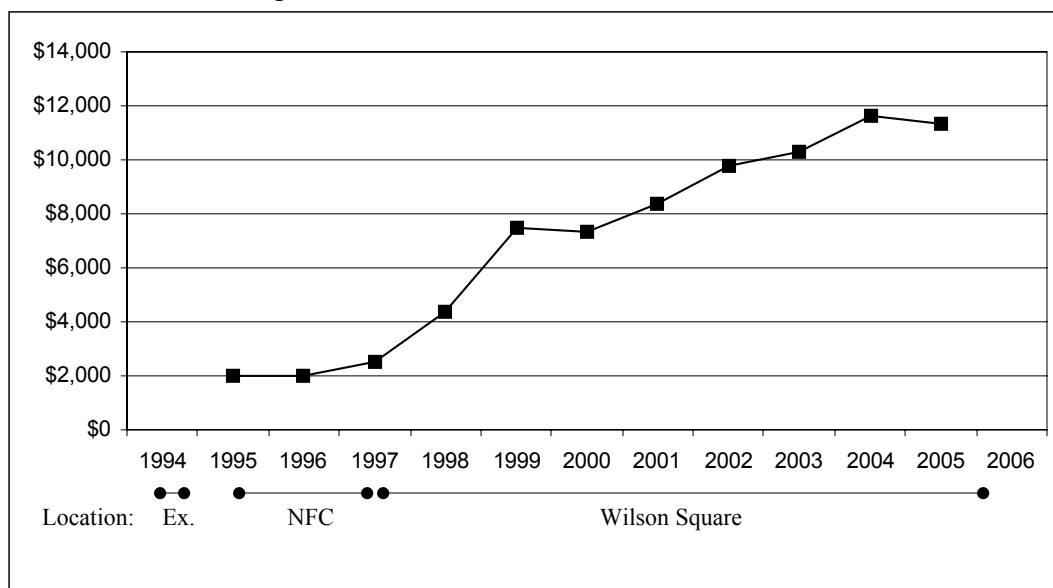
strategies. Recent studies show that Farmers' Markets across the province significantly contribute to the local economy. The market for local and organic foods is growing around British Columbia. This seems to be true for Prince George as well.

Jacquie Gerlach started the Prince George Farmers' Market in 1994 on the Prince George Exhibition Grounds. The following year, Jacquie stepped down due to a heavy workload. In her place, Roman Muntener organized meetings to bring vendors together to see if there was enough interest to start up again. A decision to continue was based on positive responses from potential vendors. In 1995 Yvonna Breed became the first market manager. She had the name 'the Prince George Farmers' Market' officially approved and registered with the city and began compiling information to develop a constitution as well as rules and regulations for the market. The following year, Roy Tweedle became the first paid manager, and in their fourth year of operation the Board of Directors decided to hire a non-vendor market manager so they could dedicate more time to promoting the market and recruiting more vendors. Since then, the market has been managed by various people, yet a core group of vendors have sat on the Board of Directors over the years, helping to guide and shape the market. See Appendix B-1 for an account of the early history of the Prince George Farmers' Market prepared by Roy Tweedle in 1997.

One indicator of market growth is total annual fees paid by vendors to the Prince George Farmers' Market. As shown in Chart 1, the Market has experienced a steady growth in vendor fees, although fees leveled off in 2005.

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

Chart 1. Prince George Farmers' Market Vendor Fees, 1995-2005



Vendor profile

Table 2. Prince George Farmers' Market vendors

Artisans/crafts	Produce	Baked goods	Prepared food
Baby Nits N' Crafts	Andal Berry Farm	Andal Berry Farm	Albert-Regina Ranch Ltd.
Bellcro Art & Crafts	Any Day Now Farm	From Bread to Jams	Barnes Creek Ranch / Bee Happy Honey
Birdhouses & Feeders etc.	Clay Acres	Hearthworks	Central Perc Coffee
BJewelled Artisan Designs	D & M Djordjevich	Marlinspike Gardens	Collison's Crafts 'N' Things
Cards	Vineyards	Ness Lake Farms	From Bread to Jams
Clay & Wire	Grasa's Gardens	Northern Farm Products	Hearthworks
Co Co Moon	High Heights Gardens	Painted Treasures	Mojave Chili & Spice Co.
Collison's Crafts 'N' Things	Marlinspike Gardens	Red Rooster Artisan Bakery	Noodles
Custom Made	Ness Lake Farms	Sweet, Sweet Bakings	October Farm
Cynthia's Sewing & Alteration	Northern Farm Products	The Bread Guy	steakspice.com
Dyeing to Quilt	P & R Farms	The Cranberry Cat	Terry's Fresh Hot Bannock
Gwens Unique Plates & Bowls	Produce & Crafts	Weaving, Jams & Greens	The Bee Tree
Handpickled Creations	Ryser Farms		The Cranberry Cat
Hearthworks	Weaving, Jams & Greens		
	Meat/dairy	Miscellaneous	Garden/nurseries

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

High Heights Gardens Images Art Glass In Stitches! Knitty But Nice MarCon Jewelry Painted Treasures Painted Wood-Craft Pillywiggin Meadows Farm & Gallery Produce & Crafts Reich's Woodwork, Knitting & Crochet Sculpted Stone The Bag Lady The Glass Slipper / Etched in Stone Veggies, Jams & Crafts Wearable Art Weaving, Jams & Greens Wind Chimes, Suncatchers & Journals	Albert-Regina Ranch Ltd. www.pgbeef.com Nest Egg Ostrich Ranch October Farm	4 Paws Bakery Northern Scents Relax-In-Chair	Bellcro Art & Crafts Clay Acres Glens Tree Farm High Heights Gardens Hobby Gardens Perennial Potted Plants Veggies, Jams & Crafts Wolczuks Greenhouses
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------	----------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Location

The Prince George Farmers' Market has been at Wilson Square outside the courthouse for ten years. However, finding a suitable location that satisfies the needs of the market as well as the zoning requirements of the city has been a challenge for the Prince George Farmers' Market. The City of Prince George deemed the original location at the Exhibition Grounds inappropriate, as the location did not meet zoning requirements. For the next two and a half years, the Farmers' Market set up in the parking lot of the Native Friendship Center, formerly on George Street. This location was convenient for vendors because vendors could park directly behind their booths, which made for less complicated and time-consuming set-up. As well, the market did not pay a fee to use this parking lot. Meanwhile, the market looked into several potential new locations, such as using the area in front of the Civic Centre and the YMCA. The market also had offers from several businesses to co-locate. With the help of Peter Bludoff with the City's parking commission, they were able to find a zone-appropriate location in Wilson Square in front of the newly built courthouse in the spring of 1997. This new location met fire regulations and also provided vendors access to hydro.

