



## 2021 FINAL REPORT

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## ABOUT THE YELLOWKNIFE FARMERS MARKET

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

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

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

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

The YKFM gratefully acknowledges the financial support of the **City of Yellowknife and the Government of the Northwest Territories, notably the Department of Industry, Tourism and Investment, the NWT Art Council, Inclusion NWT and Kavanaugh Bros. Ltd.**

## 2021 HIGHLIGHTS

- The 2021 Yellowknife Farmers Market took place for a second year in a row during the global COVID-19 pandemic.
- **The YKFM was successful in obtaining four grants for a total of \$53,000.** The grants helped to finance the operations of the 2021 Yellowknife Farmers Market including the Summer Market, Music at the Market, the Harvesters Table and the Compost & Waste Management program.
- The YKFM teamed up with la Fédération franco-ténoise as a community table on August 31, 2021, to bring a 'Welcome to Newcomers' event during the summer market at Somba K'e Park. 60 food vouchers for the Market vendors (\$15 each) were given out as door prizes.
- 2021 saw a significant increase in the number of new vendors with 14 of the 25 registered vendors being new to the Market. Most of these vendors used the Market as an incubator for their new businesses.

## OCTOBER 2020 TO SEPTEMBER 2021 ACTIVITIES

### AGM AND BOARD ACTIVITIES

The AGM for the YKFM was held on November 2, 2020, and 6 board members were elected, with two joining the board later in the year. The required Financial Statements and the Record of Directors were submitted to NWT Societies Registry and the Yellowknife Farmers Market is in good standing.

The board met monthly and planned the 2020-2021 YKFM activities. This included developing a three year strategic plan, writing proposals and reports, recruiting vendors and contractors, bookkeeping, and collaborating on research with Wilfrid Laurier University and the National Zero Waste Council. Board members also participated in training sessions by attending the online Farmers Market Coalition conference in March 2021.

### CHRISTMAS MARKET

Due to indoor gathering restrictions in place at the time, the YKFM decided not to hold a Christmas Market in 2020.

### VENDOR RECRUITMENT & SUPPORT

The YKFM wants to ensure new vendors have the information they need prior to the Market season by opening up dialogue between YKFM staff, board and vendors early in the year. In 2021, the **'Vendor Orientation Meeting'** was held on May 25 on Zoom, due to a COVID-19 outbreak in Yellowknife at the time. Fifteen of the 25 registered vendors attended the meeting. The meeting was recorded and sent out to all the vendors in case they were unable to make the meeting or in case they wanted to review it. This turnout was lower than usual, likely due to it being offered online. The YKFM hopes to hold this meeting in-person in the future, as this creates a more welcoming atmosphere for new vendors and gives them the chance to ask more questions (to other vendors and to the board/Market Manager).

### PUBLICATIONS

Some of the YKFM Board members participated as interviewees in the following two research papers:

- [Circular Food Solutions in Canada: A Coast to Coast Landscape Scan](#) report released today by the National Zero Waste Council on the occasion of Food Waste Friday of Canada's annual Waste Reduction Week! YK on page 76
- [Virtual barriers: unpacking the sustainability implications of online food spaces and the Yellowknife Farmers Market's response to COVID-19](#)," was published in *Nutrition Journal*. It was co-authored by Josalyn Radcliffe (Waterloo), Kelly Skinner (Waterloo), Andrew Spring (Laurier), Lise Picard (Yellowknife Farmers Market), France Benoit (Yellowknife Farmers Market) and Warren Dodd (Waterloo).

### COLLABORATION WITH RESEARCH INSTITUTE & UNIVERSITY

In January 2021, a Memorandum of Understanding was signed between the City of Yellowknife and Wilfrid Laurier University to fulfill a research grant titled: Identifying Opportunities and Barriers for Local Food Infrastructure in Yellowknife. The City of Yellowknife and Wilfrid Laurier

University hosted a series of webinars to understand what a food hub is and how it can support Yellowknife's growing food economy. Wilfrid Laurier University researchers undertook community-based research to understand what barriers and opportunities exist for local food infrastructure to help community members to produce, process, sell, buy and access local food. The report has not yet been released. YKFM board members and vendors, local farmers and food processors were interviewed for this research.

