



# 2019 Year-End Report & 2020 AGM Presentation



**HOFFMANNHAYES**

healthy food programming,  
gardens + community development

# Land Acknowledgement

The land on which we gather is part of the Treaty Lands and Territory of the Mississaugas of the Credit.

We are grateful to have the opportunity to work on this land, and by doing so, give our respect to its first inhabitants.

# AGM Agenda

- Welcome
- 2019 Review
- Financial Update
- 2020 Plans & Operating Model during COVID-19
- Board of Directors Motions & Appreciation
- Community Check-In
- Closing



# The Erin Mills Farmers 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 Erin Mills Farmers Market, 2013-2019

- 12-18 outdoor farmers' markets a year, community gardens, and community engagement activities
- Market is moving in 2020, to the base of the Daniels' Arc building across the street
- Anticipated market move delayed in 2019; resulted in an impact to market
- Recipient of City of Mississauga Grant; created two staff positions
- Ongoing **regenerative community development** has resulted in strong community leadership on the Board, in Gardens, as well as running the Market, Music and Healthy Eating Eco Kitchen programs



## Key Stats 2013-2019

- **26,288** Cumulative Visitors
- **\$266,000** into Local Food Economy
- **8** (Average) Vendors per market - new and existing businesses
- **12,900** Cumulative Volunteer Hours
- **730** Cumulative Volunteers Engaged

# What It Costs To Run the EMFM

# Actual Results 2019

## Sources of Funding

	Amount
Market Fees	\$1,920.00
Garden Fees	\$890.00
Daniel's Marketing Fund Contribution	\$7,500.00
Program Support - Daniel's Erin Mills- Skyrise	\$3,888.00
Program Support - Daniel's Erin Mills- West Tower	\$3,492.00
Program Support - Daniel's Erin Mills - The Arc	\$4,308.00
Program Support - Daniel's General	\$20,000.00
Grants & Other Income	\$10,568.93
<b>Total Funding</b>	<b>\$52,566.93</b>

# What It Costs To Run the EMFM

# Actual Results 2019

## Program Expenses - Market/Garden

Market, Garden, Healthy Eating Eco Kitchen Supplies, Music, Market Management	\$47,275
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## Admin Expenses

Overall Administration, Insurance, Software, Bank Service Fees	\$1,474.60
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<b>Total Market, Garden Admin &amp; Office Expenses</b>	<b>\$48,749.60</b>
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<b>Excess Revenues over Expenses</b>	<b>\$3,817.33</b>
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# What It Costs To Run the EMFM

# Budget 2020

## Sources of Funding

		Amount
Program Support-Daniel's Erin Mills - The ARC	\$1 per unit, per month	\$4,308
Program Support-Daniel's Erin Mills - Skyrise	\$1 per unit, per month	\$3,888
Program Support-Daniel's Erin Mills -West Tower	\$1 per unit, per month	\$3,492
Daniel's Funds - General Support		\$20,000
Daniel's Marketing Support incl. Market Bucks		\$7,500
Anticipated Garden Fees		\$667
Anticipated Market Fees		\$2,720
Other (Municipal Grant and Capital funding - Section 37)		\$14,232
<b>Total Funding</b>		<b>\$56,807</b>

# What It Costs To Run the EMFM

Budget 2020

## Program Expenses - Market/Garden

Market, Garden, Music, Market Management	\$54,851
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## Admin Expenses