The market is always looking at other possible locations. Concerns about Wilson Square include limited potential for growth, limited parking, inability to use the road space (because of fire regulations), and no access to washrooms or hand washing facilities for sanitation. For the time being, the Farmers' Market Board intends to remain at Wilson Square. The market is also investigating a permanent year-round market facility.

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

Marketing and Special Events

Over the years, the market participated in and organized a number of seasonal events for advertising and fundraising. Starting in 1995, involvement in the Homeshow became a regular occurrence. In 1998, the market launched Harvest Fest, a fall event that was held indoors at the Civic Centre. The event was well attended in the first year and in the second year the market doubled the space they occupied. Harvest Fest ended in 2000 because it proved to be too expensive. As well, market vendors were not allowed to sell food, as this was in conflict with the facility's food service provider. SummerFest, an annual event in Prince George, and other special events such as a Christmas market, have helped promote the Farmers' Market.

The Farmers' Market Board of Directors developed a number of innovative marketing strategies throughout its development, including a cookbook, live music and dancing, fridge magnets, hamper draws, banners as well as educational events such as organic gardening workshops and a chef cooking with produce at the market. While they have used every free advertising avenue they could think of such as posters at the library and downtown businesses, free flyers and advertising in the Free Press, newspaper ads tend to be too expensive and do not reach as many people. Future marketing efforts will focus on creating more special events.

Studies conducted by researchers at the University of Northern British Columbia also increased awareness of the Farmers' Market. In 1998, John Curry and Heather Oland conducted a two-phase study to assess the feasibility of a public market in Prince George. In 2005 and 2006, David Connell conducted studies of the impact and contributions of Farmers' Markets on the local economy.

Vision for the future

Members of the Farmers' Market Board are keen to build on current marketing efforts. There is talk of increasing their advertising budget and having more special market days, as well as extending the Christmas market. Having more special events could also lead to more press coverage. An ongoing debate at Board meetings has been the ratio of food producers to artisans. Some board members see more local food producers as a key to the market's development. Other visions for the market include improving the atmosphere, collaborating with university students, creating bumper stickers, calendars, bookmarks or cloth bags for advertising, recruiting more vendors and establishing a public market.

The possibility of a permanent indoor public market with a seasonal outdoor farmers market is a topic of discussion amongst the Farmers' Market Board Members, as well as city staff and economic development agencies. Many suggestions and questions were raised around the idea of a more permanent facility. First of all, is there a population or critical mass to support a permanent market in Prince George? Secondly, can local producers supply a year round market? The first question seems to yield mixed responses; when compared to markets such as Granville Island, Prince George does not seem to have the same potential, yet with a population of around 100,000 people and a growing interest in local and organic food, perhaps a permanent market could work here. Some people have suggested that, while the Farmers' Market has a strong and regular clientele on Saturday mornings, there isn't a tradition of getting food or goods from a market in Prince George as there is in Europe for instance. Furthermore, as one

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

respondent remarked, because the city has been so keen on allowing developers to build big box superstores on the outskirts of town, you are more likely to run into people you know in the Costco parking lot than in the downtown core.

Creating the right atmosphere is a key factor in drawing enough people to support such a market. In addition, it is essential for the Farmers' Market to develop a business plan including how operating costs will be addressed, how many days a week it will be open, and whether it will be a public space allowing for multiple uses, or exclusively owned and managed by the farmers market Board. Views are also divided regarding the ideal mix of vendors for a permanent market. Some argue that a permanent/public market would require anchor or permanent tenants who could be there on a full time basis, which may include the participation of non food-related downtown businesses or even food chains such as Save-On-Foods. Others fear that including such enterprises would conflict with the core values and goals of the farmers market. Reaching a consensus on these details seems to be a critical next step if a permanent market is to become a reality.

Relations: Farmers to Farmers Market

The Prince George Farmers' Market is an important venue for farmers to sell their goods directly to consumers. Both producers and consumers benefit from face-to-face, interpersonal interactions at the market, and some farmers have mentioned that much of their sales outside the market are to people they know through the farmers market. Thus, the market itself is an important source of advertising for local producers. Furthermore, vendors benefit from meeting and working with other vendors by sharing information and the opportunity to buy or sell to other vendors to add value to their products. The market is also a good learning tool for new vendors, and can serve as a business incubator for people in the beginning stages of starting their own business.

The commitment of local producers to the farmers market in this region ranges from part-time to full-time, yet for the majority of market vendors farming and food processing is a passion rather than a job. A variety of goods are being grown and produced in the region, including breads, meats, eggs, berries, jams and a wide variety of vegetables. While there seems to be a perception that agriculture does not thrive in this area due to poor soil and climate conditions, many producers have been able to improve some growing conditions or consider their land to be quite productive. The producers we spoke with have been in operation anywhere from 10 to 50 years, and many began selling their harvest when neighbours became interested in what they were growing.

Participating in the farmers market is, however, hard work. In addition to the time and labour involved in farm operations (harvesting, washing, keeping it fresh) or processing (such as the bakers), vendors must transport their goods, set up their booth by 8:30 am, stand at the market for 5 hours, then take down their booth, pack up and go home. If their farm is located in a busy area, some producers have found it easier to sell directly from their farm gate, and benefit from selling to people who couldn't make it to the market before all of the produce is gone. Also, whether at the farm gate or at the farmers market, because supermarkets tend to sell cheap, imported products, consumers sometimes have the perception that food sold at the farmers market is too expensive. Some claim that food bought directly from farmers should be cheaper than what is sold at conventional stores, even though what we buy from local producers is often of higher

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

quality than the latter. Therefore, direct marketing opportunities can be a great place to educate the public on the true value of food, but at the same time poses another challenge for farmers. In general, most producers feel that their own goals coincide with the goals of the farmers market and mention the market as their most important source of sales.

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

Quesnel Farmers Market

Overview

(From BC Association of Farmers' Markets: <http://www.bcfarmersmarket.org/directory>)
The Quesnel "Old Time" Farmers Market began in 1988 with a handful of vendors and a warm reception from local shoppers. "Harvest" was established in 1989 as the organizing body for the market and became a non-profit society in 1994. Now, Harvest is directed by a dedicated group of volunteers who are committed to supporting and promoting local agriculture. Today, the Quesnel Farmers Market hosts an average of about 25 vendors each week, with some late spring markets peaking at 35 vendors. The producer/baking/craft mix varies, but generally includes a minimum of 7 or 8 agricultural producers, 3 or 4 bakers and food booths, with the balance being local crafts. It is generally agreed that several hundred customers visit each Saturday by mid-summer. The market operates outdoors from early May until early October; mid-week markets occur occasionally during the peak of the season. Three pre-Christmas indoor markets are also held and are well attended at the Quesnel Recreation Center.

