



2018 Year-End Report & 2019 AGM Presentation

For more information on this report and other projects contact us
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HOFFMANNHAYES

healthy food programming,
gardens + community development

WELCOME

The Backyard Farm & Market: Vision, Mission and Values

Vision To grow interconnected, resilient communities rooted in healthy urban food systems

Mission To enrich lives and foster social change through the creation of a healthy urban food hub

Values Health - Personal, Social, Environmental
Community - Fun, Engagement, Leadership
Quality - Food, Experience, Relationships, Diversity, Sustainability

Overview - The Backyard Farm & Market, 2013-2018

- 16-18 outdoor farmers' markets a year, community gardens and community engagement activities.
- Market is moving in front of the Daniels' Arc building across the street this season
- Regenerative community development has resulted in strong community leadership on the Board, in Gardens, as well as running the Market, Music and Healthy Food Eco Kitchen programs.



STATS 2013-2018

- **22,711** Cumulative Visitors
- **\$244,672** into Local Food Economy
- **8** (Average) Vendors per market - new and existing businesses
- **12,043** Cumulative Volunteer Hours
- **701** Volunteers Engaged

What It Costs To Run the BYF&M

Actual Results 2018

Sources of Funding		Amount
Program Support-Daniels Erin Mills - Skyrise	\$1 per unit, per month	\$3,888
Program Support-Daniels Erin Mills -West tower condo	\$1 per unit, per month	\$3,492
Daniels Funds - General		\$20,000
Daniels Marketing Support incl. Market Bucks		\$7,500
Garden Fees		\$915
Market Fees		\$2,882
Other (Grants, interest income etc)		\$7,273
Total Funding		\$45,950

What It Costs To Run the BYF&M

Actual Results 2018

Program Expenses - Market/Garden

Market, Garden, Healthy Eating Eco Kitchen
Supplies, Music, Market Management \$42,754

Admin Expenses

Overall Administration, Insurance,
Bookkeeping, Bank Service Fees \$2,810

**Total Market, Garden Admin & Office
Expenses \$45,564**

Excess Revenues over Expenses \$386

What It Costs To Run the BYF&M

Budget 2019

Sources of Funding		Amount
Program Support-Daniels Erin Mills - The ARC **Starting later in the year**	\$1 per unit, per month	\$4,308
Program Support-Daniels Erin Mills - Skyrise	\$1 per unit, per month	\$3,888
Program Support-Daniels Erin Mills -West Tower	\$1 per unit, per month	\$3,492
Daniels Funds - General		\$20,000
Daniels Marketing Support incl. Market Bucks		\$7,500
Anticipated Garden Fees		\$625
Anticipated Market Fees		\$2,720
Other (Municipal Grant and Capital funding - Section 37)		\$14,510
Total Funding		\$57,043

What It Costs To Run the BYF&M

Budget 2019

Program Expenses - Market/Garden

Market, Garden, Music, Market Management \$53,882

Admin Expenses

Overall Administration, Insurance, Bookkeeping,
Bank fees \$3,161

Total Market, Garden Admin & Office Expenses \$57,043

New Location - The ARC

This season, the market will move from the current site across the street to our permanent new home in the plaza area under the ARC.

Our move is based on the construction schedule. The move date will be shared as soon as we have it.



New Branding

To better represent the location and the new community being developed by Daniels, our new name Erin Mills Farmers Market and logo will be implemented throughout the 2019 season.

Market Changes

Thursdays! 3:30 - 7:30
July 11 - October 10, 2019



The Backyard Farmers' Market 2018 - VENDORS

- 2018 sales = **\$42,490.00**. Increase of approximately \$3,355
- Average sales per market per vendor = **\$331.95**
- Average visitors per market day increase from 127 to **199** in 2018
- Continues to be a challenge to source vendors especially organic. 2019 we are softening our Vendor Guidelines to include low spray produce. This also speaks to customers wanting more vendors.

2018 - VISITORS

3386 visitors (increase of **1093** in 2017). Third consecutive year of visitor growth and our third best number of visitors in six years.

- Average customer spend decreased by 21.5% per visitor. High amount of new customers and they buy less in the first year.
- Strong amount of returning customers
- Local, organic and Non-GMO in that order, continue to be important to customers, new and existing.
- Keep customer focused

Loyalty Program

New loyalty program:

- Allowed us to learn how much our loyal customers are spending (Avg. 200.00/10 visits)
- Increased customer visits
- Reinvested money to vendors
- Increased conversation/engagement
- Brought joy to customers



Survey Respondents Are BYFM Promoters

- 2019, highest survey respondents so far. 106 - 75 from existing customers and 31 from the new community.
- **How likely are you to recommend the BYFM? 2018 = 88%! 2017 (statistics were too low), 2016 = 61%, 2015 = 73.3%, 2014 = 68%**
- 45.3% of our respondents had shopped at the market over the past 3-6 years. 42.7% shop weekly or bi-weekly. Consistent, strong loyal base of customers.

