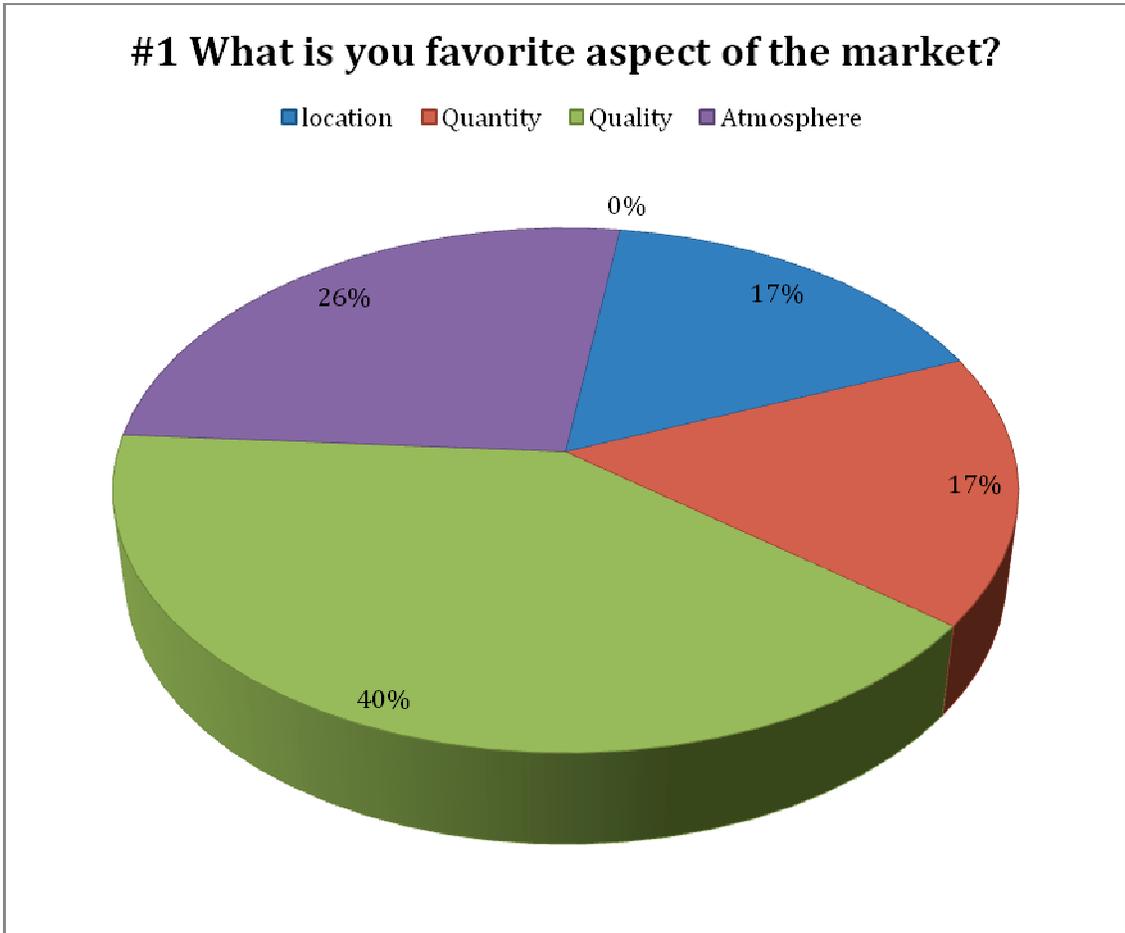
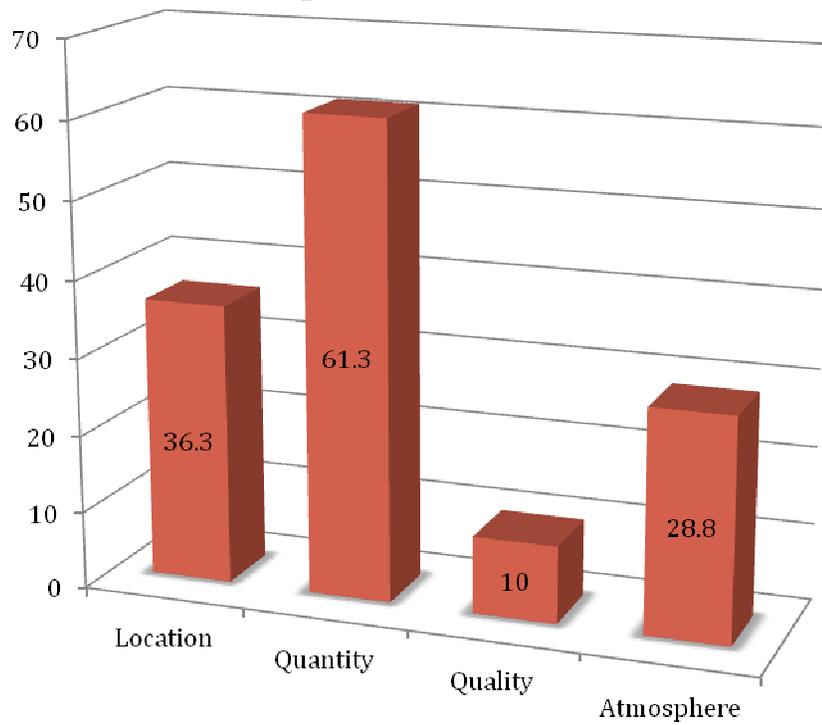


