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|  | Marche Local |
|  | E:\Concordia Local Market 2012\21-8-2012 MARKET PICTURES\Camera Photos 633.jpg |
| 1/1/2012 | Marche local Final Activity Report |
|  | A season review of Concordia’s first farmers market on campus. With participation of the Dean of Students Office, Health services, Concordia Students, Sustainable Concordia, Community partners, urban agriculturalists, artisans and local farmers |
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Marche local Final Activity Report

2012 participants

Farmers

Jardins de la Resistance  
Jardins D’autrefois  
Santropol Roulant  
Concordia Greenhouse-city farm school  
Lufa Farms

Tea

Ochado

\*Donation from Santropol Coffee roasters

Artisans

Pearson’s Passion  
Tracy’s Henna

Soundless Sililoquay  
Mama bear  
Mes Trois Soeurs

Prepared foods  
Jeremiah’s Pies  
Rockin Dinette  
Porat Natural

**Mission:** Provide fresh, seasonal, local, and healthy food choices for Concordia students and the Concordia Community as well the immediate neighbourhood. As much as possible the produce from our local (travel less than 100km), organic and fair trade foods will be sold directly by their producers.

The market will include a variety of local producers that vary from week to week, based around an already established Community Supported Agriculture (CSA) drop-off spot from Co-op Jardins de la resistance at the Frigo Vert.

Market Coordinator

Job description:

Impressions:

Marketing and Promotions for the Market

We launched a website: <http://marchelocalequartierconcordia.weebly.com/index.html>

Facebook Group: <https://www.facebook.com/MarcheLocale>

# Marketing and Promotions Plan

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| Medium | Frequency | Message | Launched |
| Website | Multiple posts weekly | New | Early August |
| Facebook account | Multiple posts weekly | New | Early August |
| Posters | Maintain placement for duration (constant) |  | Beginning August 16th |
| Flyers- posted | Monthly | Same. With coupon | Beginning August 16th |
| Banner | Every Market |  |  |
| Flags | Put up on Market days | Same | August 21st – September 3rd |
| Flyers – Handed out | Weekly, \*long lines on market days | Same | Beginning August 16th |

Website

Launched July 31st

Includes

-Mission, Contact information and map

-volunteers sign-up form

- “This week’s Market”

-vendor contact and description

-Gallery of Delicious Foods

-initial commitment to weekly posts (until October)

-little traffic overall

-“unpublished” As of December

A website is an important tool for local tech-savvy grassroots organizing. When coordinating the whole project, for me this was the first thing to get cut, and the traffic on the site suffered from negligence. There could have been much more effective use of this tool. Here are several ideas that we came up with that we weren’t able to implement this year. Please feel free to use them, or get creative and come up with other engaging ideas. I think it’s important not to focus too much on the online content. We found from this year’s market that online participation does not equate in person attendance, especially if communication is irregular.

Facebook Account

-Facebook - peak “reach” of 280 people before the first market on August 20th  
- August markets with individual event pages had the top reach - August 28th - 187 ‘attending’ and 2028 invited

- In September, I decided to recycle the same event page as a reoccurring event which eventually expired, rather than inviting the same people every week.

-In the end (October) there were no facebook events.

*I mostly used the Facebook group to get the initial word out to students before the fall term started. It was a useful tool, but should be updated regularly, several times a week according to a marketing consultant, in order to maintain an audience. I personally believe that we could focus more on the ‘Concordia Community’ of Faculty, staff and administration; greater public outreach in the neighbourhood; and targeted in-person student outreach.*

\*See Facebook group Statistics - Page 8\*

Hand-made Promotional material

Reduce, Reuse, recycle, repurpose, recreate, relive, revive, rethink.

In order to encourage student involvement and build a base of volunteers, we held a design charette for the market. Our “Market dream session” was a work based session focused on making a poster and ‘look’ for our market. Also on the weeks preceding the market, at the same time as the market would be, I held creative workshops to paint promotional material, and get a chance to meet vendors, farmers and volunteers.

Though there not many of the volunteers or vendors made it to these workshops the chance to meet them in person and develop the market together was an important process for the project. In anti-authoritarian and anti-capitalist Community Organizing circles, from which I take inspiration, it is generally understood that no person should impose a generic plan on a community or situation that would resolve a perceived problem, create new relationships within the community or change the way people feel about their community. For this market we hoped to connect to the food systems projects that exist on campus, and publicize the importance of sustainable food systems. This involved relating the food production, waste reduction, recycling and compost and food provision programs in place on campus to students, staff and neighbours, as well as inviting community partners and local businesses into the market. These efforts were important in order to demonstrate the plausibility of sustainable solutions and alternatives to an unhealthy food system to our Quartier and Community at Concordia.

