

On-Campus Pilot Farmers' Market

Kara Friesen and Nadine Nevland



Project Scope

- One day pilot farmers' market
- Evaluate the pilot market
- Determine the feasibility of establishing a permanent market

The Planning Stage

- **October – December:**

- began gathering information about markets on university campuses
- Communicated with student groups on campus to find interest

- **January**

- Booked Agriculture Atrium
- Contacted Julianna Tan and Saskatoon's Farmers' Market
- Horticulture Club confirmed as a vendor

- **February**

- Advertising: posters, signs, Facebook, email, PAWS, word of mouth
- Market day: table set up, prizes, directing set-up, printing surveys, answering questions



Costs

- Parking: \$25/space
- Tables and chairs: Free during university hours
- Space: Was free for us to use since it was a student project

Promotion

F Find us on Facebook

FEB 5 University of Saskatchewan Farmers' Market (Ag Atrium)

Public · Hosted by Nadine Nevland and Kara Friesen

Friday, February 5 at 9 AM - 3 PM
about 1 month ago

Agriculture Atrium (51 Campus Drive)

About Discussion

Write Post Add Photo / Video Create Poll

Write something...

Details

Come join students from the College of Pharmacy and Nutrition as they bring the U of S its first official Farmer's Marke!! This will serve as a pilot project to determine if the university is able to sustain a farmer's market on campus. If you are looking for convenient, local, fresh, and sustainable food and products come out and show your support.

The Farmers' Market will run from 9:00am - 3:00pm on Friday, February 5th, 2016 in the Agriculture Atrium. Prizes will available for all visitors!

UNIVERSITY OF SASKATCHEWAN

Farmer's Market

A PILOT PROJECT

JAMS & JELLIES
FRESH VEGGIES
HOMEMADE ORGANIC RAW CHOCOLATE
SPICES & CURRY MIX

MICROGREENS
SALSAS
FALAFELS
HANDMADE MOCCASINS
HOMEMADE SOAPS AND SKIN CARE PRODUCTS

AND SO MUCH MORE!

FRIDAY, FEBRUARY 5TH
9:00AM - 3:00PM
AGRICULTURE ATRIUM (51 CAMPUS DRIVE)
PRIZES AVAILABLE!

The Event

- Date: February 5, 2016
- Time: 9am – 3pm
- Location: Agriculture Atrium
- 13 Vendors and 1 Collective representing 5 Vendors
 - Saskatoon Farmers' Market Vendors
 - U of S Horticulture Club

The Event



The Event

- **Date:** February 5, 2016
- **Time:** 9am – 3pm
- **Location:** Agriculture Atrium
- 15 Vendors represented, 16 tables total
 - Saskatoon Farmers' Market Vendors
 - U of S Horticulture Club
 - Survey and prizes table



The Event

- **Traffic:**
 - Began selling items almost right at 9 am
 - Many vendors sold out before noon, several vendors sold 2+ days' worth
- **Feedback:**
 - People very willing to do surveys





Customer Survey

1. Are you:

- a. Student
- b. Faculty
- c. Staff
- d. Other _____

2 What did you think of the variety of products available at the market?

- a. Enough variety
- b. Not enough variety

4. What products would you like to see?

- a. Produce
- b. Crafts
- c. Prepared food items
- d. Honey
- e. Meat
- f. Cheese
- g. Other: _____

Any Comments:

2. If you are a student or faculty member, what college/program are you a part of?

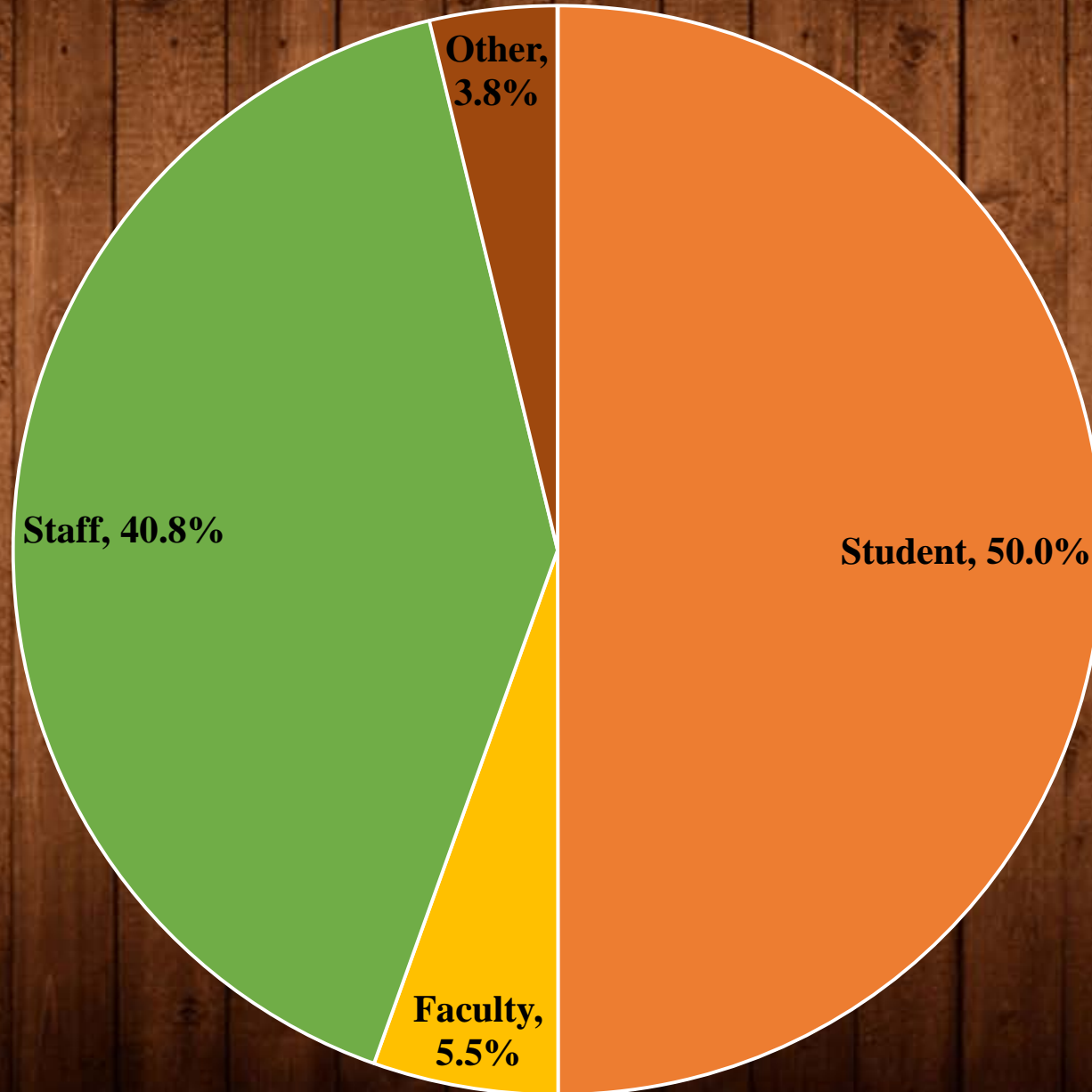
3. Are the prices for market products:

- a. Too Low
- b. Just Right
- c. Too High

5. If there was a regular market on campus, would you visit it? If yes, how frequently?

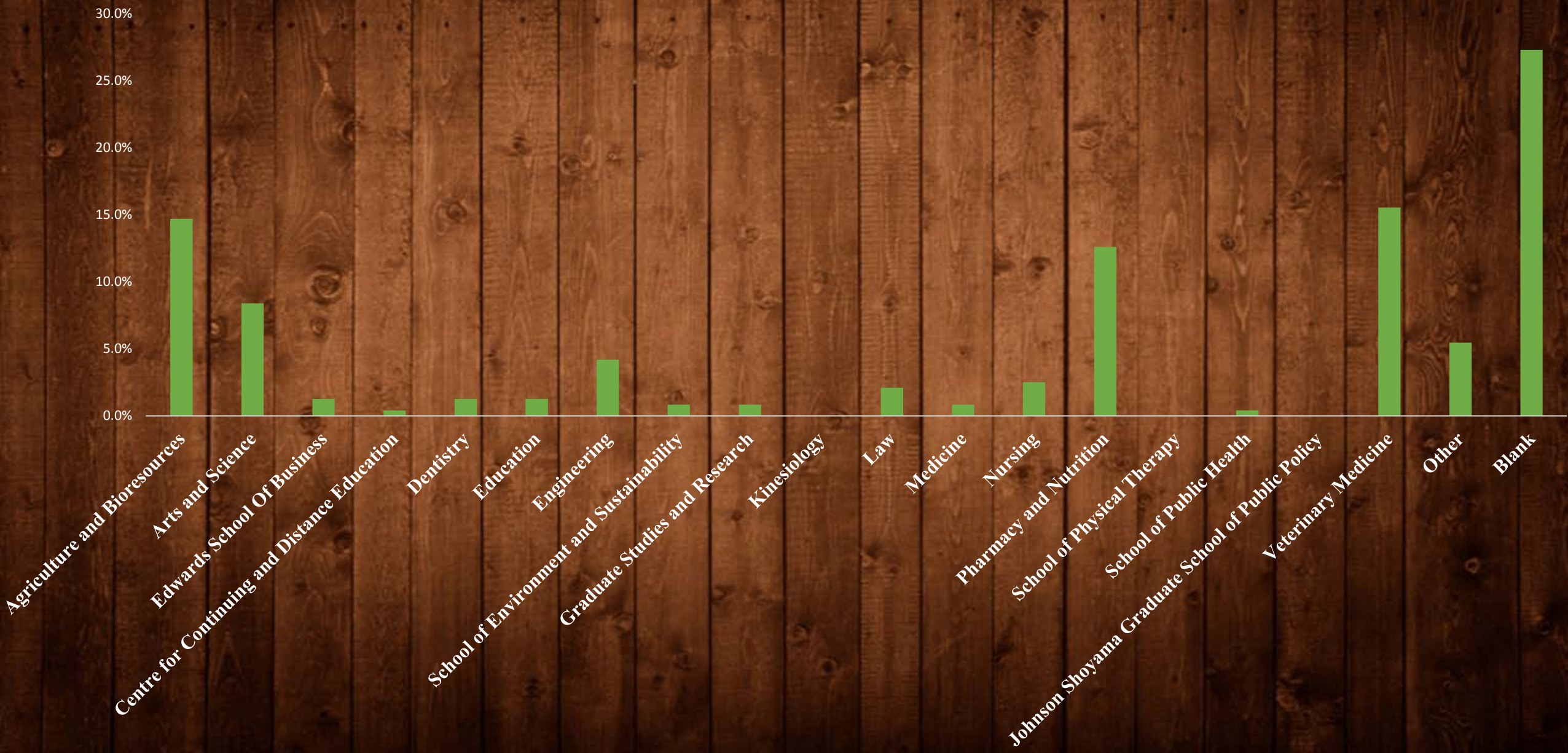
- a. No.
- b. Yes:
 - i. Twice a week
 - ii. Once a week
 - iii. Every two weeks
 - iv. Monthly
 - v. Other _____