Availability: Open from May to October
Saturday 8:30 am - 1:00 pm

Location: Corner of Kinchent and Carson Avenue

Vendor fees: Stall fee: \$17/vendor/market
Annual fee: \$10

Community and economic impacts (completed on July 22, 2006):

- The estimated economic impact of the Quesnel Farmers Market on the local economy is \$620,700 annually
- Estimated number of market customers on day of assessment: 1,314
- Estimated number of market visitors per year: 29,179
- The average customer spends \$17.73 at the market
- More than half of all respondents (68.6%) visit the market either 'regularly' (almost weekly) or 'frequently' (2-3 times per month)

Vendor Profile

The Quesnel Farmer's Market hosts an average of 30 vendors throughout the open-air season (and almost double that for the three indoor pre-Christmas markets). The average number of vendors has increased over the last five years by about 5% annually. Chart 2 shows the total annual vendor fees paid to the market. Of the total number of vendors who sell on any given Saturday, there are usually seven to eight who sell chiefly fresh vegetables and honey products (with some bedding plants, eggs, and cut flowers), six to eight who sell baked goods, coffee, and ready-to-eat foods, and the remainder feature handcrafted items (see Table 3). In the early part of the season, there are also two to three vendors who sell only nursery stock (bedding plants), and later in the season, there are an additional two vendors who sell exclusively Okanagan fruit.

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

Chart 2. Quesnel Farmers Market Total Annual Vendor Fees, 1989-2006

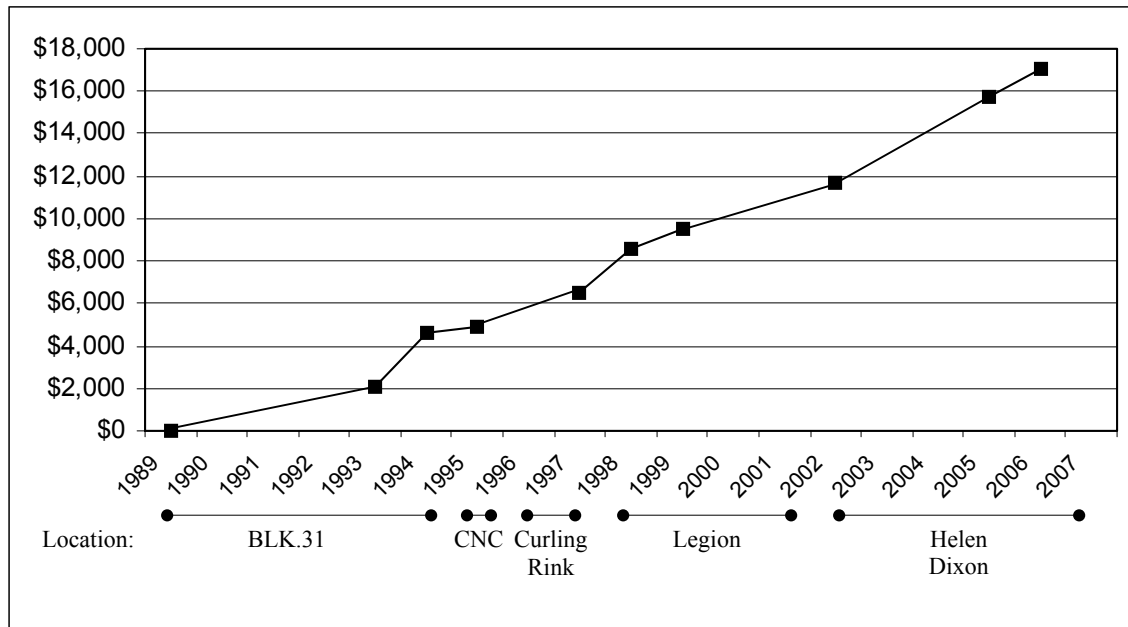


Table 3. Quesnel Farmer's Market Vendor Profile

Artisans/crafts	Produce	Baked and preserves	Garden/nurseries
Cariboo Wool Bedding	Cecilia & Donna's Place	Cecilia & Donna's Place	Blueridge Farm
Cecilia & Donna's Place	Dragon Mountain Farm (Organically Certified)	Coffee Plus Gardner Farms	Cecilia & Donna's Place
Dragon Mountain Farm	Gardner Farms	Glenrosa Gardens	Gardner Farms
Genuine Wool Shop	Glenrosa Gardens	Gopher Baking	Glenrosa Gardens
Gus' Woodcrafts	Hill Farm	Koster's Farm & Garden	Hill Farm
Handcrafted By Lab	Koster's Farm & Garden	MH Gyros	Koster's Farm & Garden
Juniper Wood	Mackin Creek Farm (Organically Certified)	Samosas Plus	Laird Lemire
Laird Lemire	Mufford Valley Ranch		Linda's Perennials
Luiza's Gifts			Ten Mile Lake Nursery
Porcupine Designs			Vicky's Perennials Plus
Remember Me			
Stix and Stones			
Wes Reiersen			
Honey	Meat/dairy	Fruit	Prepared food
Dragon Heart Apiary	Dragon Mountain Farm	Joe's Fruit Stand	Delicious Dogs
Hay Hill Honey	Koster's Farm & Garden	Flexy's Okanagan Fresh Fruit	MH Gyros
Mufford Valley Ranch	Pickard Creek Ranch	Koster's Farm & Garden	Nanny & Papa's Express Cafe
Personal care products			Pickard Creek Ranch
Hidden Forest Farm			Samosas Plus
Porcupine Designs			

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

For the purpose of this project, we interviewed seven of the produce/honey vendors who sell regularly at the market. The producers interviewed have been farming an average of 24 years, and have been selling at the Quesnel Farmer's Market for 13 years; so they are mostly long-time market supporters. All except one of them report that farming is either important or vitally important to their livelihoods; the one exception responded that farming is more important to their lifestyle than to their livelihood at this time, but as they approached "retirement," it would take on more importance. About half of interviewees indicated that farming was full-time, with the remainder describing it as either part-time, or seasonally full-time.

For two of the respondents, sales at the farmers market represented at least 95% of all their sales, with the remainder being at the farm gate. Another three farmers replied that the farmers market represented 40% – 60% of their total sales, the balance being from other direct marketing initiatives, such as farm gate, other farmers markets, and Community Supported Agriculture (CSA) or "Box" programs. For two of the interviewees, the local farmers market represented 25% of their sales, and either a CSA program or wholesale represented the bulk of their sales. All respondents except one reported that the percentage sales at the farmers market were expanding. Notably, among producers who were interviewed, for all except one, virtually all of their produce was sold within the community in which it was produced. For the exception, 70% was sold locally, and the rest Province-wide.