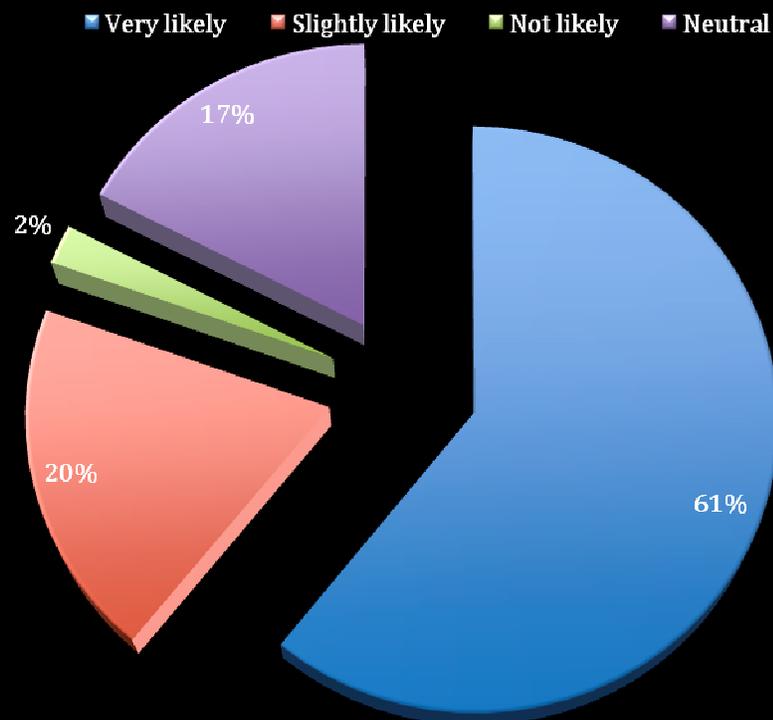
This document shows the results of the customer survey carried out by the Powell River Farmers Institute in the spring of 2012, to find out what Powell River customers wanted to see at their markets.