2018 Survey Insights - What Customers Want

- When asked about weekday market timing, 64% of existing customers and 86% of new customers preferred 3:30 to 7:00pm
- 47.3% of existing and 71% of new customers stated it was important to have culturally diverse foods.
- Organic options are important to 80% of respondents.

The Healthy Eating Eco Kitchen

Program continued to be very well received by all. Customers lined up to try healthy samples of snacks made with ingredients from the vendors.

Two particular volunteers (Shaylon who recruited his friend Lucas) have shown wonderful involvement and care for the kitchen and market. Shaylon has been dedicated to the project throughout. Thank you to both of you.



Community Tent

Engaged the community with various health, wellness, environmental organizations.

Some of the exhibitors were:

- Therapist, Liuba Revenko
- OV Chiropractic
- City of Mississauga
- Yoga City
- Hot Yoga and Pilates

The Yoga studios offered a free class each time.



Community Leadership: Gardens

We had great leadership and collaboration by Shirley and ~20 gardeners.

Customers continue to be inspired by the gardens and food growing. Volunteers and vendors passionately give garden tours selflessly.

Collaborated with Many Feathers as a stop on the Farm Hop, and other local farms to share, inspire, and inform local residents on farms and projects like ours.



Leslie Log House

Backyard Community team with Ecosource and the City of Mississauga staff, at our new community garden!



New Garden Location



The gardens are moving to a new, bigger location, through the partnership with **Ecosource** and support from the **City of Mississauga**.

The new location is about **2 km from the market**, at **Leslie Log House**, an old privately owned apple orchard on city park land.

This move and partnership means that the group joins a bigger network of local gardeners and has access to more resources, all while maintaining the community and history of the Backyard.

The move is in large part a result of the gardeners' motivation and desire to grow and root in a sustainable way. The hope is that this location expands to accommodate new green thumbs and stand for years to come.

Farm & Market: Community Development and Leadership

- The volunteer team became smaller and stronger. Core volunteers took on more leadership: on the board, in gardens, as well as running the market, the music and Healthy Food Eco Kitchen programs.
- 2832 Volunteer Hours were given in 2018, significantly up from 2282 in 2017 and 1522 in 2016 as the community gears up to take over the project. People are taking on more complex roles and staying multiple years.
- 41 Volunteers Engaged, 14 volunteers contributing 40+ hrs. Of the 14, 9 contributed 80+ hrs. (2017: 35 volunteers engaged, 17 contributing 40+ hrs).
- Paid project leaders continued to mentor several volunteers and vendors in their small businesses

Community Leadership: Board of Directors

- In 2018, an effort to engage and enlist members resulted in membership growing to 105, 80 members up from 2018. This surpassed the Strategic Plan goal of 10 new members.
- Community Development Committee and Garden Subcommittee
- Applied for grants with the City of Mississauga. Received \$4,896 in 2018 and \$10,000 in 2019
- Granted \$50,000.00 in 2019 under section 37 of the Provincial Planning Act for Community Benefits. This amount is to be spent over the course of the coming years to help the transition to the Arc Plaza and other investments.
- Strategic Plan was updated for 2018-2020 with the themes of Sustain, Move, and Grow.

Community Development and External Relations

- Participated in Farm Hop with Many Feathers, an initiative to inform the community about farms like ours in and around the Mississauga area.
- Conducted surveys and connected with residents and management at the Daniels' towers to better understand demographics and invite/welcome them to the community.
- Volunteer/Vendor Appreciation event at Black Creek Community Farm
- Grew our relationships with Ecosource and the City of Mississauga, helping us achieve Strategic Plan goals; i.e. moving gardens, establishing a network connecting projects and organizations working for sustainable and local food in Mississauga. Signed partnership agreement with Ecosource - they administer garden program and we keep developing garden community.

Black Creek

Ending the market season
celebrating our awesome
volunteers!



Community Development: Moving Forward

- More outreach is underway to connect further with ARC, Skyrise and West Tower project condo boards, property management teams, and residents
- City Councillor and City of Mississauga Affiliate relationships continue
- Work is in full swing to implement a smooth and successful move to our new location
- Sponsorships and grants are being more actively sought as we transition away from Daniels' funding. We see this as a further opportunity to connect with our community and share our work

Strategic Plan

Focus	Breakthrough Objectives	Tactics Over Time
Sustain	Stabilize and enhance sustainability of the project.	2019: Sustain customer base and vendor income levels as we move.
Move	Design and implement a community-led transition in 2019. To preserve, conserve, and build community energy and engagement as we move.	2019: Move and stabilize in our new home. Continue seeking additional stable funding sources for 2020.
Grow	To grow the economy and the impact of the project.	2020: Grow the market. Grow loyalty and spending of existing customer base.

Regenerative Community

- What is a regenerative community?
- What it looks like for us...

https://docs.google.com/presentation/d/1qygyzFrM_JUHRy9codBksjrJVvkZgLee0ijhMSDr7HY/edit#slide=id.p

We are excited to move to our new home at the Arc with you!
Here's BEFORE...



...Let's make our AFTER all we can imagine!



Thank you for your years of support!