### **PUBLIC CONSULTATION**

In 2021, the City of Yellowknife undertook a review of its zoning bylaw which is a set of rules for development that implements the City's vision, principles and priorities for the community moving forward. In September, the City introduced a draft zoning bylaw for public consultation. YKFM Board members provided feedback as part of the public consultation process. The Zoning By-law now includes Urban Agriculture as a permitted land use and makes getting a permit for agricultural and food production activities more straightforward. The Bylaw is flexible and allows residents to get involved in local food production in innovative ways. Examples could include growing fresh greens for local restaurants or starting a home-based business for fresh food or agriculture products like baked goods, soaps or cheese. The YKFM will provide more feedback on the second round of consultations.

### **FOOD SECURITY**

In January 2021, the YKFM's Pay It Forward program took on a different form. In the past, this program has involved distributing \$15 food vouchers, to be redeemed at the Market, to local organizations that work with those at risk of food insecurity in Yellowknife. This allows those in a lower income bracket to still attend and enjoy the Market.

In 2020, funding for this program was received after the summer Market season was over. Therefore, to get food from our vendors to those that needed it, the YKFM offer local organizations five \$250 vouchers for Market vendors (total of \$1,250), plus a \$250 voucher for either the grocery store or a restaurant of their choosing. Four local organizations each received this food donation of \$1,500.

The organizations involved were Salvation Army, SideDoor/Hope's Haven, Alison McAteer House and Yellowknife Women's Society. Each received vouchers for Bush Order Provisions Ltd., Rudimentary by Cheryl, NWTs Finest Fish, My African Cuisine and Le Refuge Farm. Three of the four organizations asked for grocery store vouchers and one asked for a voucher for a restaurant.

This modified program allowed the YKFM to continue to fulfill its aim of getting healthy, local food to those suffering food insecurity in Yellowknife, while supporting our Market vendors. The YKFM is looking forward to returning to the original structure of this program in future years and has decided to run this program to ensure a more inclusive Market.

## **SUMMER MARKET: JUNE 8 TO SEPTEMBER 7, 2021**

## COVID-19

For the second year in a row, the Yellowknife Farmers Market was modified to comply with COVID-19 public health orders put in place by the territorial Department of Health and Social Services. Through ongoing communication in the lead up to the Market, the YKFM and the Environmental Health Office (EHO) agreed upon a plan for the summer Market that included:

- An entrance to the Market to allow the number of patrons to be counted within the designated market area of Somba K'e Civic Plaza. This requirement was removed after the first few markets.
- A maximum of 125 patrons on site at any time for the first market which was increased throughout the season to 1,000 patrons for the final few markets.
- A one-way system to reduce the amount of contact between patrons. This requirement was later removed.
- Mandatory hand-sanitizing upon entry of the Market (whilst there was an entrance).
- Mandatory mask wearing for all vendors, YKFM board members, volunteers and contractors, which was also removed later in the season.
- A 'Shop, Don't Stop' policy, encouraging patrons to keep the flow moving in the Market, to not eat their food within the market area and to maintain social distancing.
- A 'No Dog' policy for sanitary reasons.

The YKFM would like to thank the Environmental Health Officers for all their understanding and support.

In 2021, only \$30 was charged per stall per market day (as opposed to \$40 in previous years), thanks to funding from the City of Yellowknife, to financially aid and encourage vendors during this tough period.