Our design workshop was hosted in the Sustainable Concordia conference room, with the help of CSU VP sustainability; we came up with some water colour drawings and paintings as well as ideas. We eventually passed these ideas onto a Graphic designer to translate into our printed promotional material: flyers and posters.

Flyers and Posters

We felt that Flyers and Posters were a great way of raising consciousness for the market, creating something beautiful as a visual connection to the market and reminding folks about the re-occuring event. Our designs were made by a student graphic designer, who was paid for his work, and was very easy to work with. I suggest working with Athanasioua Mihou again in the Future.

We made and Printed Two designs, general market and an additional design for the Final Market

Posters 100 (+30 for the last market)  
Flyers 1800 (+80 for the last Halloween market)

Students

* We didn’t get to the Peoples potato line enough! Folks we’re happy to hear about the market. We could potentially make a regular announcement on Tuesdays if the collective agrees.
* More flyers on nearby street corners and long lines at Concordia would have helped attendance

Neighbourhood

* September - We used the Canadapost business service “Unaddressed Admail” to send 1000 flyers to our neighbours
* “Precision targeter” the program used to select routes for unaddressed admail requires time to master, and patience in order to chart a route that is most effective
* We delivered the flyers on a Monday, which means that our neighbours likely received them on Wednesday or Thursday. This may have effected their attendance.
* We could have done several waves of post-promotions, better signage and location might prove more effective and less costly.

\*All Flyers and Posters are available in high resolution PDF on USB\*



# Evaluation of Promotions

All of the Vendors mentioned there should be more promotions. Online, on campus, in the mail and in person this is crucial for the market’s future success.

Online promotions and social network: Updates should be regular. This is best done by someone who enjoys social networking, and blogging.

Mail-out Flyers: Should have used a double sided, more informative, design. Could have pictures of real seasonal vegetables featured at the market that week. Could be more simple and feature who confirmed will be at the market, more like a coupon, on paper not cardstock.

In person: More handing out flyers! Often Volunteers were shy to engage with people on the street.

Make better use of list serves and newsletters. We have many allies on campus with students and staff. We were featured in the Greenhouse and Sustainable Concordia Newsletter and cross-promoted with the JSG John Molson Sustainability Group as well as the inter-faculty Fight the Causes campaign. The messages from these different groups were not always consistent; with so much of the focus on food Artisans felt that they missed coverage.

Farmer and Vendor Evaluations are attached.

Participants

Demographic: mainly students, Jardins de la Resistance CSA basket recipients, some staff, few neighbours

We hoped to have 500 people pass through the market every week. There were much less. Some environmental factors are definitely part of the reasons why people didn’t come by, bad weather, cold, dark, but most definitely there was such little traffic because people didn’t know about the market!

All of the vendors are agreed that the space is inadequate, though its relatively sheltered, it is hardly visible from the street, and there simply isn’t enough foot traffic on the terrace.

Some people who came, believed the produce and products to be too expensive. The mission of this project is to change peoples awareness about food health and sustainability, we are going to have people who are unconvinced. The market this year may not have been convincing. There was a committed group of volunteers, vendors and farmers who attended but it may have lacked sustenance, the buzz and excitement surrounding the market wasn’t regular. This part of Farmer’s market culture, that we’re hoping to build, takes time to cultivate.

I couldn’t count the number of people myself, our vendors estimate that attendance fluctuated between 50 and 200 people. Considering the market lasts three hours, this is not enough people to fill up the space at any one time. Often folks would walk through the market too shy to ask questions, and engage with the farmers. Though there were large banners, and signs at the market, many people didn’t know what it was.

Volunteers

Outreach strategy: Beginning with the “design and dream” session, my volunteer outreach strategy was to use the existing networks of Sustainable Concordia and the Greenhouse to ask for volunteer participation.

By-weekly Greenhouse and sustainable Concordia newsletter from 2 weeks before the first market until the third week of the running market had “shout-outs” for volunteers.

Volunteer jobs included

-set-up and Take-down (the most labour intensive activities)

-Hand out Flyers

-Market Stand hand

-Collective Cooking

Other Volunteer jobs could include

-photographer

-(regular) collective cooking coordinator

-blogger

-potential film position with mentorship from CUTV

-silkscreen and paint - for recycled promotional material and during-market activities

Often people who signed up as Volunteers did not confirm, and did not show up for the markets they had offered to help at, despite multiple emails or calls. Every two or three weeks after not seeing a volunteer I would get back in touch with them, often without response.

