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## MEMORANDUM

March 7, 2013

Refers Item 1  
Public Hearing March 12, 2013

TO: Mayor and Council

CC: Penny Ballem, City Manager  
Sadhu Johnston, Deputy City Manager  
Janice MacKenzie, City Clerk  
Mairi Welman, Director, Communications  
Wendy Stewart, Assistant Director, Corporate Communications  
Brian Jackson, GM Planning and Development Services  
Malcolm Bromley, GM Park Board  
Vicki Potter, Director of Development Services  
MaryClare Zak, Director of Social Policy

FROM: Brenda Prosken  
General Manager

SUBJECT: Amendments to the Zoning and Development By-law Regarding Farmers' Markets

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During referral of this item, Council requested more information in regard to the consultation process undertaken in the development of the amendments to the By-Law regarding Farmers' Markets. Council specifically requested that staff clarify the consultation that was undertaken to arrive at a proposed amendment related to a percentage change in vending stalls identified in the report.

The Interim Farmers' Market policy (2010-2012) required that all farmers' markets ensure that a minimum of 80% of all stalls vend fresh fruit and vegetables, while the remaining 20% provides for local prepared foods, ready-to-eat foods, and artisanal crafts. The proposed amendment adjusts this to: a minimum of 60% of all stalls are for agricultural products and local prepared foods, and the remaining 40% for ready-to-eat foods and artisanal crafts.

Over a two year timeframe staff held several meetings and had on-going consultation with all three farmers' market operators and the BC Farmers Market Association. Research was also undertaken to identify best practices from other cities (e.g., Toronto and Victoria). Market operators represent agricultural producers and have a strong understanding of the need of

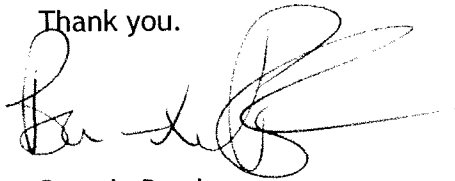
Memo to M C re Farmers Market Public Hearing

local food producers and local consumers. Staff were advised by market operators that a 60% minimum agricultural product and local prepared foods amendment would allow markets to be more economically viable, in particular during colder months, while keeping pace with the growing season, which better supports farmers.

Given this, the proposed amendment is recommended to improve the economic and social sustainability of farmers and farmers' markets all year round.

If you have any questions or concerns, please do not hesitate to contact me or MaryClare Zak, Director of Social Policy (604.871.6643).

Thank you.

A handwritten signature in black ink, appearing to read 'Brenda Prosken', written over a light blue horizontal line.

Brenda Prosken,  
General Manager, Community Services

BP/th