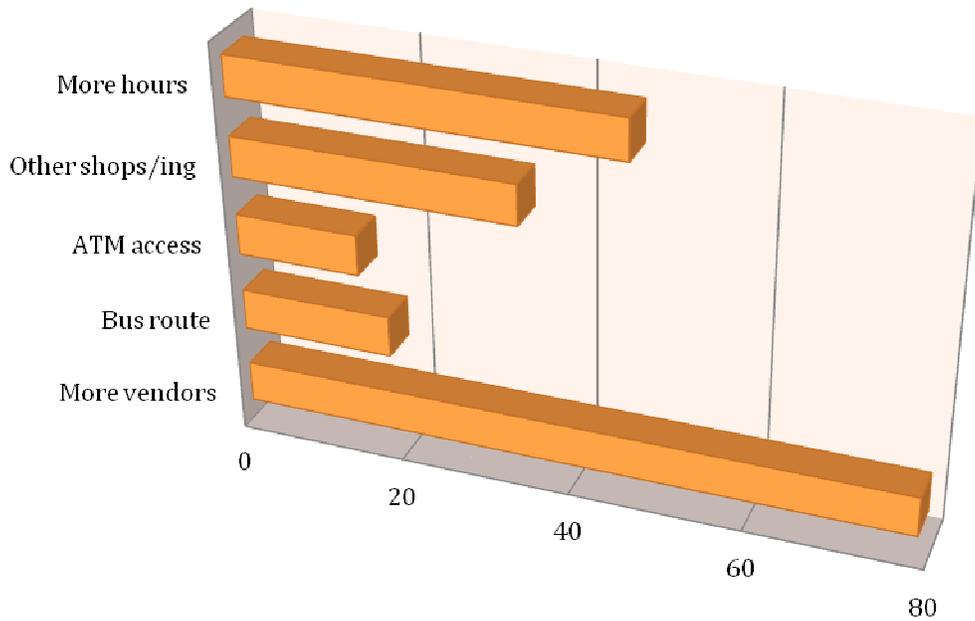
## # 2 What aspects need the most improvement ?



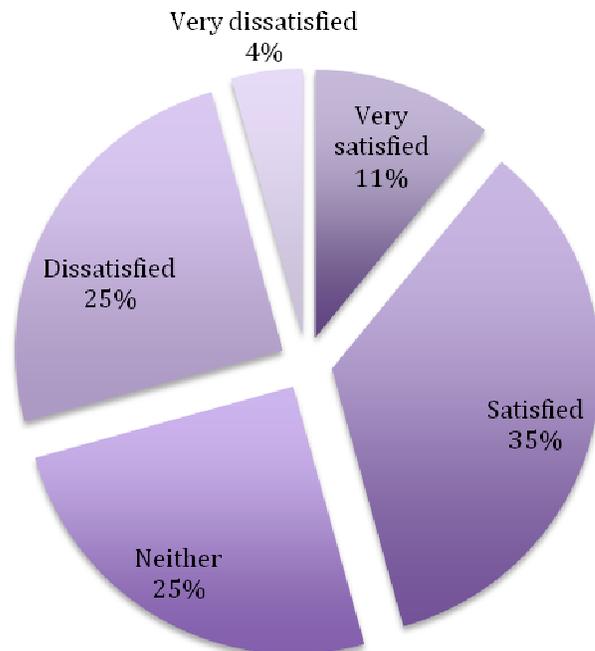
## #3 How likely are you to shop elsewhere?