In terms of future plans, several vendors discussed retirement. For one, retirement is close (still a couple of years away); for another, retirement means more time devoted to farming once off-the-farm work is finished. One vendor emphasized a shift to sales from web sources, stating that only the biggest urban farmers markets would single-handedly support a growing business. Another produce vendor is hoping to shift more toward farm gate sales, with less dependency on farmers market sales. The remainder felt that the market was growing at a rate consistent with their own development, and they were generally happy with this.

Market development

When asked what they liked about the market, most interviewed vendors mentioned the one-to-one contact with repeat customers, the festive nature of the outdoor market, and the location as highlights. Having helped build and be part of a "community" was also mentioned. From a practical perspective, the fact that the market is an instant cash flow was noted as a positive point.

On the other hand, the things that most interviewees would like to see change at the market have to do with infrastructure. Many cited the need for additional facilities for toilets and hand washing, plus increased electrical capacity. Also mentioned was the opportunity to broaden the total experience for customers by providing things like bread and local meats prepared on site. Finally, it was expressed that the market needs to take on a greater consumer education and communication role. Issues around food policy, health and nutrition would be appropriate for the Market to champion.

The Quesnel market has long invested in its market development. Between 1994 and 1998 the market hosted a series of five Spring Agricultural Seminars, with a focus on the overall development of farmers markets and their vendors. The seminars were open to other farmers markets and attracted strong turnouts from throughout the Cariboo,

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

including representatives of the Prince George market. Most recently, Quesnel hosted another seminar, “Cariboo Agriculture and Opportunities Seminar: Getting started, Crop Improvement, Effective Marketing and Specialty Products,” held in March, 2006. The seminar was inspired by the Market’s longer term strategy to see a stronger link to the community through the continued incubation of small businesses, such as market gardening, woodworking and crafting, as well as artists and musicians. The market’s commitment to long-term development was formalised in 2005, when it adopted a formal five-year development plan.

Considering the bigger issue of local food systems, we know that in Quesnel approximately \$75 million is spent on food and meals out¹³. From this same source, we know that 33% of this is retailed through restaurants and 66% through large provincial or national chain stores. A study completed last year analysing the economic impact of the Quesnel Farmer’s Market indicates that consumers spend about \$0.3 million annually.¹⁴ Current consumer trends and concerns (everything from food miles, CO2 emissions, health, nutrition, the relationships between fossil fuels and foods) will likely change these figures significantly. Even a 0.5% spending shift toward local foods can be extrapolated to more than double the activity at the local farmers market.

A recent report on agriculture strategies completed for the Cariboo Chilcotin Beetle Action Coalition (CCBAC)¹⁵ summarises the state of agriculture in the Cariboo region. The following points are extracted from the report.

- The agriculture sector is characterized by a large beef cattle industry and supporting forage production and variety of smaller-scale, non-beef enterprises;
- Agricultural land is used predominantly for livestock grazing and forage production;
- Irrigation and fertilizer use is inline with the provincial averages however, very little pesticides are used;
- There are small number of Certified Organic farms and farms employing agroforestry systems;
- More than half of farms use soil conservation practices;
- Beef cattle farms account for more than half of the area’s gross farm receipts;
- The agriculture sector employs 7.1% of the regional workforce including 1,470 persons in primary production, 95 in food manufacturing and 825 in food and beverage retail;
- Horticultural production in the region is small-scale, but diverse and encompasses a variety of fruits, berries, vegetables and potatoes, as well as greenhouse and nursery production;
- A small but growing number of farms produce specialty crops including hemp, ginseng, sea buckthorn, birch syrup and a variety of botanicals;

¹³ Powell, George W. 2006 “Cariboo-Chilcotin Regional Agriculture Sector Profile”, prepared for the Cariboo-Chilcotin Beetle Action Coalition, 28 pp.

¹⁴ Connell, David et al, 2006 “Economic and Community Impact Assessment: Quesnel Farmer’s Market”, UNBC School of Environmental Planning, 16 pp.

¹⁵ Powell, George W. 2006. Cariboo-Chilcotin Agriculture Sector Strategy: Final Report. Prepared for Cariboo Chilcotin Beetle Action Coalition. Williams Lake, BC.

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

- Commercial wild food harvesting, including pine mushrooms and berries, is an important activity in some parts of the region;
- Agritourism is active in the region on a small scale;
- There are no large-scale food and beverage processing businesses located in the region;
- Small- and micro-scale processing occurs throughout the region and accounts for a small portion of the provincial total;
- With the exception of beef cattle and some other livestock, the majority of regional products are marketed through private sales and direct farm gate sales; and,
- Seasonal Farmers Markets in the region are important direct-to-consumer outlets for primary and value-added agricultural production.

The report also identified key growth and development opportunities:

1. Local markets (farmers' markets, regional food retailers and hotel, restaurant and institutional wholesalers).
2. Finishing and processing opportunities, including:
 - Beef industry cluster development; and,
 - Niche value-added processing.
3. Production opportunities, including:
 - Expansion of products from Certified Organic and Natural production systems;
 - Honey;
 - Specialty crops (e.g.hemp, rose hips, sea buckthorn);
 - Diversified livestock (e.g. rabbits, sheep, goats and bison);
 - Agroforestry and non-timber forest products; and,
 - Greenhouse production.
4. Agritourism
5. Agricultural education, research and development.

Finally, one of the recommendations of the CCBAC Agriculture Sector Strategy group was to create a regional agriculture roundtable. As stated, the recommendation is:

“Support the creation of a regional agriculture ‘roundtable’ with a possible formal tie to the BC Agriculture Council as an official industry body for the region. In addition to guiding the Agriculture Sector Strategy, this body could also serve the sector in any revisions to implementation of land use plans and provide input to the BC Agriculture Plan. Funding should be explored to support the creation of a support position for the roundtable to provide coordination and alleviate the workload of volunteer representatives.”¹⁶

¹⁶ Powell, George W. 2006. *Proposed Focus for the Development of the Cariboo-Chilcotin Beetle Action Coalition's Agriculture Sector Strategy*. Prepared for the Quesnel Community and Economic Development Corporation and the City of Williams Lake Economic Development Office on behalf of the Cariboo Chilcotin Beetle Action Coalition.

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

Future goals

The Quesnel Farmer's Market Five Year Plan projects an orderly growth of about 5% annually in the number of vendors attending the market. This would extrapolate to about 60 vendors by the year 2015. It is felt that the present location could handle this number if the basketball section of the grounds (SW corner) were also used.

Opportunities for market growth stem from stronger consumer awareness about local food systems, increased knowledge of connections with food, nutrition, and health, and the heightened need to diversify the local economy in response to the uncertainty of forestry (because of the Mountain Pine Beetle epidemic).