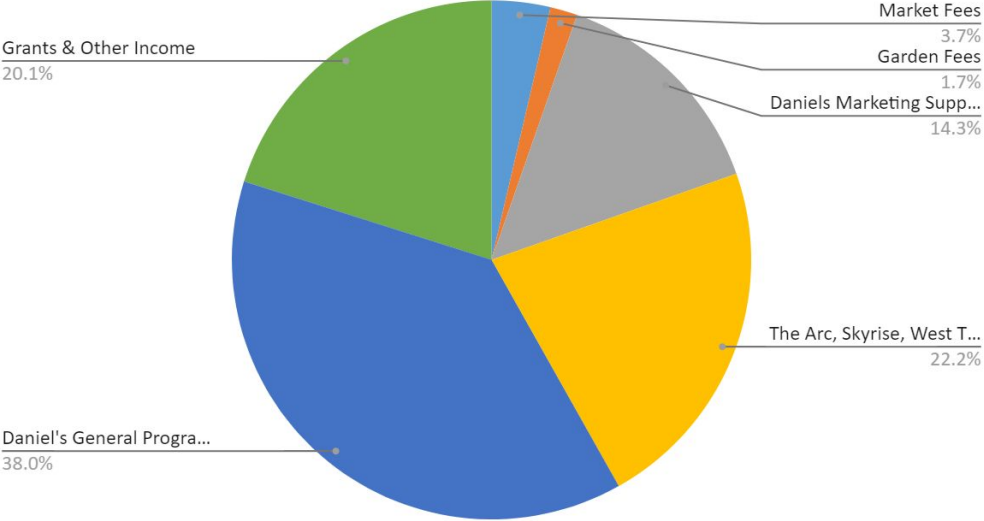
Overall Administration, Insurance, Bookkeeping, Bank fees	\$1,745
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<b>Total Market, Garden Admin &amp; Office Expenses</b>	<b>\$56,596</b>
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# Financial Outlook

- In 2019 we received 52% of funding from Daniel's for operations and marketing
- Daniel's funding will taper over 5 years
- Local community funding model in place and will grow to cover funding needs by 2023
- Other sources of revenue such as grants and sponsorships are being developed

2019 Sources of Funding



## New Location - The ARC

Our move to the base of the ARC building was postponed in 2019 as building construction wasn't complete.

This season the market will be located across the street at our permanent new home at the base of the ARC building.



## New branding rolled out in 2019

To better represent the location and the new community being developed by Daniel's, we rebranded and changed our name in 2019 to Erin Mills Farmers Market. All our signage reflected our new logo & look.

### New Market Timing

**Thursdays! 3:00 - 7:00 pm**

**Opening day is TBD extending to October 11, 2020**



## 2019 Market Review

- 2019 sales = \$21,445 (12 markets). 2018: \$42,490 (17 markets).
- Average visitors per market day 2018 -143, 2019-199, 2018-127
- 2019 we widened our produce vendor criteria in our Vendor Guidelines and added low spray

# 2019 Market Review

- 1,713 visitors, 3,386 in 2018 (more market days)
- Average customer spend remained the same as last year \$12.55. The best \$16.00
- High amount of new customers and they buy less in the first year
- Solid amount of returning customers
- Local, organic and Non-GMO in that order, continue to be important to customers, new and existing
- Kept customer & vendor focused

# The Healthy Eating Eco Kitchen

Program combines the creation and education of healthy food samples made with ingredients from the vendors.

Volunteer run. Laura and other dedicated volunteers have shown wonderful involvement and care for the kitchen and market. Here they are making infused oils with plants/herbs a workshop hosted by Kat.

In 2020, aspects of the program will be available online.





# Music Program

The Music program is an opportunity for local musicians to get and broaden their experience in performing. The music and the musicians have contributed greatly to creating an enjoyable, relaxed and community feel at the market.



# Community Tent

The community tent profiles various health, wellness, environmental organizations. As a service for residents.

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.



# 2020 Farmers Market

During Covid-19 we are proposing 2 models to Peel region public health:

- **Online Pick-up Model**

- New online ordering website using Local Line
- Order online from each vendor & pick-up during a scheduled time at the market, during market hours
- Follows market safety protocols outlined by public health

- **On-site with Vendors Model**

- Vendors are on-site and tents are spaced out 2m/6-7 feet apart
- One entrance and one exit
- Customers sanitize hands at the entrance and exit
- Physical distancing at all times including with vendors

Upon public health approval, details and opening date will be on the website for both models and a newsletter will be sent out. And it will be announced on Facebook & Instagram

# Community Leadership: Gardens Update

- Enjoyed a bumper crop after having a ph soil test and amending with appropriate compost.
- Donated 100 pounds of fresh vegetables to Eden Food for Change food bank.
- Well attended Work Bees and potluck socials/meetings by members and their family and friends.
- Attracted visitors to the new sunflower circle
- Launched the Garden Community Newsletter
- 2020 Gardens operating as an essential service under strict guidelines directed by Peel Public Health



# Community Leadership: Community Involvement

- Our close relationships with Ecosource and the City of Mississauga has helped to expand and achieve community involvement goals;
  - Establish a new community garden site
  - Share best practices for operating a community garden as an essential service
  - Participate in the design and visioning for a new Mississauga Urban Agriculture Network; a network connecting projects and organizations working for sustainable and local food in the City of Mississauga
  - EMFM gardeners volunteering and participating in Ecosource programs
- EMFM gardeners harvested and donated seeds to the Port Credit Seed Library
- Weekly donations of fresh produce for Eden Food for Change

# New location for the gardens

The garden design and themes were completed. However, the move to the Leslie Log House property for Fall 2019, through the partnership with **Ecosource** and support from the **City of Mississauga**, was delayed.