Customer Breakdown

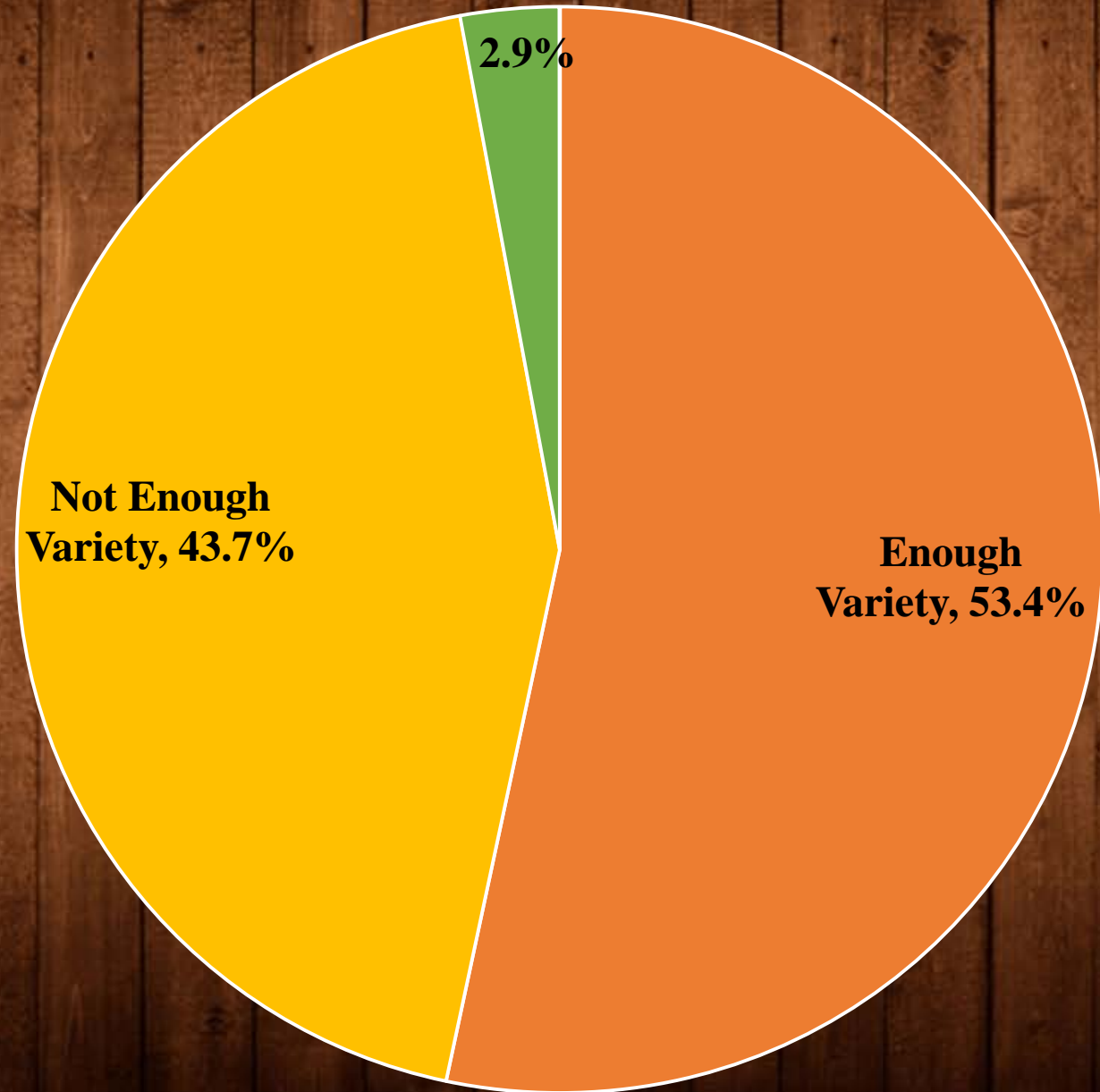




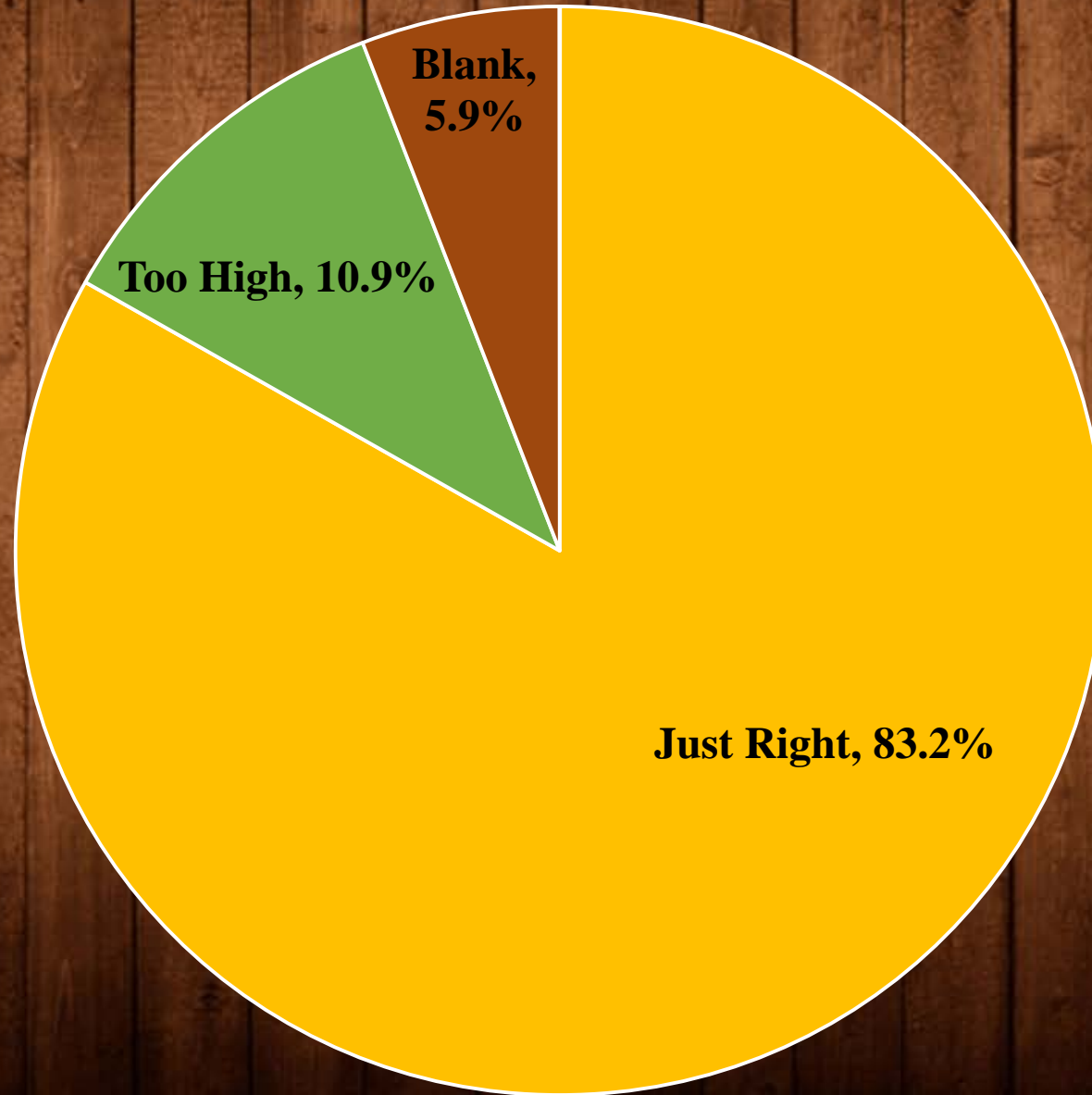
College