As for challenges, the single biggest one that has (and still) looms over the market is one of location. The market started on a grassy, treed area near the downtown core. However, after that, it was bumped from dusty parking lot to dusty parking lot for a decade. The present location is one with which the vendors and public are happy; however, the market's tenure here is uncertain. Also, because of health regulations, some produce vendors (i.e. cheese) were forced out of business. New health regulations are due in the Spring 2007.

The Five Year Plan also projected expanding the market season, especially on the Fall end, by increasing the number of weeks the market remains open in October, and by considering an indoor location for additional October and November Markets.

Some infrastructure development is also in the Plan. Such things as additional toilets and hand washing facilities, greater electrical capacity, perhaps even a stone, wood-fired bread oven, a food preparation area, and refrigeration are on the drawing board.

The market would also like to be able to do a better job of communicating with its customers by upgrading its website, producing a newsletter, and maintaining an information booth at the regular market. However, without a paid development officer, many of the planning initiatives remain just that, "plans."

Relations with governments

In its infancy, the farmers market enjoyed cooperation and support from the City in finding a site for the market. Once that site was no longer available, it became apparent that an alternate market location had not been included in any City planning. The farmers market initiated discussion at that time (1994) with its members and customers about finding a permanent location.¹⁷ It also entered into discussion with the Downtown Business Association at that time with the help of Bill Chorney, Executive Director of the Farmers' Markets Ontario. Unfortunately, the farmers market may have expressed to the City its need for a new home, but it did not adequately describe its vision. When the City did include a market representative in the planning stages of its "Civic Precinct" concept (1996), his input was lost or not considered, because the final design of the site was not workable for a farmers market venue.

Many of the Quesnel market farmers who have been involved with the farmers market for ten years or more cited past issues relating to the City. These same concerns were noted by the market officers. Once the original location for the farmers market was sold by the city to make way for the new seniors' centre, the market found itself

¹⁷ Lemire, Laird, Nov. 1994 "A Permanent Farmer's Market in Quesnel", prepared for Harvest (Quesnel Farmer's Market) 17pp

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

homeless. The process of finding a new location indicated that the Farmer's Market was not part of any municipal plan at that time. Not only were decisions about where the market might relocate made in an ad hoc fashion, but they were often done via the news media. The planning process also failed in the ensuing years (1996 and 1997) when the City designed and built the precinct area on the east end of Barlow Street, between the library and curling rink. It was City's intent to have the market use this area, but when the project was completed, it proved to be unsuitable for the market vendors because of inadequate room for vehicles and vendor stations. When the Quesnel Farmer's Market relocated to its present home at the Helen Dixon School site, it did so via bilateral negotiations between the market and the School District.

Presently, relations between the City of Quesnel and the farmers market seem to be smooth. The farmers market has worked very closely with the Communities in Bloom initiative, and receives strong praise from City Council. The farmers market is also mentioned in the Official City Plan, although currently no contingency plan exists should the market not be able to remain at the current site. The City notes that as the market continues to grow in popularity, parking in the immediate area may become an issue.

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

Acknowledgements

Researchers at the University of Northern British Columbia would like to thank members of the Prince George Farmers' Market and the Quesnel Farmer's Market for participating in the study. Financial and in-kind support is provided by the BC Real Estate Foundation Partnering Fund, Investment Agriculture Foundation and its funding partners the Government of Canada and the Province of British Columbia, participating farmers markets, and the University of Northern British Columbia.

Project Lead: David J. Connell, PhD
Assistant Professor
School of Environmental Planning
University of Northern British Columbia

Contributing consultants
Robert Borsato
Laura Gareau
Teresa Taggart
Prudence-Elise Breton

For information about this project, please contact
Dr. David J. Connell.
Email: connell@unbc.ca
Tel.: 250-960-5835
or visit the project website: www.unbc.ca/planning/localfood/

Appendix A
Framework for interviews

CITY/REGION	INTERNAL	PRODUCERS
<p><u>Relations</u></p> <ul style="list-style-type: none"> - level of support, co-operation? - lip service? <p><u>Official planning/local regulations</u></p> <ul style="list-style-type: none"> - Official Community Plan: - Agriculture? Food? Farmers Market? - Zoning - Farmland: non-farm uses - Farmers market <p><u>Contact - Level and type</u></p> <p>Staff contact</p> <ul style="list-style-type: none"> - Who? Continuity? <p>Council contact</p> <ul style="list-style-type: none"> - Who? Consistent? Mixed? <p><u>Economic development</u></p> <ul style="list-style-type: none"> - Where does agriculture fit? - History of support? 	<p><u>Marketing/promotions</u></p> <ul style="list-style-type: none"> - Buy BC: how well used? Benefits? - Product development - Special events, extra market days <p><u>Location</u></p> <ul style="list-style-type: none"> - History - Location committee - Issues - Future possibilities <p><u>Management</u></p> <ul style="list-style-type: none"> - Manager: site management - History - Responsibilities - Market management - Formal planning (e.g., five-year plans) - Financial management/budgeting - Future plans? <p><u>Vendors</u></p> <ul style="list-style-type: none"> - Profile of - Policies <p><u>BCAFM</u></p> <ul style="list-style-type: none"> - Benefits 	<p><u>Farm-to-market relations</u></p> <ul style="list-style-type: none"> - Congruent goals? - Importance of market to farmers' total sales <p><u>Farm-to-City/Region relations</u></p> <ul style="list-style-type: none"> - Zoning - Agriculture policies - Economic development <p><u>Farm-to-Prov Govt relations</u></p> <p>Ministry of Agriculture and Lands</p> <ul style="list-style-type: none"> - Extension services - Agriculture policies - Agriculture Land Reserve <p>Ministry of Health</p> <ul style="list-style-type: none"> - Regulations (e.g., eggs) - Labelling - Meat slaughtering/on-farm sales - FoodSafe <p><u>Capacity</u></p> <ul style="list-style-type: none"> - Plans/goals - Finances - Awareness of farmers market - Willingness - Food production - Organic standards, GMO - Certification <p><u>Natural resources</u></p> <p>Water quantity and quality</p>

Appendix B-1

Early History of the Prince George Farmers' Market

Prepared by Roy Tweedle, October 2, 1997.

The Prince George Farmers' Market was the result of a group of farmers, processors, and artisans seeking direct sales to consumers.

In 1994, Jacquie Gerlach operated a market on the PG Exhibition Grounds. When her own personal workload forced her to bow out at the end of the season, Roman Muntener set up meetings in early 1995 to see if there was enough interest to start up again.

As the person with enough time, Yvonna Breed brought forward three names for approval, found the site, organised liability insurance, and the business license. She became the first Market Manager (not paid). The name, the Prince George Farmers' Market was approved and registered. Yvonna also contacted other markets for information on set up and brought forward the society's rules, the constitution, and the first market rules and regulations for approval.