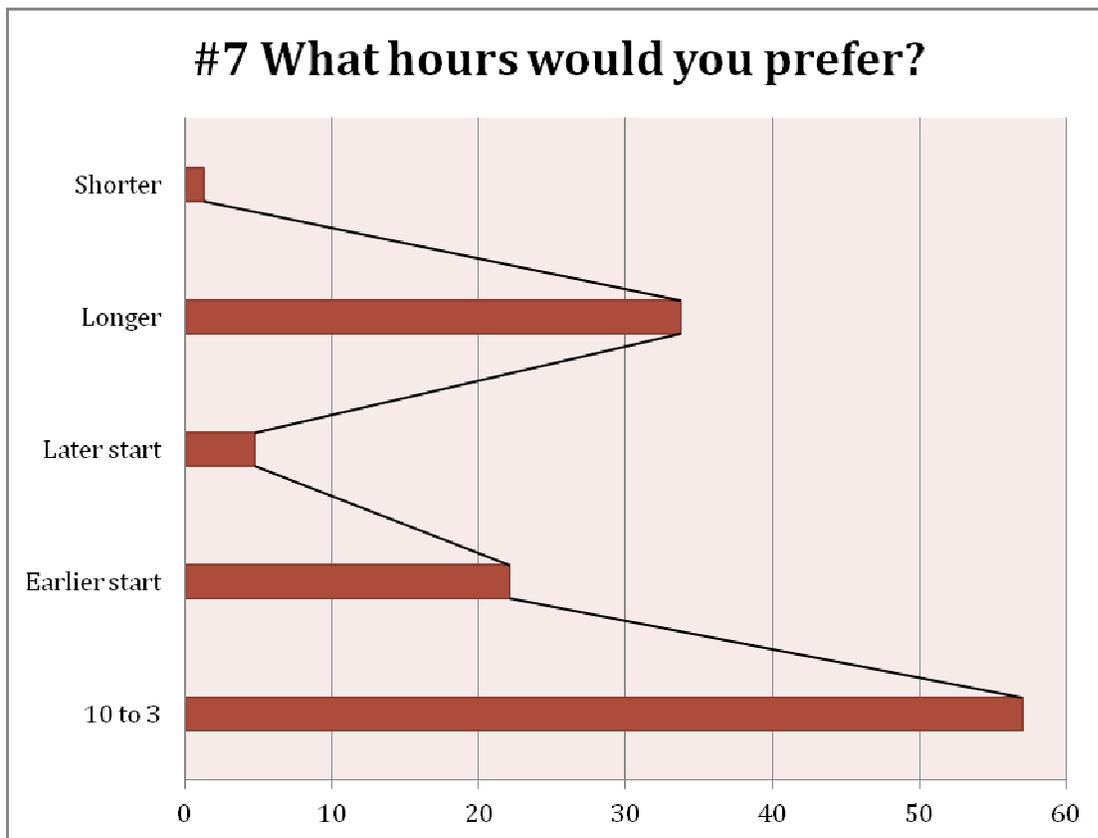
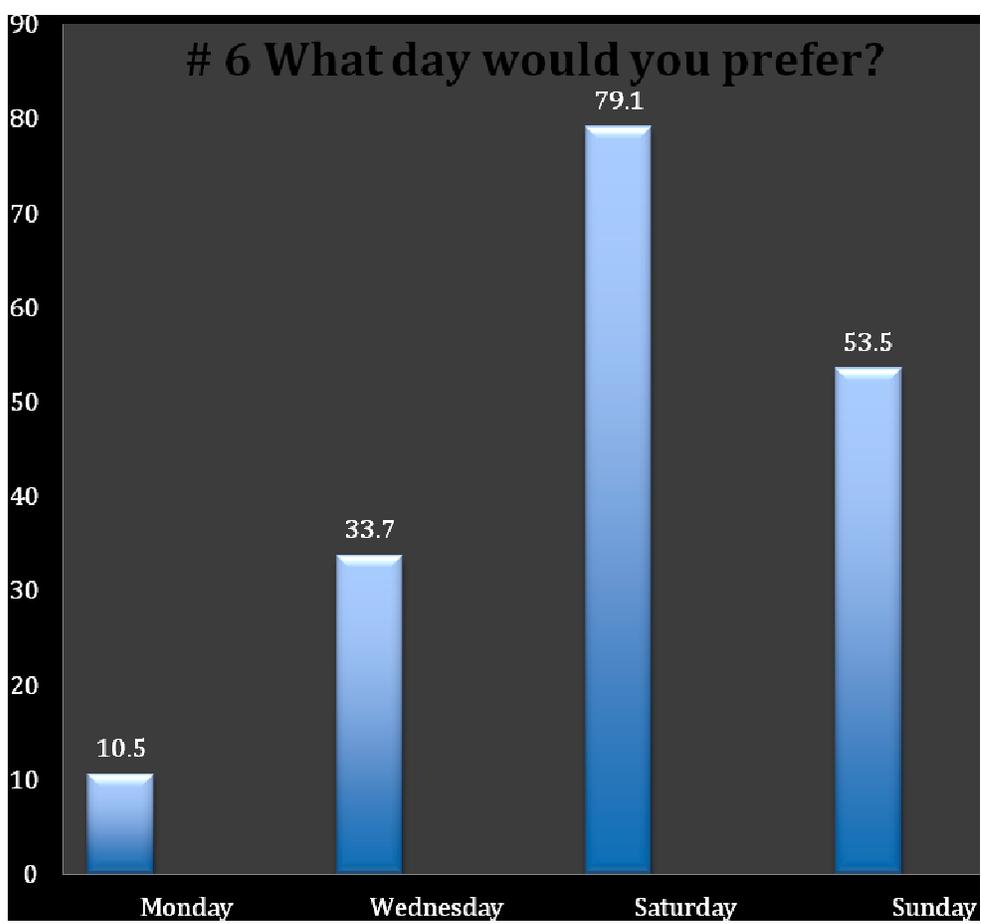
## # 4 What features would encourage you to shop?