## SUMMER MARKET HIGHLIGHTS

- The **Music at The Market** program was held in the amphitheatre with a sitting audience. It was able to run for all 14 of our markets with 11 different performers for Yellowknifers to enjoy for free.
- The **Community Table**, **Harvesters Table** and **Compost & Waste Management** programs returned this year for the entirety of the season.
- The COVID-19 walk-in vaccine clinic was present at every single market.
- The YKFM collaborated with la Fédération franco-ténoise on August 31, where the francophone organization attended the Market as a community table and hosted an event for newcomers to the NWT. This event brought in 193 people and included Dene drumming and multiple local organizations, which showcased their businesses and support for those new to Yellowknife.
- The **Harvesters Table** brought in \$333 in sales this year and hosted 16 harvesters.
- The **Compost & Waste Management** program was funded by Kavanaugh Bros. Ltd. this year, which enabled us to hire a Compost Coordinator and buy supplies.
- 15 local organizations used the **Community Tables** to showcase their organization to the patrons of the Market.

## WHEN

In 2021, the Market ran from June 8 through September 7 in Somba K'e Civic Plaza, for a total of 14 weeks every Tuesday night, running from 5:15 PM to 7:15 PM. The YKFM originally planned for a final market on September 14, however a COVID-19 outbreak in Yellowknife resulted in the cancellation of the last market.

## WHERE

The YKFM rents the Somba K'e Civic Plaza from the City of Yellowknife for \$4,589.44 to host the weekly Market. Due to social distancing requirements, a maximum of 24 stalls were permitted in the available area (normally up to 55 stalls are allowed; in 2020 there were a maximum of 15). Each vendor brought their own tent, table, and chairs. The footprint of the 2021 Market included the pathway extending off 53<sup>rd</sup> street around the curve of the path along Frame Lake trail as well as the section of sidewalk between the corner of 49<sup>th</sup> and 53<sup>rd</sup> Street and Fireweed Studio (refer to the map at the end of the document).

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

## WHO

**Patrons:** 9,400 people came to enjoy the Market. *(4,404 people in 2020)*

**Vendors:** Total of 25 different vendors, with an average of 15 vendors per week. *(total 20 vendors in 2020)*

**Music at the Market:** 14 markets with music during the summer season with 11 different performers. *(6 performers in 2020)*

**Contractors:** 6 total. 5 on site: Market Manager, Assistant Market Manager, Music at the Market Coordinator, Compost Coordinator, Harvesters Table Coordinator; and 1 off-site professional consultant: Bookkeeper. *(5 total in 2020)*

**Volunteer:** 10 volunteers. *(2 in 2020)*

**Community Tables:** 15 different local community and public organizations set up at the Market in 2021. With the COVID-19 vaccine clinic being present at every single market and the other organizations attending an average of twice during the season. *(Program did not run in 2020)*

## HOW

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

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

### ADVERTISING

In 2021, the YKFM used social media to promote the Market as well as a weekly page in the Yellowknifer newspaper. Advertising funds were also used for new COVID-specific posters, encouraging patrons to ‘Shop, Don’t Stop’.

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

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

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

The total advertising expense was **\$3,210.69**.

### PRODUCTS

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

### VENDORS

A total of 25 vendors (*14 of which were new*) operated at the 2021 Market. Between 9 and 17 vendors were at the Market each week.

YEAR	No. of vendors registered	Average number of vendors at weekly market	Revenue from vendors fees
2019	44	22	\$13,830
2020	20	12	\$2,825
<b>2021</b>	<b>25</b>	<b>15</b>	<b>\$7,960</b>

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



## MARKETWURKS

In 2021, all vendors' applications were processed by a software called "MarketWurks". The software is designed in Canada and is specifically for farmers markets. The software proved to be very useful and will continue to be used in future years. All the vendor's data are archived in MarketWurks.

## FOOD SAFETY

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

## ATTENDANCE

In 2021, approximately 9,400 people attended the Market. The YKFM is very grateful to the population of Yellowknife who continued to support its market considering the ongoing pandemic and the construction on site. We will review our methodology of counting attendance since now most people come through an entrance.

