

Want to know how to become a vendor? Contact the musician you're enjoying? Telephone a regular vendor who stopped attending market? Join the Market Video Ensemble? Book the Community Booth to promote your Non Profit Organization? Find your lost keys, shopping bag, or grocery list? Sign on to the monthly E-Newsletter? The Wolfville Farmers' Market has a team of staff to help. Ask at the **Info Booth**, or visit [www.wolfvillefarmersmarket.com](http://www.wolfvillefarmersmarket.com) to learn who handles which task and how you can **get in contact with us**.

### Services of the Wolfville Farmers' Market

- Special Events (Seedy Saturday, Tastes of the Valley, Pumpkin Palooza, Get Un-Scrooged)
- Live Music (10am-1pm)
- Info Booth
  - Resources: Veggie Grid, Fruit Grid, Meat Sheet, Market Map
  - Info about the Market, the Community and Sustainability
  - Market Money
  - Market Gift Registry
- Not-for-Profit Community Booth (free info booth for not for-profits)
  - Community Business Booth (a booth that allows any business to come and promote themselves at the Market once a season)

#### *Did you know?*

The Wolfville Farmers' Market always keeps its ears and eyes open for Primary producers to add to our community of vendors. Two spots are held open each Saturday morning in case a new Farmer shows up.

### Weather to go to Market

While the Wolfville Farmers' Market enjoys its outdoor home for six months of the year, weather is always part of the Saturday morning experience. Some Produce vendors prefer a little drizzle to keep lettuce leaves perky. Craftspeople fear the wind and wet will ruin the product. On the last Saturday of October in 2007, we set out to enjoy our 15<sup>th</sup> Birthday Celebration. The Wolfville Market was nearly blown (and washed) away by a tropical storm. Few vendors chose to stay and set up, and those who did huddled under the Robbie Tufts Pavilion, their tents and tables unable to withstand the gusts of wind out in the open. As the gale calmed and the sky turned from grey into an aqua green, brave and curious customers gathered with shopping bags in hand. For some vendors it was one of the most profitable Saturdays of the season. And those of us who remained got more than our usual share of birthday cake.

## Growing the Wolfville Farmers' Market

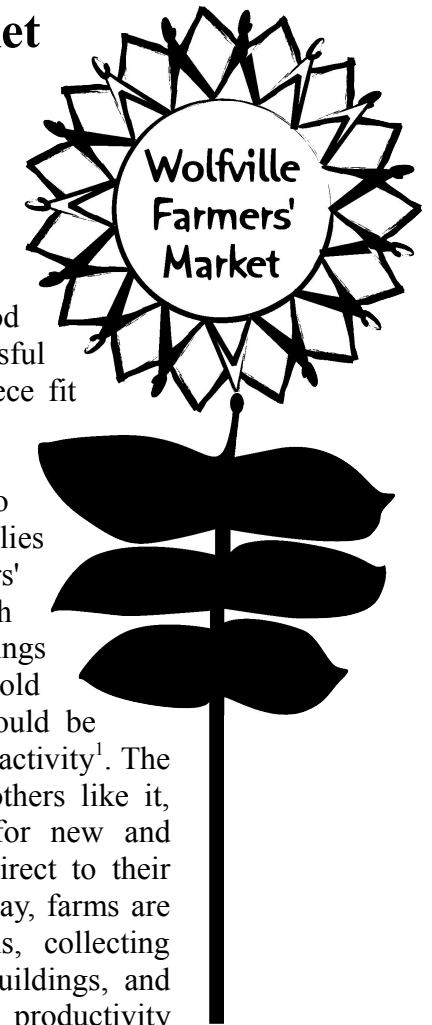
### Small Steps toward Sustainability

The Wolfville Farmers' Market has grown at a substantial rate in 16 years of operation, and managed to maintain its vision and health. Was it the quality of products sold, the dedication of passionate vendors, the growing popularity of the “Buy Local” message, loyal and informed customers, good management and effective leadership from the board, or successful pleas for good weather that kept the Market going? Each piece fit together to form a cyclical pattern of growth while maintaining sustainability. As volunteers worked to present successful undertakings, the door was open for passion and funding to ensure those projects continued. The vendors and their families contribute much more than products for sale at the Farmers' Market and the Market thrives with these additional efforts. In Kings County, \$180 Million of household income, and one in four jobs, could be traced directly toward agricultural activity<sup>1</sup>. The Wolfville Farmers' Market, and others like it, provide low risk opportunities for new and growing farms to sell products direct to their customers. While operating this way, farms are able to incubate their operations, collecting infrastructure like greenhouses, buildings, and equipment necessary to increase productivity and meet the growing demand from consumers at the thriving Farmers' Market. The Market could not have grown without the success of its vendors, commitment from its customers, and many extra hours donated by the market community.

#### *Did you know?*

Wolfville's Market, like all markets under Farmers' Markets Nova Scotia, is a Primary and Secondary Producer Market. This means that in order to sell products, the vendor must have made those products themselves. Grown up from the ground, or crafted from raw materials, all the goods available for sale at the Wolfville Farmers' Market are generated by the people selling them to you. Every product is local.