Opinion on Variety

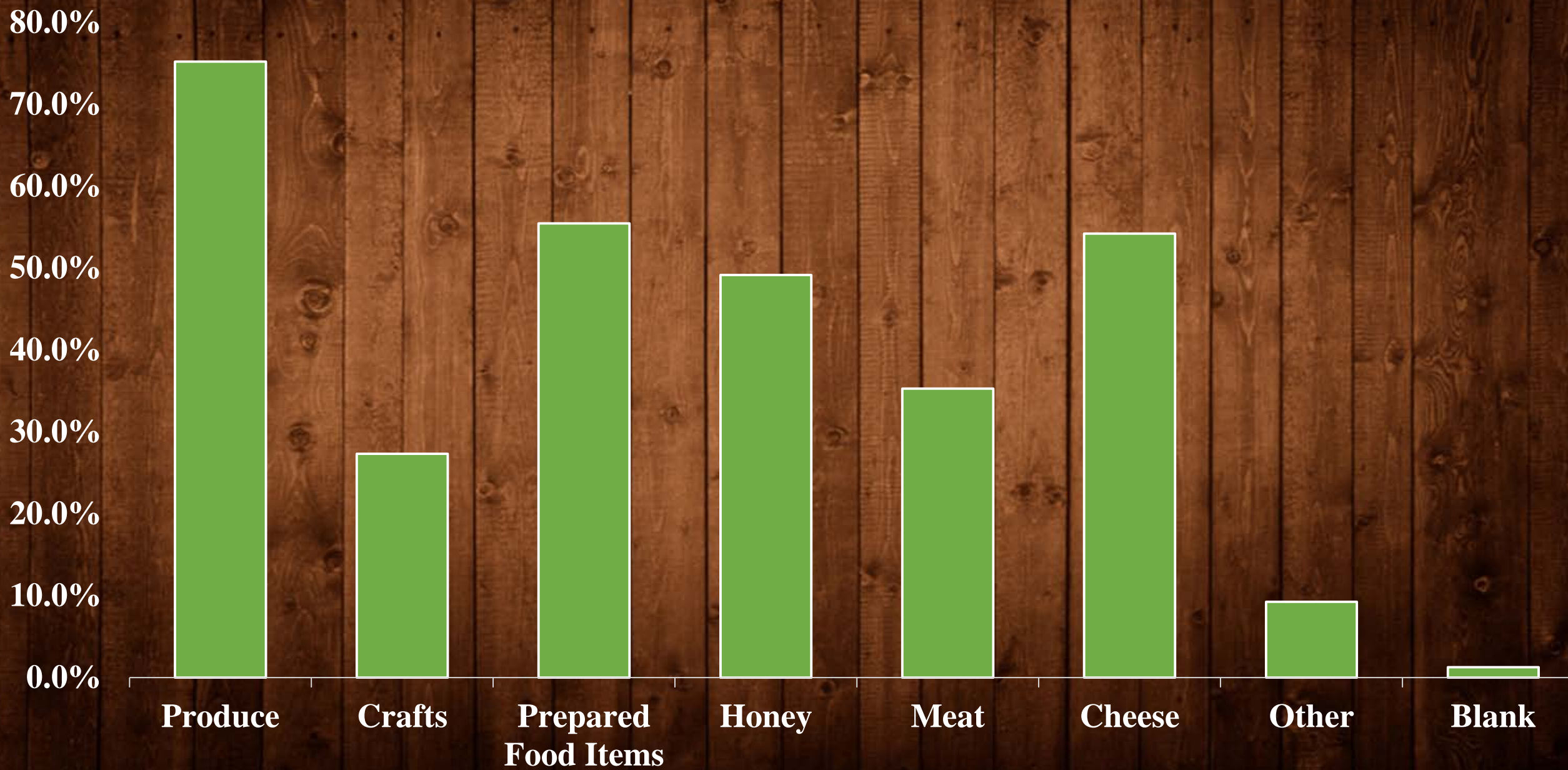


Opinion on Prices



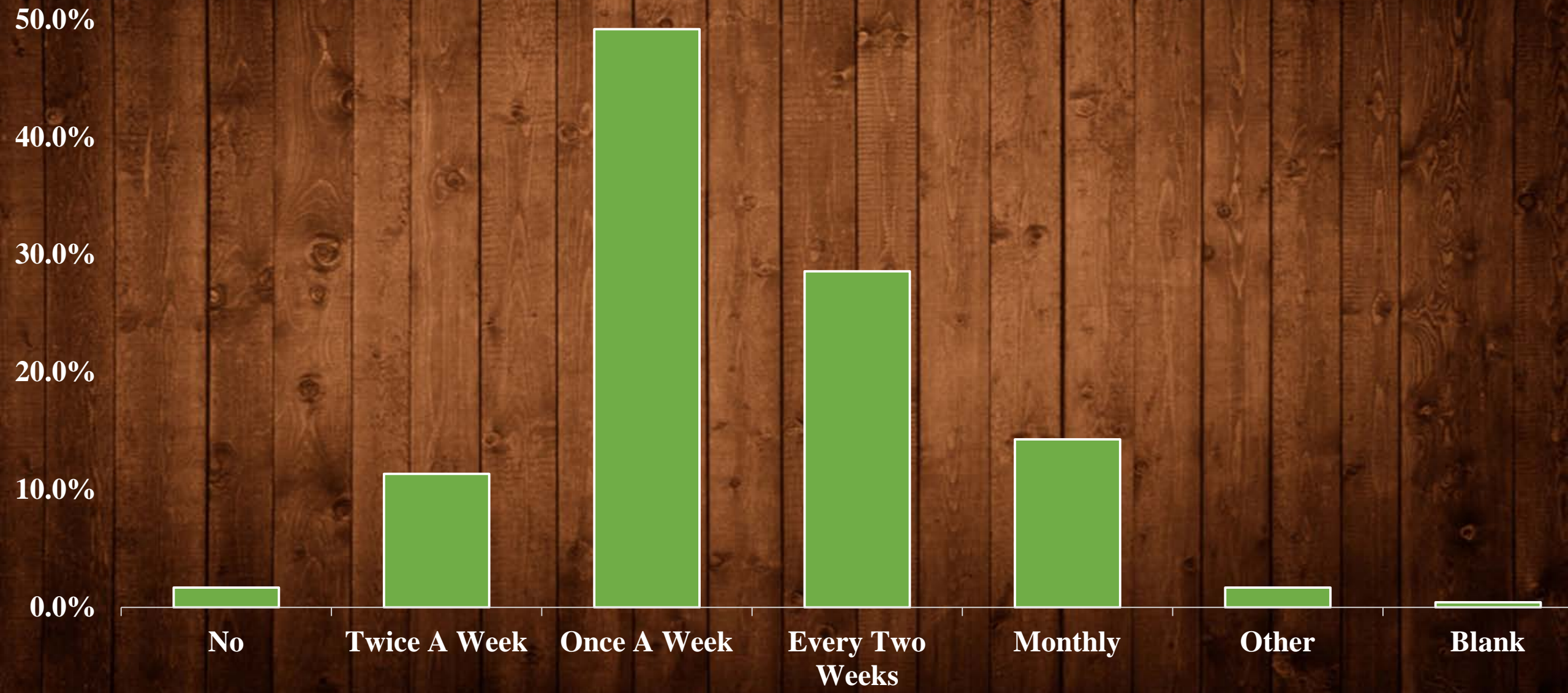


The Products Customers Would Like To See





Would you visit a market? If so, how often?