In 1995, 1996, and early 1997, the market was located in the Prince George Native Friendship Society's parking lot on George Street between 1st and 2nd avenues. There was not any fee charged for this use. Without their co-operation and assistance, the Market group would have been in dire straits because properly zoned land was hard to find.

In 1996, the Market learned that they would lose the parking lot the hunt was on for another location. The current President (Roy Tweedle), Secretary (Yvonna Breed), and Treasurer (Cecilia Roy) met with Peter Bloodoff in the spring of 1996, he informed us of his vision of the market occupying Wilson Square. This was not possible until 1997 due to construction of the courthouse. With the help of city staff his vision came to fruition in the spring of 1997.

The original executive of the Society included Roy Tweedle as President, Yvonna Breed as Secretary, Colleen Bayus as Treasurer. President and Secretary remained unchanged for 1996 and Cecilia Roy became Treasurer. In 1997, Yvonna Breed became President and Roy Tweedle was our first paid Market Manager.

The Board of Directors has included Roger Breed, Yvonna Breed, Janet Husoy, Jeannie Malbeuf, Roman Muntener, Virginia Patterson, Cecilia Roy, John Ryser, Les Shewchuk, and Roy Tweedle.

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

Appendix B-2

Prince George Farmers' Market Timeline

Years	Key moments description
1994	Location: Exhibition grounds. Inconvenient for the City; City made them change location; not supportive of market
	Manager: Jackie Gerlach; non-paid
	Advertising: Advertised in the Free Press from the beginning; the Free Press was supportive of the market, and helpful with free ad spots.
	Other: contacted Paddy Doherty (Dragon Ranch, Quesnel) for advice: keep it simple; put rules in operations not into policy (i.e., constitution)
1995	Location: Native Friendship Centre parking lot Had to move. Needed area with suitable zoning. The City's manager of parking commission suggested talking with the Native Friendship Centre (NFC). Moved mid-season to the parking lot of the (former) NFC. Note: located near the present Regional District office. Lot fronted George St. Convenient for vendors: parked behind tables; less set-up.
	Manager: Yvonna; non-paid
	Advertising: \$222 spent Roman placed ad in paper announcing meeting for market vendors. Yvonna attended meeting.
	Vendor fees ~\$2000
	Dates: March 7: participated in Homeshow March 17/18: Farmers' Market Seminar in Quesnel
1996	Location: NFC parking lot. Roman made major presentation to the City to set up in front of the Civic Centre. City declined request because other activities (e.g., forestry convention) will be disrupted.
	Manager: Roy Tweedle; first paid manager. Responsible for managing and organising on-site activities.
	Market size: 15-20 vendors
	Advertising: \$951 (more than 3 times as much as the previous year).
	Vendor fees: ~\$2000
	Dates: March 25: Decided to stay in NFC lot for one more year
1997	Location: NFC/Wilson Square Market looked at several new locations (the Y, 'gateway', several businesses invited the market to co-locate). City staff person/downtown parking commission (Peter B.) helped the market to find its new "zone-appropriate" location (e.g., fire regulations). Moved mid-season to Wilson Square (court house). Vendors had access to hydro.
	Advertising: \$337 (less than half of what it was the previous year).
	Vendor fees: ~\$2500
	Dates: April 17: Meeting with Robin Levesque (city contact) June 16: City Council approved use of Wilson Square and UNBC Regional FM feasibility study November: AGM
	1998

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

	<p>Harvest Fest (indoor fall market): Civic Centre Intended to be big event at end of the season (on Oct. 17). Attendance was very good the first year. Could not sell prepared food at Civic Centre location, due to conflict with the food service provider at the Civic Center.</p> <p>Vendors: October Farm becomes first meat vendor. P & R Organic at the FM (they were not quite sure of the exact year); started off as a small vendor.</p>
	<p>Manager: Andrew Snih; assistant manager: Nicole Bate</p>
	<p>Vendor fees: ~\$4900</p>
	<p>Dates: January 17: Heather Oland speaker at farmers market meeting April 6: John Curry and Heather Oland present research to City Council, helped raise awareness about the market among Councillors. May 4: City Council approved use of Wilson Square October 17: Harvest Fest</p>
1999	<p>Location: Wilson Square</p>
	<p>Harvest Fest (indoor fall market): Civic Centre Because business was so good the first year in this location, the market decided to book a second portion of the auditorium (rather than just one like the year before), but then this ended up being too much space, so the next year (2000), they went back to just one.</p>
	<p>Manager: Joe Nygen</p>
	<p>Vendor fees: ~\$7500</p>
	<p>Dates: April 24: members attended Business Improvement Meeting July 3: radio on site August 21/22: Summer Fest</p>
	<p>Other: First Website (died in 2002, in absence of webmaster) Hours extended - from 8:30 to 1:00 to 8:30 to 2:00. Downtown merchants requested the FM be open longer, for more spillover benefits for their businesses</p>
2000	<p>Location: Wilson Square</p>
	<p>Manager: Became aware that they needed to get a paid manager who was not a vendor; separate vendor and manager.</p>
	<p>Harvest Fest (indoor fall market): Civic Centre Last "Harvest Fest" - too expensive. First outdoor fall market September.</p>
	<p>President: Ianna Selkirk. Does lots of PR work is being done behind the scenes, e.g., with Downtown Prince George. Secretary: Bev Christensen Treasurer: Marie Pinder Directors: Jennifer Revel, Jovanka Djordjevich, David Sheard, Donna Calliou, Bob Collison</p>
	<p>Advertising: David Sheard proposes mascot "Farmer Mark(et)" to be used on sandwich boards, posters and other promotional materials (displayed at Tourism PG, hotels, RV parks, library etc.).</p>
	<p>Vendor fees: ~\$7,500</p>