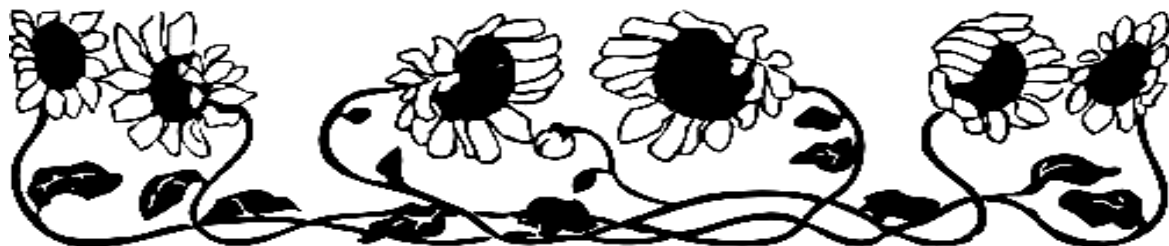
We have records (and a few phone numbers) of the vendors who've been with us since the early years. Have you been attending, as a customer, for a decade or more? We would love to hear (and write and publish : ) your story. Visit Devin at the Info Booth.



<sup>1</sup>2006. *Agriculture's Impact on the Kings County Economy*. The Acadia Centre for Small Business and Entrepreneurship.

## History of the Wolfville Farmers' Market

- 1992 ~ The **Wolfville Farmers' Market** began in the summer when **3 vendors** sold produce, plants, and prepared food in the parking lot beside the Robie Tufts Park.
- 1994 ~ The Market moved into the **Robie Tufts Park**, with vendors arranged under the Chimney Swifts Pavilion between Victoria Day and Thanksgiving.
- 1999 ~ Functioning as a **Not-for-Profit Organization**, the Market hired a **summer student** from Acadia to co-ordinate Saturday mornings, collect fees from a dozen regular vendors, and attracting buskers to offer entertainment.
- 1998 ~ **J and J Coffee** opened shop, operated by the Market's youngest vendors, one of whom recently retired from 10 years of service and left home for University.
- 2000 ~ **The Market Board** was formed, and **Kelly Marie was hired to Co-ordinate** the 17 vendors. With 9 hours each week, she collected fees from the vendors, increased the presence of the market with signs and advertising, hired musicians to play on Saturdays, and nurtured the growing "vision" of the Wolfville Market.  
~ The first Vendors ventured back out from the shelter of the Robie Tufts Pavilion and set up **canopies on the lawn**.  
~ There were 4 Fruit and Vegetable Producers, 2 Plant and Flower Sellers, 3 Bakers, 2 Meat Vendors, 3 Crafts People, 1 Person Selling Health Products, and the always popular Coffee Servers.
- 2003 ~ During the late fall the Market was **hosted in a barn in Lower Wolfville**.
- 2004 ~ The Market found its new fall home at **Acadia's Student Union Building** and extended the season until December.  
~ A **Strategic Planning Exercise** was undertaken. The Market articulated its Vision, Goals, and Core Values. One of these goals was the development of a Permanent, Year-Round Space.
- 2004 to 2006 ~ The Wolfville Market attracts the attention (and attendance) of three **Vegetable Vendors** who also attend the Halifax Farmers' Market, increasing the variety and quantity of produce available as well as the Wolfville Market's capacity to host Prepared Food Vendors and Craftspeople.



- 2006 ~ The Market Board metamorphosed into a **Policy Board**, and the Coordinator into a **Manager**.  
~ The **first year-round season** took place.  
~ The first **Tastes of the Valley** was a delicious success. Co-ordinating this huge task was shouldered by **vendor volunteers**.  
~ To compliment and continue the excitement of Tastes of the Valley in July the market launched **Pumpkin Palooza** in October, and **Get Un-Scrooged** in December
- 2007 ~ With an invitation from the Town of Kentville, the Wolfville Market and its vendors launched a **mid-week Kentville Market**, which runs from early July through early October.
- 2007 ~ **Monthly Events and Activities** were held, in which vendors featured seasonal products, customers were offered samples, children of all ages made crafts, and lucky entrants won market goodies.
- 2007 to 2008 ~ The Market Manager was joined by a staff team comprising a **Website and Graphics Coordinator**, an **Events Coordinator**, an **Information Booth Coordinator**, and a **Video Producer**.
- 2008 ~ The Market started an **Info Booth** and a **Video Ensemble**.  
~ The busiest season yet, the Market hosted an **average of 50 vendors** each Saturday morning, all year round, including 14 Fruit and Vegetable Farmers, 6 Meat Growers, 4 Plant and Flower Growers, 10 Prepared Foods Vendors, 5 Bakers, 3 Wineries, 2 Chocolatiers, 12 Artists and Crafts People, 5 Persons Selling Health Products, 4 Woodworkers, 1 Cheese Maker, 1 Fish Vendor, 1 Soy Foods Producer and the ever popular Coffee Servers.

### *Did you know?*

The Wolfville Farmers' Market offers a special deal to vendors under 16 years old. To encourage entrepreneurship, these vendors can access a casual vendor space at half the regular fee.

### Looking Ahead

- The Wolfville Farmer's Market continues to work on plans for a Permanent Inside/Outside space.
- 2009 will bring monthly Tasting Series to compliment the popular Events.
- Planning is underway for a Buy Local Challenge with support from the Information Booth at the Wolfville Market, and Select Nova Scotia.

What do you want to see, hear, and taste at the market?