

# The Greenbelt Farmers' Market Network



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## GREENBELT FARMERS' MARKET LISTINGS (104 total)

- 6 markets **NIAGARA**
- 8 markets **HAMILTON-BRANT**
- 7 markets **HALTON**
- 11 markets **PEEL-DUFFERIN**
- 9 markets **YORK**
- 13 markets **BRUCE-GREY-SIMCOE**
- 6 markets **DURHAM**
- 2 markets **NORTHUMBERLAND**
- 2 markets **PETERBOROUGH-KAWARTHAS**
- 7 markets **GUELPH-WELLINGTON-WATERLOO**
- 33 markets **TORONTO**

- LEGEND**
- Greenbelt
  - Built-up Areas
  - Major Water Body

**Greenbeltfresh.ca**  
Greenbelt Farmers' Online Market



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Possibility grows here.



# Main Activities and Impact

## Greenbelt Farmers' Market Network 2010 Shopper Study January 2011



INFORMA



Greenbelt Farmers' Market Network Research Report 2013

## Sectoral Trends in Farmers' Market Managers' Roles and Compensation



# Farmers' Markets, Cycling and Tourism: The Importance of Partnerships

- **Local food, farmers' markets and the natural environment are local attractions: part of the Greenbelt identity**
- **Farmers' markets uniquely allow eaters (urban, suburban or rural) to connect directly to farmers: importance of education and connecting to rural Greenbelt land**
- **Opening the door for cycle-tourism: a market customer group with potential for expansion**
  - For 26% shoppers, one of the reasons why they go to markets is for an outing or a tourist activity
  - Special events at farmers' markets
  - Local ready-to-eat foods
- **Let's work together! [Greenbeltfresh.ca](http://Greenbeltfresh.ca), [tfmn.ca](http://tfmn.ca), [greenbeltfarmersmarketnetwork@gmail.com](mailto:greenbeltfarmersmarketnetwork@gmail.com)**