3\*There is a Task list of Market set-up and Take down for next season, with a detailed list of volunteer tasks\*

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We had a regular group of volunteers who made the market possible, without their help it wouldn’t have been such a success.

Thank you Adrienne, Scott, Laura, Lauren, Sean, Chris, Tom, Brendan, Sebastien and Aaron

Activities

Workshops

Circus with PoeCirque

We realized during the first market that we couldn’t have any music, even acoustic, on the Terrace. After a few markets we felt like we were missing some activities, to get people to stick around on the Terrace.

For 100$ we had a Teacher/performer, Nicolas, from Poecirque come teach us some circus games: Juggling, balance board, diabolo,

Though the activities were well supplied and the teacher very approachable, there was very little interest in a “workshop” on circus. Nicolas gave one-on-one help to interested market-folk.

Food Sovereignty with the Social Justice Committee

During QPIRG’s Disorientation week, we wanted to incorporate political aspects of alternative food system choices and encourage our Concordia community to engage with their food system critically. The Social Justice Committee, an community-based non-profit organization, offered to give a workshop on Food Sovereignty. Despite help to create promotional material, there was little promotion done by their group and attempts to run the workshop, over two consecutive weeks, were marginal.

Mushroom Cultivation with City Farm School

This was very successful. Our last market was one of the best, with much energy and activities. The background information, preparation, and supply attest to a successful workshop by City Farm School interns. We promoted the workshop on our posters and Flyers, and City Farm School promoted it on their end with their website and the greenhouse newsletter. The workshopwas well attended and received by participants. It cost 5$ to participate. In future markets we can plan ahead with City Farm School to host their workshops, and potentially provide their interns with a budget for supplies.

Collective Cooking

With Sonya Girard

During our inaugural market, we attempted to run a collective cooking session, facilitated by gardener and activist Sonya with Produce from Action Communiterre. With only one participant we decided not to.

With Sean Kropvelt

For our final market we paired our booking with the CSU in order to use their MAPAQ special event certificate which they hold for the season, in order to prepare warm food. We made a delicious Pumpkin Soup with leftovers from our Pumpkin Carving Activity with donations from Jardins de la Resistance.   
  
The next markets

The future of this project is not yet decided, in order for the Concordia farmers market to succeed in the next growing season I have synthesized the Feedback from Vendors and Farmers with my own experience.

Currently the best market day for any of the Farmers brought in 200$. Considering that their transportation costs exceed, not to mention the preparation for the market (picking, bunching, and packaging) and the input costs of producing vegetables, at this point all farmers who attended the market did so at a loss.

The most successful vendor Mamabear, sold non-perishable creams, balms and skin care products with herbal extracts from her organic gardens. Her processed value-added products were also occasionally sold outside the market to folks she met at the market.

Unfortunately we did not receive any monetary-based statistics from our Food Vendors (Jeremiah’s Pies, Porat Natural foods, and Rockin Dinette) but they were the second most gaining participant of the markets. Based on their our communication, and participation: warm foods sold the best, in fact they sold out, whereas salads and sandwiches were often left over.

Budget – working with the leftover grant from MELS, Health Services

|  |  |  |  |
| --- | --- | --- | --- |
| Staff | Promotional material | Design | Collective cooking and workshops |
| 1000$ | 500$ | 150$ | 150$ |
|  |  | Total | 1800$ |

Having this position as a paid internship is a wonderful opportunity for any student, but in order to be paid for all of the hours required, interested candidates must start off the season writing grants to fund their own positions.

The work is best split between two or more people, for facility and accountability, often during the markets with activities and media presence; there would be many questions and many things to do at the same time.

Promotions Coordinator should work with Concordia Communications department. Create and/or consult with graphic design. Blog and update online promotions regularly.

Volunteer and activity Coordinator should be recruiting, volunteers and maintaining the activity schedule

Together the coordinators can plan for the space, equipment, necessary food waivers, security needs, and build relationships with Vendors and Farmers.

…One superhuman staff with excellent credentials could do this job on their own. Design experience, marketing experience, and a moral connection to the work are assets

Option 1 – Spring Market

Staff - 2 Interns with honorariums

Timeline: Start Early!

Hire offer this position to Students in January, deadline February. This is necessary in order to plan with Farmers before they start planting.

Run the Market Weekly, from Late June to the end of October.

Option 2 – Summer to Fall Market

Timeline – Planning in January/February, Minimal communication with farmers during the beginning of season (Break) Market runs from Mid-August to October.