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

	<p>Dates: Jan. 29: AGM, presentations by Kirk Gable, John Curry and Heather Oland March 17/18: Del Myers and Hennie Cook attend FM conference in Kamloops May 1: City Council approves use of Wilson Square May 6: First day of Farmers' Market Aug. 19-20: Summer Fest Oct. 21: Harvest Fest</p> <p>Other: 37 vendors registered First formative meeting of BCAFM, Hennie Cook appointed to a steering committee to develop proposal of potential BCAFM The market battles with Robyn Levesque, property agent/city contact, who viewed the market as a nuisance. City is now more supportive of the market by this point; see the market's success and now appreciate it more. The newspaper is supportive of the market, with articles covering the research by Curry and the FM in general—publicity. Hired musicians using money budgeted for market manager (b/c no manager hired that year)</p>
2001	<p>Location: Wilson Square</p>
	<p>President: Ianna Board “stepped in” and began doing a lot more work to support the market (realized that it was too much for vendors to do on their own). Secretary: Bev Christensen Treasurer: Marie Pinder Directors: Jennifer Revel, Donna Calliou, Bob Collison, Hennie Cook, Kim Richards</p>
	<p>Advertising: Two large banners purchased to hang near market (money spent on advertising rather than market manager)</p>
	<p>Vendor fees: ~\$8,400</p>
	<p>Dates: Feb. 10: AGM Feb. 17: FM participated in Snow Days Feb 23-25: BCAFM Conference</p>
	<p>Other: Health department required clearance of vendors for all sale of food Recipes collected to create a cookbook Yvonna Breed, Evelyn Pereier and Bev Christensen prepare a presentation for City Council and Regional District to discuss problems farmers face in this region</p>
2002	<p>Location: Wilson Square</p>
	<p>Fall market: inside at Third and Vancouver</p>
	<p>President: Nancy</p>
	<p>Manager: Christy Boon</p>
	<p>Advertising: Market gets new, better signs, thanks to Evelyn's efforts. Also get permission from public library to hang large banner on the building. First permanent road signs for the market.</p>
	<p>Vendor fees: ~\$8,700</p>
2003	<p>Other: Become members of BCAFM and as a result get a better rate on their insurance.</p>
	<p>Location: Wilson Square</p>
	<p>Fall market: in City Centre Surplus location for month of October</p>
	<p>Wednesday market: tried Wednesday market; did not get enough customers or vendors</p>

**Farmers, Farmers Markets, and Land Use Planning:
Case Studies in Prince George and Quesnel**

	<p>Manager: Framiel Schreiber (was ill)</p> <p>Vendor fees: ~\$10,300</p>
2004	<p>Location: Wilson Square</p> <p>Fall market: Legion for month of October</p> <p>Christmas market: first Christmas market</p>
	<p>Manager: Angela. Board made greater commitment to hire competent manager; paid more; role is increased. Level of pay was commensurate with qualifications.</p> <p>Vendor fees: ~\$11,650</p>
	<p>Other: Flea market closes (had been slight competition for the market, with both being open on Saturdays); had invited to sell at flea market. Became members of the Chamber of Commerce (one year only).</p>
2005	<p>Location: Wilson Square</p> <p>Fall market: Legion for month of October</p> <p>Manager: Angela</p>
	<p>Vendor fees: ~\$11,300</p> <p>Other: Board approved idea of year-round market; permission to develop idea. Market assessment completed September 17 by Connell.</p>
2006	<p>Location: Wilson Square</p> <p>Fall market: first two weeks in October; outdoors</p> <p>Manager: Trisha Kadla</p>
	<p>Other: Second website operating Homeshow: received award for their display.</p>
2007 and +	<p>Increasing food products, especially in quality</p>
	<p>Enhance the Christmas Farmers Market (legion basement is not attractive); huge potential.</p>
	<p>Resolve the parking issue</p>
	<p>Develop special markets (e.g. Valentine's day)</p>
	<p>Increase the vendor fee during special markets</p>
	<p>Question to ask of themselves: "Is it a Crafters or a Farmers Market?" What proportion? Static vendors hired by the FM to sell products of others who cannot make it.</p>

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

Appendix C

Quesnel Farmer's Market Timeline

(prepared February 12, 2007)

- 1981 A group of Quesnel area producers apply to the Town to start a Farmer's Market. Town gives permission, requires a business licence. A single market is held that year.
- 1989 Jim Savage (then working for Community Futures) organizes a public meeting around the concept of direct marketing of local farm produce. Local producers and the local Ministry of Agriculture, Grant Henry, District Agrologist, and Shirley Gardner (office), are involved. Harvest (Cariboo Agriculture Producers Association) is formed.
- 1990 Harvest holds one Farmer's Market this year in August, with 8 vendors generating about \$1200 , from about 250 customers. Held in the grassy treed area which is now the Seniors Complex. With the help of "Buy BC" (Provincial funding) printed the marketing pamphlet "A Guide to Quesnel's Freshest Food", which included a map to participating farms. Harvest continued to produce this flyer, with annual updates, through 1997.
- 1991 Six bi-weekly Markets held at the Carson and Vaughan site (Srs. complex), between July and September, up to 11 vendors, generating around \$8,000 from 1100 customers.
- 1992 Murray Boal president. 12 consecutive Markets July – September, 15 vendors, \$17,000 and 2500 customers (total estimate).
- 1993 Helen Hopkins hired as Market Manager. 14 consecutive Markets, July – October, up to 20 vendors, \$40,000 gross sales, 4200 customers. Still at the corner of Carson and Vaughan. Vendor Fees: \$2085.
- 1994 Penny Curry is president. Market incorporates under the Societies' Act. This is the last year the Market is held at the original site (to be home of the present Seniors Complex); the process of finding a permanent home for the Market begins (discussions with the Town). The Market receives a Manpower Grant of \$13,685, with some money also coming from Community Futures. Laird Lemire is hired as a researcher. Helen Hopkins continues as hired Market Manager (\$1800). She estimates that the average of 12 booths/market earned a total of \$80,000 from 8,000 customers over 21 Saturday Markets. Market Manager estimates that the Market broke the 1,000 attendance record for special events. Four Wednesday Markets held this year, plus 1 Christmas Market (first annual). BC Ministry of Agriculture, Fisheries, and Food assist Harvest to bring Bob Chorney (Farmer's Markets Ontario) to Quesnel to assist us in our search for a permanent home and to address the Business Community, seeking support for a permanent FM site. Harvest produces a discussion paper, "A Permanent Farmer's Market in Quesnel". This is the first year that Harvest, with BCMAFF assistance, hosts the Spring Agricultural Seminars. Receive "Buy BC" money for our original two permanent highway signs. Vendor fees:\$4592.
- 1995 Laurie Curry voted president at January AGM. Resigns in March, citing continuous conflict within the group (over issues related to permanent location for the Market). Dave Mufford, as vice-president, takes over until July, when Les Gardner is proclaimed president. For the 1995 season, the Market moves to the dusty parking lot behind the old Radio Building (CNC parking lot). Mayor Wallace likens site to "dust bowl of the '30s". Mayor supports move of FM to LeBourdais Park, but City Council does not agree. They approve a move to Baker Creek Park. FM declines offer (not wanting to move in mid-season, and hoping Council will reconsider), and chooses to remain for the season at CNC parking lot. City later announces longterm plan to move Market to WF Timber Park, which will not be ready until 1997. This is the year of discontent, with slowest growth (in terms of vendor fees).