Construction at the Leslie Log House location will continue for some time. A temporary location is being sought for a move in Fall 2020. In the meantime, Daniels has graciously granted use at the current site until their construction work begins.



# Farm & Market: Community Development and Leadership

- Core volunteer team became smaller and stronger
  - Areas of leadership: Board of Directors, in gardens, the market, and Healthy Eating Eco Kitchen programs
- 1753 Volunteer Hours were given in 2019. ~600 to gardens, ~1000 to the board / community development, ~150 to the market.
- People are taking on more complex roles and staying multiple years.
- 28 Volunteers Engaged, 11 volunteers contributing 40+ hrs. Of the 11, 8 contributed 80+ hrs. (Compared to 2018: 41 volunteers, but similar # who worked 40+ and 80+ hours).
- Paid project leaders continued to mentor several volunteers and vendors in their small businesses

# Community Leadership: Board of Directors

- In 2019, an effort to engage and enlist members resulted in membership growing to 133 members up from 105 in 2018
- A major focus of the year was to maintain the market and sustain the project as we dealt with delays to our timeline; board helped facilitate the hard work of its market team and gardeners
- Maintained strong communication with existing members and the new community building up in the area
- Board development efforts to grow in 2020
- Secured City Grant Funding for 2020



# Community Development and External Relations

- Connected with residents and management at the Daniels' towers to better understand demographics and invite/welcome them to the community
- Evolved our relationship with EcoSource and the City of Mississauga
- Volunteer & Vendor Appreciation event at [Heartwood Farm & Cidery](#)
- Market Manager Gabriela developed a larger roster of vendors contacts for 2020
- 2020 - under the unique circumstances of Covid-19, we have expanded our work online as much as possible and have taken steps to facilitate community development virtually.

# Hartwood Farm and Cidery

Ending the market  
season celebrating our  
awesome volunteers  
and community all with a  
cool glass of cider.



## Feedback & Testimonials

*“The best part of about being involved with the Erin Mills Farmers Market and Garden has been the community. It’s so inspiring to be among a group of people who are committed to growing a strong and more sustainable community”*

**- Laura Penney, Healthy Eating Eco Kitchen Lead Volunteer and Gardener**

*“The Erin Mills Farmers Market has really brought me into a new community with like-minded people. I really enjoyed having this opportunity to grow my circle in a meaningful way as a recent GTA resident, and have continued to be inspired by the project to improve my own food system!”*

**- Taylor Shewchuk, Volunteer**

# Community Development: Moving Forwards

- Covid-19 has impacted the EMFM's plans, and consequently we are moving our community engagement online as much as we can
- We are adapting the market and the gardens to meet the health and safety guidelines for this year
- 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

# Regenerative Community

- What is a regenerative community?
- What it looks like for us... [in a quick slideshow!](#)

# Strategic Plan

Focus	Breakthrough Objectives	Tactics Over Time
<b>Sustain</b>	Stabilize & enhance sustainability of the project.	2020: Sustain customer base & vendor income levels as we move - <u>and with Covid 19.</u>  New 2021-25 strategic plan: <b>Sustain, Engage, Grow</b>
<b>Move</b>	Preserve, conserve, and build community energy and engagement as we move.	2020: Move and stabilize in our new home.  Continue seeking additional stable funding sources for 2021.
<b>Grow</b>	Grow the economy and impact of the project.	2021-2025: Grow the market. Grow loyalty and spending of existing customer base.

We are excited to move to our new home at the Arc with you!



# Board Motions & Appreciations





Thank you for your years of support!

For more information on this report or the project contact us at:

[volunteer@erinmillsmarket.com](mailto:volunteer@erinmillsmarket.com)

# Questions & Community Discussion