YEAR	Attendance
2019	8,809
2020	4,404
<b>2021</b>	<b>9,400</b>

## IMPACT OF THE WEATHER

Fortunately, in 2021, there was no rain on any market day! There were one or two very windy days where a few vendors had to move their stalls to more protected areas but overall the weather was very pleasant for the duration of the 2021 market season.

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

## YKFM PROGRAMS

In 2021, most of the programs were reintroduced, after being cancelled for the 2020 Summer Market (due to the uncertainties around COVID-19).

## MUSIC AT THE MARKET

The goal of Music at the Market project is to bring a variety of music acts to the Yellowknife Farmers Market by providing a venue for local artists/performers; offer an opportunity to

perform to a very diverse audience, compensate artists for their work, present an opportunity to promote the sales and progress of the artist’s current album/work, and demonstrate the potential of the arts industry. In 2021, in particular, Music at the Market wanted to provide musicians a source of income and visibility that has greatly decreased due to the impact of COVID-19.

The YKFM hosted 14 evenings with music during the summer season at the Yellowknife Farmers Market with 11 different performers. The excellent performances certainly uplifted the spirit of the Market.

The activity was coordinated by a contractor and musicians were required to bring their own equipment. In 2022, the YKFM hopes to be able to provide sound equipment for the musicians so that their music can be heard more widely throughout the Market. Artists were positioned in the amphitheatre again this year, having been placed near the entrance of the Market last year to reduce gathering.

The YKFM is grateful to the NWT Arts Council for a grant of \$7,500 for the 7<sup>th</sup> installment of Music at the Market.

**HARVESTERS TABLE**

The Harvesters Table was brought back in 2021 after not being able to run in 2020 (due to COVID-19). This was the fourth year of the YKFM hosting the Harvesters Table, with thanks to a financial contribution from the Department of Industry, Tourism and Investment.

The objective of the Harvesters Table is to increase the amount of produce, berries and wild harvest available at the weekly Farmers Market. The initiative is operated by a coordinator who encourages local gardeners to sell their excess harvest to the Market.

**Summary Financial Results**

<b>YEAR</b>	<b>TOTAL REVENUE</b>	<b>HARVESTER REVENUE</b>	<b>MARKET REVENUE</b>
2018	\$2,322.00	\$1,530.00	\$777.00
2019	\$1,328.00	\$868.00	\$455.00
<b>2021</b>	<b>\$1,441.00</b>	<b>\$1,108.00</b>	<b>\$333.00</b>

**Observations**

- Social media engagement was crucial to reminding growers of the program during the week. Posts were made twice a week on the YKFM facebook page and were shared to 3 local growers pages.
- Carrots and tomatoes were the most popular vegetables to be picked up, along with rhubarb, peas and cucumbers. Leafy greens were not the main draw although the most common item available at the table.

- Presentation is everything! Items that were easy to spot from afar brought more people to the table. Examples include placing leafy greens and herbs in repurposed peanut butter jars and items such as peas and tomatoes in open paper bags so customers were able to view the item before they bought it.
- The pandemic turned many people into hobby gardeners in 2020 and 2021. Although this brought more sellers to the table, it also meant that many people weren't buying produce as they already had some at home.
- The table was often empty at the start of the market, with growers harvesting their produce after work to bring to the Market. In previous years, the Harvesters Table Coordinator would harvest the produce for the growers during the day; perhaps this is the solution.
- Food Rescue loved getting the leftovers from the Harvesters Table on Wednesday mornings and noted they were put to good use.

### **What was sold**

The table sold seedlings (5 varieties), herbs (10 varieties), and various produce (26 varieties). Overall 41 kinds of produce, herbs and seedlings were available over the summer.