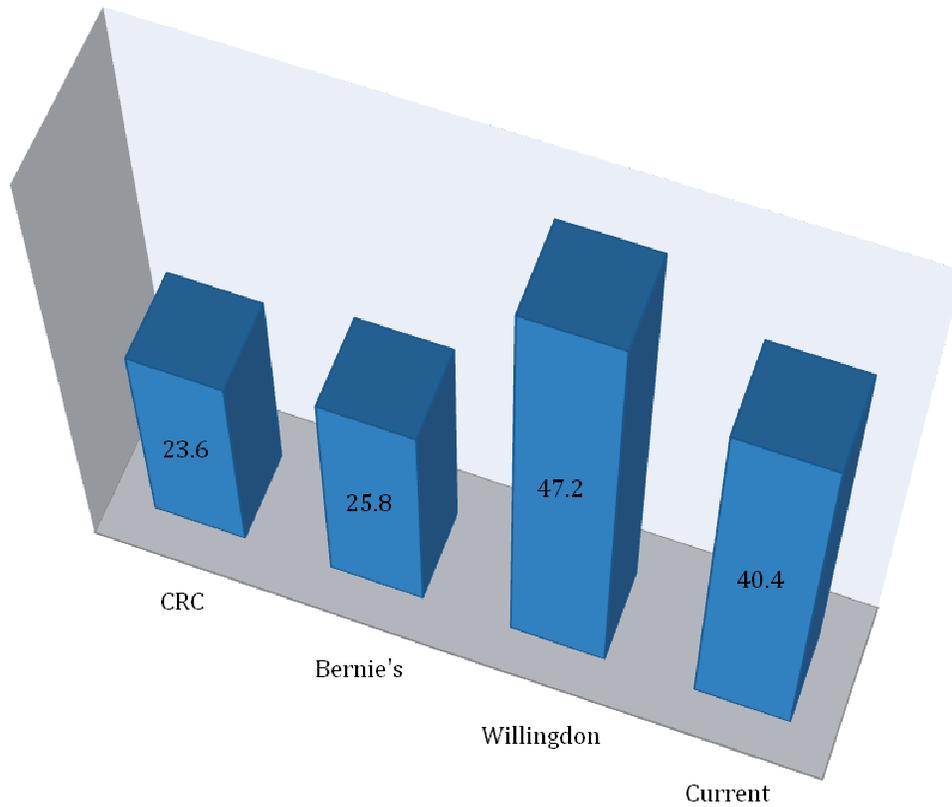
	More vendors	Bus route	ATM access	Other shops/ing	More hours
■ Sales	78.7	18	14.6	33.7	46.1



## # 5 Satisfaction with current hours/day?

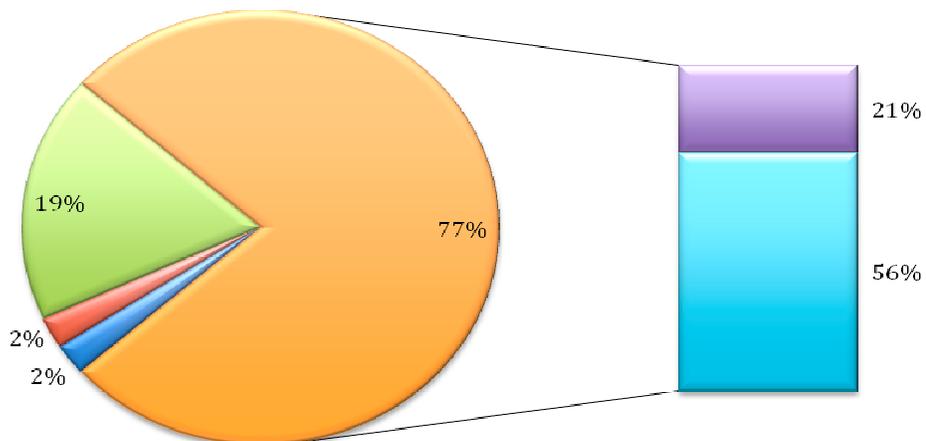


## # 8 Where would you prefer another market ?



## # 9 Do you support marketsafe?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree



## Question 10 Additional Comments:

Membership to any association should not be necessary. Open market to non-members vendors!

