

FARM FRESH FOOD HUB MEMBERSHIP: WHAT AM I SUPPORTING?

Prepared October 2019

PRELUDES

*Farm Fresh Food Hub (FFFH) acknowledges our work is done primarily on Treaty 1 territory, the lands of the Anishinaabe, Ininew (Cree) and Dakota Nations, as well as the homeland of the Métis Nation. We recognize the role agriculture has played in separating people from their historic food systems. We are encouraged by the many community-led initiatives to restore Indigenous food systems & hope to support these efforts as we grow.

**We are in the midst of redeveloping our membership packages. Our cooperative has recently reached a new stage of development and therefore we recognize the need to improve how we include our members in decision-making and the sorts of benefits we can offer to sustain long time co-op members and attract new members. Currently, we have two classes of membership: supporter members and producer members.

*** As an organization, we are committed to continually learning and relearning anti-oppressive frameworks and being humble and receptive in our approach to implementing change.

MISSION

FFFH's work is guided by our mission to provide access to an urban market for small producers, while simultaneously encouraging consumers to purchase food that reduces the ecological footprint of our food system. Over the long term, we're committed to:

- Developing an exciting space for producers and consumers to gather and connect
- Supporting local, small producers in their desire to access market opportunities
- Striving towards reducing the ecological footprint of Manitoba's food system

We continue to explore how our projects, outlined further below, can better contribute to food sovereignty, food democracy and food access for all. Please visit our website to read our full values statement.

CURRENT PROJECTS

1. **Markets:** For the last four years, we've run the South Osborne Farmers' Market, a weekly outdoor market that brings together buyers and sellers of local food in an exciting community-oriented space. We give priority to returning and producer members in the application process as well as producers committed to sustainable production practices and locality. We also have two indoor markets, the Holiday Market and Mother's Day Market, as a way to continue our work and maintain support in the "off seasons". Our vendor selection process for these markets has been created with consultation from our Farmers Market Advisory Committee (FMAC); the selection process is reviewed annually, and details of the process can be found on our website.
2. **Food Hub:** As a result of sustained interest from our farmers' market and ongoing outreach, we recently received a large grant from Canadian Agricultural Partnership Manitoba (CAPM) to help

us launch an aggregation and distribution centre for locally produced food here in Winnipeg. In addition, we will be evaluating the impact of this operation on regional agriculture, agri-food and agri-product markets. Although this is a one-year pilot project ending in January 2021, our goal is to use these funds, while also applying for other grants, to get the Food Hub off the ground and become fully operational within three years.

FINANCIAL SUMMARY

1. **Revenue:** Our largest revenue source currently is through alcohol sales, which in 2018 was approximately 30% of total revenue; in 2019, this number rose to X% which is consistent with a gradual increase in the number of customers through the market. Similarly, vendor fees are another major revenue source, which in 2018 was also approximately 30% of total revenue (including the indoor markets). As per the FMAC recommendation to increase vendor fees, this number rose to X% in 2019 (excludes the holiday market).
2. **Expenses:**
 - a. **2018:** From 2016-2018, operating expenses were minimal due to a heavy reliance on volunteer labour. In 2018, there was a total of approximately \$2,000 dedicated to market coordination for the entire summer. This was provided in the form of honourariums to two non-board members who had previously been helping to coordinate the market. Other large expenses in 2018 included alcohol permits (which have been renegotiated and reduced for 2019), as well as the space rental (goes to the Lord Roberts Community Centre). The rationale behind keeping expenses low was to build up enough capital to apply to future food hub activities and use as leverage for cost-matching grants, which we were able to do quite successfully. However, as the market has grown substantially in the past two years, the Board of Directors has realized that the position of Market Coordinator requires a dedicated, full-time, paid staff person.
 - b. **2019:** This past year, our largest investment was a full-time Market Coordinator, who in turn helped the market grow substantially. We will be retaining the Coordinator through the off season to work part-time on market activities, and part-time on food hub activities. There is no doubt that going forward the market must be run by a dedicated staff person, rather than by volunteers and board members.
 - c. **Food Hub-specific expenses:** Please reference our “FFFH CAP Grant 2-pager” for a budget summary of our Food Hub-specific expenses. While funding has been provided for this project, it was provided on a cost-matching basis. Expenses for this project primarily relate to project coordination, planning, delivery and distribution services and technical services related order management.
3. **Sustainability:** Currently, the South Osborne Farmers’ Market is able hire a seasonal Farmers’ Market Coordinator and operate self-sustainably through the revenue from vendor fees and alcohol sales. However, it is through accessing a Canada Summer Jobs grant that we have the financial capacity to retain our Coordinator throughout the off-season (on a part-time basis) to work on further developing processes, policy and marketing strategies.