### **Recommendations for future years:**

- The coordinator should be hired at least one month before the start of the Market;
- Complete a comprehensive How-To guide for the Harvesters Table Coordinator, including a budget for that year, to make the transition easier;
- Have a booth explaining how patrons can get involved at the Harvesters Table at the early markets as there is usually little to no produce at this time.

### **WASTE REDUCTION AND COMPOST PROGRAM**

The "Waste Reduction and Compost Program" (WRCP) of the YKFM, introduced in 2015, was continued in 2021 with the following targets:

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

To meet the goals of the program:

- All vendors were monitored at the beginning of each market to ensure they used compostable dinnerware and wrapping, including plates, packaging, cups, utensils, straws and napkins.
- Patrons were encouraged to bring their own container and use our YKFM Loyalty Cards (see below).
- Waste stations made up of compost bins are set up next to the garbage cans on the Market site. Each compost bin has a sign informing the public that the disposable

dinnerware are compostable and should be discarded in a compost bin. Volunteers ask patrons to use the compost bins when discarding the disposable dinnerware.

- The compostable waste was collected in Green organic bins and then discarded in an organic dumpster, which is collected and taken to the municipal compost.
- Up to 85% of the waste generated by the Market is composted and diverted from the landfill.

### Loyalty Card Program

The YKFM reduces the use of disposable dinnerware by encouraging patrons to bring their own dinnerware to the Market through the Loyalty Card Program. Individuals who wish to participate can request a Loyalty Card at the Market and every time patrons purchase food using their own container their Loyalty Card gets initialed/punched. People who bring their own containers/cutlery five times throughout the season receive a \$15 voucher valid at the Market.

YKFM Loyalty Cards have been occasionally purchased by different organizations (e.g. Ecology North) to be used at events as door prizes or gifts. In 2021, the organizers of the ‘Welcome Newcomers’ event purchased 60 Loyalty Card vouchers from the Market at the cost of \$15 each. Those vouchers were then given as door prizes to the participants of the ‘Welcome Newcomers’ event.

### 2021 Highlights

- Reusable containers were used **109 times** by patrons.
- **55 Loyalty Cards** were redeemed in 2021, representing **\$825 reinvested** into the Market.
  - 43 were used by patrons who attended the ‘Welcome Newcomers’ event hosted on August 31 by la Fédération franco-ténoise.
  - The remaining 12 cards were redeemed by patrons who brought their containers five times over the course of the summer.

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

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

\*\*This program did not run in 2020.

The results above reflect only the number of people who registered with the Loyalty Card Program. There were other patrons bringing their containers to the Market, but either did not know or did not wish to participate in the program. The YKFM is very proud of the results

achieved with the Loyalty Card Program. It confirms that it is possible to reduce waste at public events.

## ECONOMIC IMPACT

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

During the Summer Market, sales revenue is collected every week from vendors through a survey platform. Total gross revenue per week was between \$9,492.65 and \$14,074.79. Overall, the 2021 Market had average weekly sales of \$11,896.03, for total generated revenues of approximately \$166,544.37.

<b>YEAR</b>	<b>Gross sales results</b>
2019	\$220,442.00
2020	\$75,505.00
<b>2021</b>	<b>\$166,544.37</b>

The pandemic had an impact on the Market again in 2021, as although attendance appeared to be higher in 2021 than pre-pandemic 2019, there were fewer sales. This suggests people were happy to enjoy the ‘normalcy’ of the Market yet were being more conservative with their money. There were considerably fewer vendors in 2021 in comparison to 2019, potentially due to uncertainties around sales during the season as well as the growing trend of selling online. Construction was another restricting factor as there was work happening on-site again and in the park nearby in 2021. This, combined with the spacing between vendors required due to COVID-19, meant there was only space for a maximum of 20 vendors at any given market.

Overall, the Market brought in significantly more patrons and sales in 2021 than in 2020 and the YKFM is hopeful that this will continue to increase as the pandemic slowly dissipates over the coming years.