Customer Comments

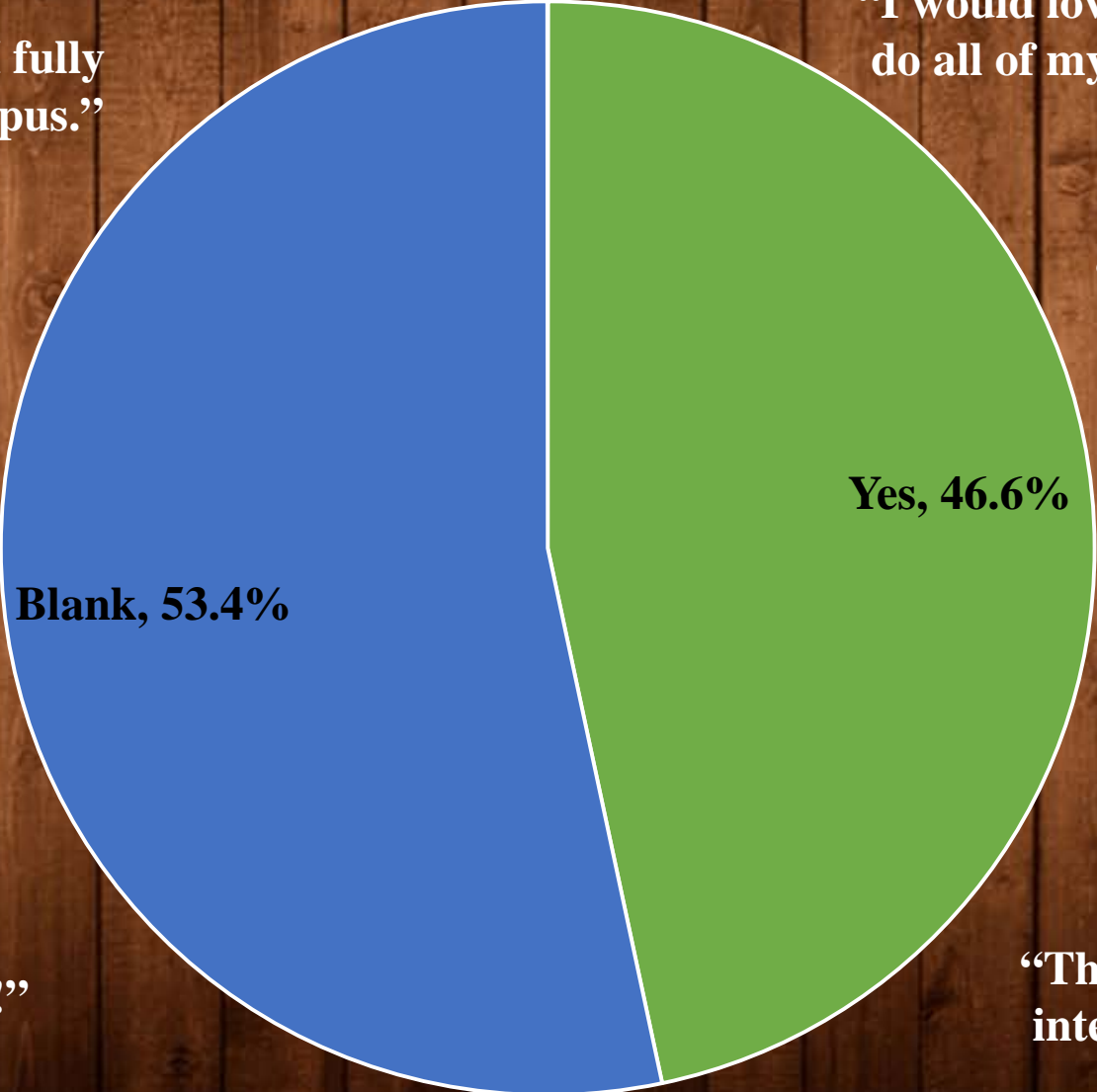
“This is a fantastic idea, and I fully support this endeavor on campus.”

“Fabulous Idea!”

“Glad to see the market here!”

“Great Idea! Students need this!”

“Hope this is regular! Thanks!”



“I would love to see more vendors here. I would do all of my grocery shopping here if I could!”

“Awesome Work!”

“Really convenient on campus!”