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

- Second annual spring seminars (\$4770 from Buy BC).
Last year that Harvest participates with “Taste of the Cariboo” at Fall Fair.
Vendor fees:\$4940.
- 1996 Les Gardner is president, and Ed Dusoswa hired as Market Manager.
Market moves to the east end of Barlow Street (between library and curling rink). City Administrator, Doug Ruttan, is quoted, “the city role was to help find a solution to a market location, and it seems we did.” Begin involvement with Civic Precinct Committee, with plans to remain at this location.
Harvest receives \$5,062 “Buy BC” grant.
- 1997 Sue Claussen is president, and Roger Ferguson is Market Manager. Market remains at the Curling Rink site.
Harvest receives “Buy BC” grant of \$3590. We also receive \$1500 from BCMAFF for hosting 4th annual spring seminars. Seminars continue to attract strong turnouts throughout the Cariboo.
Vendor fees: \$6500.
- 1998 Sue Claussen continues as President, with Roger Ferguson as Market Manager.
Host 5th annual seminars, but vote to discontinue publishing the flyers. Market moves to Legion Parking Lot. Generally, about 20 vendors regularly at the Market.
Vendor fees: \$8565.
- 1999 Les Gardner is president.
Paul Dumais hired as Market Manager (Legion parking lot).
Vendor fees: \$9500.
- 2000 Les Gardner remains president, still at the Legion.
Receive CEAF grant to hire publicity worker (Marilyn Allin).
Significant press coverage this season, with additional special events and activities at the weekly markets.
- 2001 Les Gardner president
Harvest hosts Valentine’s Day Market (Marilyn Allin).
Harvest makes CEAF and “Buy BC” applications.
- 2002 Harvest moves to Helen Dixon site.
Les Gardner remains president.
Vendor fees: \$11,664.
- 2003 Rob Borsato elected president Formalize our relationship with Ed Coleman (School District #28 and responsible for the Helen Dixon site).
Negotiations with Ministry of Highways for official seasonal Market Highway signage.
- 2004 Rob Borsato president. Market attempts to determine amount of money generated at the Market by polling vendors.
Market investigates effectiveness of advertising budget; reduces it by 30%.
- 2005 Market develops Five Year Plan with assistance from QCEDC.
Rhiannon Bergen hired to help implement Plan. (Student Summer Works)
Market implements Rapid Market Assessment techniques to count customers throughout the season.
At AGM, Board agrees to increase booth fees from \$15 to \$17.
Vendor fees: \$ 15,739.
- 2006 Julie Gabert hired as Development Officer (with funding from Western Diversification, QCEDC, and Harvest).
Harvest hosts Spring Agricultural Seminars.
Market involved with the UNBC Farmer’s Market Economic Assessment.
Harvest participates in Cariboo-Chilcotin Beetle Action Coalition (CCBAC) Agricultural Strategy roundtable.
Vendor fees: \$17,100.

Farmers, Farmers Markets, and Land Use Planning: Case Studies in Prince George and Quesnel

Appendix D

Soil Capability Classes

Source: Government of British Columbia

Available on-line at: http://www.alc.gov.bc.ca/alr/ag_cap_details.htm

The capability class, the broadest category in the classification, is a grouping of lands that have the same relative degree of limitation or hazard for agricultural use. The intensity of the limitation or hazard becomes progressively greater from Class 1 to Class 7. The class indicates the general suitability of the land for agricultural use.

CLASS 1 LAND IN THIS CLASS EITHER HAS NO OR ONLY VERY SLIGHT LIMITATIONS THAT RESTRICT ITS USE FOR THE PRODUCTION OF COMMON AGRICULTURAL CROPS.

Land in Class 1 is level or nearly level. The soils are deep, well to imperfectly drained under natural conditions, or have good artificial water table control, and hold moisture well. They can be managed and cropped without difficulty. Productivity is easily maintained for a wide range of field crops.

CLASS 2 LAND IN THIS CLASS HAS MINOR LIMITATIONS THAT REQUIRE GOOD ONGOING MANAGEMENT PRACTISES OR SLIGHTLY RESTRICT THE RANGE OF CROPS, OR BOTH.

Land in class 2 has limitations which constitute a continuous minor management problem or may cause lower crop yields compared to Class 1 land but which does not pose a threat of crop loss under good management. The soils in Class 2 are deep, hold moisture well and can be managed and cropped with little difficulty.

CLASS 3 LAND IN THIS CLASS HAS LIMITATIONS THAT REQUIRE MODERATELY INTENSIVE MANAGEMENT PRACTISES OR MODERATELY RESTRICT THE RANGE OF CROPS, OR BOTH.

The limitations are more severe than for Class 2 land and management practises are more difficult to apply and maintain. The limitations may restrict the choice of suitable crops or affect one or more of the following practises: timing and ease of tillage, planting and harvesting, and methods of soil conservation.

CLASS 4 LAND IN THIS CLASS HAS LIMITATIONS THAT REQUIRE SPECIAL MANAGEMENT PRACTISES OR SEVERELY RESTRICT THE RANGE OF CROPS, OR BOTH.

Land in Class 4 has limitations which make it suitable for only a few crops, or the yield for a wide range of crops is low, or the risk of crop failure is high, or soil conditions are such that special development and management practises are required. The limitations may seriously affect one or more of the following practises: timing and ease of tillage, planting and harvesting, and methods of soil conservation.

CLASS 5 LAND IN THIS CLASS HAS LIMITATIONS THAT RESTRICT ITS CAPABILITY TO PRODUCING PERENNIAL FORAGE CROPS OR OTHER SPECIALLY ADAPTED CROPS.

Land in Class 5 is generally limited to the production of perennial crops or other specially adapted crops. Productivity of these suited crops may be high. Class 5 lands can be cultivated and some may be used for cultivated field crops provided unusually intensive management is employed and/or the crop is particularly adapted to the conditions peculiar to these lands. Cultivated field crops may be grown on some Class 5 land where adverse climate is the main limitation, but crop failure can be expected under average conditions. Note that in areas which are climatically suitable for growing tree fruits and grapes the limitations of stoniness and/or topography on some Class 5 lands are not significant limitations to these crops.

CLASS 6 LAND IN THIS CLASS IS NONARABLE BUT IS CAPABLE OF PRODUCING NATIVE AND OR UNCULTIVATED PERENNIAL FORAGE CROPS.

Land in Class 6 provides sustained natural grazing for domestic livestock and is not arable in its present condition. Land is placed in this class because of severe climate, or the terrain is unsuitable for cultivation or use of farm machinery, or the soils do not respond to intensive improvement practises. Some unimproved Class 6 lands can be improved by draining and/or diking.

CLASS 7 LAND IN THIS CLASS HAS NO CAPABILITY FOR ARABLE OR SUSTAINED NATURAL GRAZING.

All classified areas not included in Classes 1 to 6 inclusive are placed in this class. Class 7 land may have limitations equivalent to Class 6 land but they do not provide natural sustained grazing by domestic livestock due to climate and resulting unsuitable natural vegetation. Also included are rockland, other nonsoil areas, and small water-bodies not shown on maps. Some unimproved Class 7 land can be improved by draining or diking.