The Market continues to be an incubator for new businesses. In 2021, there was a dramatic increase in new vendors at the Market with 14 of our 25 vendors never having sold at the Yellowknife Farmers Market before (note that not all new vendors were new businesses, just new to the Market). Of the original 31 vendors that were approved to sell, 18 of those were new to the Farmers Market. With only four new vendors pulling out of the Market before the season and one pulling out mid-season, there was a 27% drop out rate of new vendors. This is a significant improvement from previous where a 50% drop out rate in first time vendors was common.

## SOCIAL IMPACT

The Market still held a strong social impact this summer with many patrons thanking us for hosting a Market given the circumstances of the ongoing pandemic. Even though the Market was at a much smaller scale again this year, the friendly, happy spirit was still very much present.

Although patrons were not allowed to stop and gather within the Market space, it was still an opportunity for people to have an outing within their bubble and enjoy the use of Somba K'e Park. By encouraging individuals and families to get out after work, the Farmers Market helps give life to the city.

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

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

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

- Parks Canada
- Folk on the Rocks
- COVID-19 Vaccine Clinic
- Government of the Northwest Territories Department of Industry, Tourism and Investment
- Old Town Ramble and Ride
- Moms, Boobs & Babies
- La Mecanique du Coeur
- BAC Up North
- Arctic Energy Alliance
- NWT Outstanding Volunteer Awards
- Midnight Sun Toastmasters
- Terry Fox Run
- Hotii ts'eeda
- La Fédération franco-ténoise
- City of Yellowknife

## VOLUNTEERS

The Yellowknife Farmers Market relies heavily on volunteer support. From the Board of Directors to the programs being run during the season, it is all powered by volunteers. In 2021, there were 10 active volunteers including board members and community members.

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

## GOING FORWARD - 2022

The YKFM is committed to continuing to provide local food growers and businesses with a platform to expand their sales and support for the development of local food systems in Yellowknife and the Northwest Territories. However, the needs of both vendors and patrons have changed significantly in recent years. There has been an overall decline in the number of vendors and patrons, resulting in a less vibrant Market and a decrease in revenues. In addition, the COVID-19 pandemic has highlighted and/or accelerated other challenges to be addressed in the coming years:

- **Shift to online sales.** Some vendors have begun selling their products online rather than at the Market, to reduce contact with the public and offer a safe and convenient alternative to in-person sales. This is a trend currently being observed throughout Canada. In the coming year, the board will discuss how to adapt to meet the changing needs of its vendors and patrons.
- **Uncertainty around health measures/restrictions.** Reduced market capacity and enhanced health measures during the COVID-19 pandemic contributed to decreased vendor and patron numbers over the last two summers. COVID-19 is likely to remain an issue next summer (2022), and this uncertainty will remain a challenge in planning the next Market.
- **Shelter/poor weather.** In addition to the challenges presented by the pandemic, cold and rainy weather has had a measurable impact on vendor participation and patron attendance over the last few years. The YKFM must strive to find solutions to alleviate the impact of the weather.

Next year (2022) will be the 10th season of the Yellowknife Farmers Market! This will be an important planning consideration as the board seeks to revitalize and enhance the existing Market, while adapting to the pandemic realities of both vendors and patrons. The priorities of the YKFM over the next year are expected to include:

- Targeted efforts to increase numbers of new vendors and retain existing Market vendors.
- Administration of a survey/evaluation to vendors and patrons to help identify the reasons for decreased participation in the summer Market.

- Establishing the YKFM's Pay It Forward program, which aims to provide vouchers for local food to those facing food insecurity in Yellowknife, as a core program at the summer Market.
- Continuing to work with the City of Yellowknife to develop and implement its agriculture strategy for Yellowknife
- Continuing to grow and improve the Market by learning from successes and innovations at markets elsewhere and increasing opportunities for board members to participate in training, workshops and virtual conferences.

## **THANK YOU**

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

Our thanks go out to:

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



**APPENDICES**