“Great Idea!”

“Thanks for today. Great idea. Very interested in any U of S products!”

Vendor Response

- 9 vendors took the survey
- All 9 said they found the market beneficial and 8 said they would definitely like to be part of future markets.
- 7 were likely to participate on: Thursdays or Fridays



Vendor Response



- Several vendors experienced record sales
- Vendors were willing to pay to participate: \$10-50
- Vendors were accommodated well with tables, chairs, space
- Some requested more plug-ins and 1-2 freezers/coolers if possible

The Buzz



Julianna Tan

February 5 · 🌐

Thank you for supporting local artisans! The [Saskatoon Farmers' Market](#) vendors had a blast 🍷❤️



Sarah Zelinski

February 5 · Saskatoon · 🌐

Such a great idea! Please bring this back every week! 😊



Lauren Reynolds It was awesome! Hope it's a regular thing!

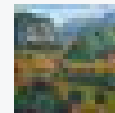
Like · Reply · February 5 at 5:40pm



Robyn Clarke

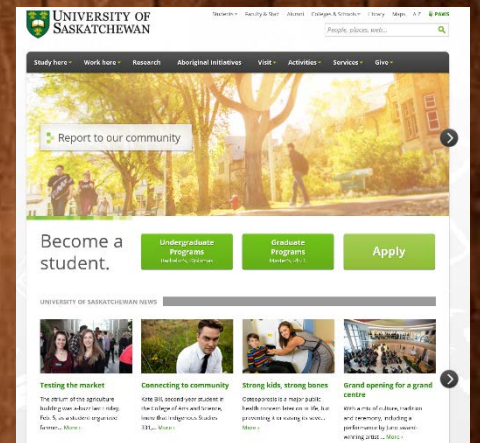
February 5 · 🌐

This should happen again because it is so easy to access compared to the Saskatoon Farmer's Market. We are all at the uni all the time anyways.



Gwen Lancaster Hope to see you back again.

Like · Reply · 👍 1 · February 5 at 4:27pm





Challenges

- Vendors
 - Difficult to find how to contact vendors
 - We needed a date before we could invite vendors
- Location
 - Difficult to find a large enough space
- Date
 - We needed to know when vendors were available and what dates our location was available before we could set a date

What We Learned

- The U of S population (faculty, staff and students) is excited about the potential of a market on campus
- The university can support a market (vendors sold goods)
- Student clubs are willing to participate and will benefit from the market experience
- Outside vendors are willing to come in
- Multiple locations and offices on campus are willing to host and support such a market

Tips on Logistics

- 16 tables, 40 chairs, 5 tables covers (some vendors brought their own.)
- Assist vendors to find location: maps, outdoor signs
- Need ~5 people to help set up
- Vendor set up should occur after table set up. Make sure that tables are set up at the location before vendors arrive
- Numbering system of table with floor plan
- Be sure there are garbage cans present
- 230 surveys filled out, make sure to print enough
- Possibly monitor traffic

Recommendations for a Future Market

- **Rotating Vendors**
 - 2-3 produce, 1 bread, 1 craft, etc.
- **Potential Partners**
 - Office of Sustainability, Colleges of Agriculture and Bioresources and Pharmacy and Nutrition, USSU
 - **Local Vendors:** Saskatoon Farmers' Market, Three Farmers, Camelina Oil, Hanes Hummus, the Meat Processing Pilot Plant (3rd floor Agr building), and Campus Culinary Services
 - **Student groups:** Horticulture Club, Food Centre Fresh Market, student clubs from agriculture, business, environmental studies, and nutrition



Recommendations for a Future Market

- **Frequency**
 - Biweekly or monthly
- **Contact vendors early**
 - Vendors need sufficient notice to prepare or grow products
- **Location**
 - Host outdoor markets in the bowl
- **Evaluation**
 - Monitor traffic
 - Plenty of surveys
 - Keep questions broad enough for non-students to answer

Our Main Contacts

- **Erin Akins and Margret Asmuss**
 - Office of Sustainability
- **Grant Wood**
 - Plant Sciences, Horticulture Club
- **Matt Carr**
 - Horticulture Club
- **Julianna Tan and Wally Satzewich**
 - Saskatoon Farmers' Market

Questions?

- Kara Friesen:
 - **Email:** kara.friesen@usask.ca
 - **Phone:** (306) 653-2044
- Nadine Nevland
 - **Email:** nnr358@mail.usask.ca
 - **Phone:** (306) 371-5325