I believe in local food markets

I love visiting the market and greeting vendors that are familiar. I enjoy a choice of entertainers and buying a lunch

I like the changes you're making!

We need to keep costs down for the vendors so more people can sell their goods.

Miss the people who were there before the shake up. Their product was good, the food court coffee run by Linda and Rita, fantastic great people  
Suggestion for current market: keep all food/plant sales in 1 area, and move crafts etc. out to the field.

Let's work on making the pole-line passable for bikes with trailers so parents can bring their kids this way

Don't know what Market Safe is please educate

Need clarification on what went down with farmers market. Should develop more use for space -family picnics, open air concert, mixers

Regarding #9, although we need to be aware of food safe initiatives, we need to keep perspective and remain reasonable. Some legislation/regulation/policies are unwarranted, and the (sometimes unnecessary) additional requirements can break small businesses.

I wish I made it to the market more. I work Monday to Friday in town and live north. On the weekends I don't want to drive back in. If there were a second 'weeknight' option I would hit that on my way home after work.

Thanks!

Keep up the good work. Grow. More local, more healthy, more sustainability...Cheers to you!

Love the market, fresh food and produce

Often the music is too loud

Shopping at another market would depend on the quality of products and quantity

Thanks for asking!

Current market not long enough

It's great!

Loved the indoor winter market Wish the current hours went on longer into the afternoon

Overall it's a wonderful market! Keep up the good work

Love it!

I'm not worried about food safety of local food nice job; Jesse & crew bringing the farmers market back to life!

I feel the restrictions on what we can sell are too restrictive. Local people who are regular sellers will not survive if they sell bad produce. We need to trust that the people who sell us their produce and products will be ethical and trustworthy and that will come out as the buyers start to build relationships with the sellers. Get us more local produce and get people to support our growers and suppliers in town so that we can become more self-sufficient.

Why not just call it the Powell River Farmers Market? Everybody knows what a farmers market is and that farmers markets include other stuff than just farmer stuff, but "Open Air Market" seems obscure. Let it go! Be more closely aligned with the BC Farmers Market Association. I would love to see the market set up next to the beautiful new library at Willingdon Beach some day, helping to create a more vibrant, community-oriented waterfront and downtown business climate.

Now and again, special speakers have been brought in, such as the fired Health Canada scientist and the authors of the 50-mile diet. More speakers with food/health related expertise would be wonderful and, I believe, a draw to the site.

Presently I don't come to the market. I live North of town and make one trip for several or many stops. I don't come to town on Saturday (Banks, dentist's, doctor's offices, Post Office, PREP office are closed), it is a long way to go to the present location and I would have no other reason to go to Paradise Valley.

More fruit and veg in the winter would be good if possible.

We need more vendors. The edge that the Courtenay market has is the fact that you can get all of your food for the week there. Veggies, fruit, preserves, meat, fish, fresh pasta, etc. I don't know how to expand our market here in town, but it would be fantastic to be able to

The customers should be scheduling the farmers' market into their schedules. For those that need it I really think a farmers' storefront would be fantastic. Also, having a mid-week market would be great as I'm one of those people who really do try to schedule the farmers' market into my schedule but when I've been to town during the week I like to avoid making another trip in. Especially when it's sunny out and I have days off to work in my garden the last thing I want to do is drive all the way into town even though I really support the market I just can't do

it sometimes.

I think it is necessary to make it easier for local vendors to operate. Obviously we want clean facilities and practices and chemical free as much as possible but without hampering the vendors by legislating everything. For example, organic principles is better than expecting vendors to go through the hoops of getting "official" government verification of organic. We just want good healthy product. We want things clean but that doesn't mean we have to pour bleach over everything and involve the government in everything; just follow basic principles and common sense.

I do support the market, no matter what. But it does need more vendors, especially veggies and ready-to-eat foods (vegetarian, especially). I would also like to see, generally, crafts of a higher standard, although how you could accomplish that I don't know! I like the location, but I think a more central location would attract more customers - just take a look at Bernie's stall - its like flies around the honey pot!

Keep up the great work, and let's get more folks out every week!

Local farmers market is great. Increase the activities and products. Slightly longer hours would be nice, but only if it works for the vendors. A weeknight summertime in town at the beach (upper) would be good. Otherwise, great market

Farmers Market should be a community event, not strictly a "sale place". Children/ youth farm oriented activities could be developed and incorporated.

I would like to see more variety of vendors not just more vendors. Thanks.

We need to do whatever it takes to get more younger/less experienced producers into the markets, so that they are encouraged to increase production.

I like the idea of gardeners with small quantities being able to sell communally. And I like the idea of a truck market visiting places like the wharf and Willingdon Beach campground, Lund, possibly going to Savary Island (a "boat" market?)

I like the markets we see throughout California where they shut a couple of blocks of the main street down for a couple of hours once a week and it's central, busy, bright and everyone has a tent, not dark little stalls, great in good weather. I still like the tent thing, rain or shine.

Wider selection of FOOD (esp. local meat & more value-added products, more ready-to-eat food); less tat; better music and other cultural content. We need to do whatever it takes to get more younger/less experienced producers into the markets, so that they are encouraged to increase production.

I would prefer one weekend day with longer hours, plus a mid week. I find the variable weekend hours confusing.as to location Willingdon beach but only if there's a library nearby!

Not enough vendors, not enough variety. Quality of veggies is excellent. Quality of some of the crafts is tacky.

I think a partially indoor venue would make it easier to broaden hours and supply

I like the current location as it has the 'feel' of a farmers' market. A mid-week market is not a bad idea as one of the reasons to why i miss the farmers' market is that i don't want to have to travel into town on the weekend if I've been working in town all week. I live south of town so it is a commute. An idea I wish could happen is for a farmers' market store front. A small space where farmers' can bring their goods to which is open a few days a week. This would be a great Model Community Project. Thanks for providing us with local food. I will make it to where ever and when ever the market is to support this effort as I'm not able to grow all my own food yet and the grocery store sucks!

1 week day would be great for those who want to stay home on the weekend. I can imagine that it is extremely tiring to have longer hours at the market but if another day was added to the regular sat/sun it would give people another chance to go in place of just extending the hours of these current 2 days.

By the new library would be a great location

An all day market like Saltspring Island

Need better communication on who and what is available. it is a waste to drive out and not get the bread or salad that you are looking for. More local products, meat, cheese, fish, raw milk - it can be labeled non-certified or non-registered

More variety of musicians, dog-friendly market

We need more variety & a better mix of great PR musicians

I live near Lund so current location is okay but a bit of a haul. I would go more often if it were in a more central location

on a bus route is most important, near some commercial area, maybe the park in cranberry

Sat/ Sun not always convenient to be able to shop after work mid-week would be good

Would be great to try to grow it, and have even more diversity and vendors. The present location is fine, but I understand that for those wanting to use alternatives to cars, it isn't very handy.

More vegetables and fruit for sale In the parking lot of the new library

more diversity of products and services. I think the Willingdon beach "library" site should be a "Granville Island style" market place that operates all the time. Produce, cheese, meats, wines, local products, entertainment, a place for local farmers to engage the economy.

Good events/entertainers, more family friendly/tied into other PR events Electrical upgrade/ambiance/ more vendors/new ideas Maybe later hours too if u get entertainers and food for dinner or outside movie or something

It is a beautiful spot that showcases Powell River and makes the market unique. I have talked to many out-of-towns who have told me we have one of the best

farmer's markets they have been to.

safe bike accessibility Note: Padgett rd is not safe for bike and trailers!

current is beautiful but out of the way

Get rid of the really bad singer the guy with the black cowboy hat, he can't carry a tune

Same people and even same songs every weekend

more variety, some vendors only come in once a month or less

The hours are short and sometimes hard to remember