



JUNCTION
FARMERS MARKET

2014 ANNUAL REPORT

Letter from the President



Chris Ganowski
President, Board of Directors
Junction Farmers Market

I want to thank the entire Junction community for embracing and supporting the farmers' market. As we enter our fourth season, it will continue to be your engagement and support that will help our local farmers and artisans to thrive.

We held 24 market days on Saturday mornings from late May to early November in 2014, and our dedicated shoppers came out in droves, averaging about 1,000 customers each week. The market generated over \$270,000 in revenue for our vendors during the 2014 season!

Our second annual Junction Night Market attracted thousands of people from the Junction and beyond. Through the support of the community and the generosity of participating vendors, we were able to raise almost \$9,000 for our voucher program administered by the Four Villages Community Health Centre. This money will go towards creating access to healthy local food for all members of our community.

A farmers' market is where shoppers meet the people who grow their food, but also where they can meet their neighbours, and get involved in their neighbourhood. I'm excited that our community table space, a showcase for local community organizations and charities, has been enthusiastically filled every week with groups such as the Junction Residents' Association, the Junction Commons Project, the West Toronto Junction Historical Society, and Green 13 among many others.

The Junction Farmers Market Board has worked diligently to be prudent and fiscally responsible in its spending. I'm pleased to announce that through leadership from our Treasurer Darryl King we ended the 2014 season with a surplus of over \$12,000, a 50% increase above our budgeted goal, while successfully executing our programs and making donations to groups dedicated to the local food movement.

We hope to continue our success in promoting local food and expanding the voucher program while remaining fiscally sustainable. The time in between seasons has given the Board time to focus on the governance of our market. Two of our Board members, Sharlene Rankin and Michelle Vella, stepped down at the end of their terms, while new Board member Anna La joined us.

The Board also hired a Market Manager, Kiersten Vizzacchero, who will be assuming the administrative responsibilities of the market as well as managing the market each Saturday. On behalf of the Board of Directors, I would like to welcome Anna and Kiersten to the team. Their skills and experience will aid greatly in making the 2015 season a resounding success!

I am immensely proud of our achievements and grateful for your support. Thank you for being a part of the Junction Farmers Market.

See you at the market,

Chris

Letter from the Manager



Kiersten Vizzacchero
Market Manager
Junction Farmers Market

I will be serving as the Junction Farmers Market manager for the 2015 market season. I am excited to build new relationships, and learn more about the Junction community as I spend my summer at the market. My passion lies in supporting the local and sustainable food movement, and the accessibility of healthy and delicious food for all.

I was born in Aurora, Ontario, just North of Toronto, where I grew up until travelling to Guelph for university. There I studied International Development with an emphasis on environmental development. Of course, being in Guelph, topics on agriculture, food security, and sustainability were always intertwined into my courses.

Upon graduating university I found myself interning on an organic farm in Guelph for my very first time. No one in my family has ever lived or worked on a farm, so this was an entirely new opportunity for me. I fell in love with the beauty of farming, the fulfillment of sharing fresh and healthy food with community members, and the hard working lifestyle that is involved with the production of fruits and vegetables. My passion for farming really began here.

Motivated by this experience I have continued to work in the agriculture and food security field. I managed the Aurora Farmers Market for the past two years, and worked on the McVean FarmStart plot for one summer. Now I am working at a charity based in Toronto, where I focus on implementing international and domestic projects funded by donors.

Living in Toronto for almost two years now, I am always intrigued and inspired by the people and sights around me. I look forward to working at the market because of the diversity that surrounds it.

My vision for the Junction Farmers Market is twofold. I want to help the vendors showcase their products with ease, in a setting that makes them comfortable and prosperous. I also want to help people realize the benefits of buying local sustainable food, so that they are drawn to the market and its products. My goal is to make the market a hub for community interaction and relationship building between customers and vendors.

I am honoured to be the manager of the Junction Farmers Market, and I am excited for the Saturdays to come!

Kiersten

During 2014 we achieved many of our goals

Achieve 25% growth in Night Market revenue

The 2014 Night Market was a resounding success, achieving a 176% growth over 2013 revenue

Donate \$7,500 to local charitable organizations, including the Four Villages voucher program

In 2014 the Junction Farmers Market donated \$11,470 to local organizations, including \$8,850 to the Four Villages voucher program

Contribute \$3,000 to the building fund

In 2014 the Junction Farmers Market contributed \$2,000 to the building fund, with another \$4,000 invested in G.I.C.'s as a separate contingency fund

2014 year in review

The Market continues to make a significant positive impact in the community

24 market days in 2014

Approximately 1,000 shoppers per week

Over \$270,000 in vendor sales (over \$11,000 per week)

Over 600 volunteer hours worked



Our financial performance improved on 2013, across the board

Weekly Saturday market financial summary:

	2013	2014	Change	%
Revenue	\$11,845	\$13,198	\$1,354	11%
Expenses	-\$4,099	-\$3,328	\$771	-19%
Gain (Loss)	\$7,746	\$9,870	\$2,125	27%

Night Market financial summary:

	2013	2014	Change	%
Revenue	\$7,181	\$19,820	\$12,640	176%
Vendor Expenses	-\$3,041	-\$8,590	-\$5,550	183%
Other Expenses	-\$1,725	-\$2,460	-\$735	43%
Gain (Loss)	\$2,415	\$8,770	\$6,355	263%

Financial summary from all operations:

	2013	2014	Change	%
Gain (Loss)	\$10,161	\$18,641	\$8,480	83%

Our success in 2014 led to a larger than expected amount of charitable giving

Four Villages Community Health Centre

\$8,850 Donation to support Junction Farmers Market Food Voucher program

Food Forward

\$500 Donation

The Stop Community Health Centre

\$500 Donation

FoodShare

\$400 Donation

Food Secure Canada

\$100 Membership



2014 year in review

The Junction Farmers Market continues to invest in order to ensure a sustainable future

Opening Balance \$9,492

Total 2014 Gain \$18,653

Charitable Giving \$11,470

Closing Balance \$17,362

Cash \$7,492

Building Fund \$2,000

Cash / GICs \$12,849

Building Fund \$4,000



Voucher program report

The Junction Farmers Market Food Voucher program continues to grow

	2013	2014	Growth
Total \$ distributed	\$2,400	\$4,400	183%
\$ distributed / household	\$25-50	\$25-50	---
% of vouchers used	77%	97%	126%
Value of vouchers used	\$1,840	\$4,265	232%
# of households participating	62	100	161%

80% of participants surveyed said the vouchers are easy to use

- Challenges: market hours, stairs

76% of participants surveyed said they found the vouchers to be helpful:

- Friendly, easy-going atmosphere
- Like being “a part of things” – getting food direct from farmer
- Got food that otherwise would not be able to buy

Top items purchased (in order):

- Vegetables, fruit, eggs, honey

Voucher program report

The voucher program enters the 2015 season with three key goals

Goal #1:

Provide vouchers to 120 households (\$50 per household) in our community

Goal #2:

Partner with more community organizations to distribute vouchers



Goal #3:

Provide musicians who perform at the market with vouchers (\$20 per market day)

Looking forward to 2015

The 2015 Junction Farmers Market Board

President Chris Ganowski

Vice President Daniela Paolone

Treasurer Darryl King

Secretary Meghan Webster

Director Katie Hortobagyi

Director Anna La

A huge thank you to our outgoing Board members:

Sharlene Rankin

Michelle Vella

Looking forward to 2015

Five key goals for the 2015 season

Continue to grow the Voucher Program

We aim to donate \$6,000 to the Food Voucher Program and provide continuing support for the growth and evolution of this program

Continue to invest in the Building Fund

We aim to invest another \$2,000 in the building fund to provide a sustainable future for the market

Identify new opportunities to connect to the community

We will pursue at least one new avenue for the Junction Farmers Market to get involved in community life

Identify new sources of revenue

We will identify at least one new source of revenue for the Junction Farmers Market in order to further our mission

Continue the evolution of the Board

We will identify and recruit at least one new Board member during the 2015 season

Looking forward to 2015

Our operating budget will allow us to achieve these goals

Opening Balance	\$12,674.48
Expenses	
<i>Fixed Expenses</i>	
Market Manager Salary	\$6,000.00
Farmers Markets Ontario liability insurance	\$600.00
Farmers Markets Ontario membership	\$169.50
Website Hosting	\$151.00
<i>Operational Expenses</i>	
Banking fees	\$100.00
Equipment & Supplies	\$500.00
Marketing (Excluding Shopping Bags)	\$530.00
Graphic Design	\$226.00
Signage	\$200.00
Survey Voucher Donation	\$50.00
Survey Hosting	\$29.00
Convention & Conferences	\$313.35
Volunteer Appreciation Event / AGM	\$500.00
T-Shirt Purchase	\$700.00
Musician costs	\$480.00
<i>Night Market</i>	
Night Market - Non-Vendor	\$2,500.00
Night Market - Vendors	\$8,000.00
Total Projected Expenses	\$21,048.85
Revenue from Vendor Fees	\$12,960.00
Cash Donations	\$0.00
Revenue from T-Shirt Sales	\$750.00
Revenue from Night Market	\$16,000.00
Total Projected Revenue	\$29,710.00
Projected Closing Balance Prior to Donations and Transfers	\$21,335.63
<i>Donation to Four Villages</i>	\$6,000.00
<i>Additional Donations</i>	\$700.00
<i>Building Fund</i>	\$2,000.00
Projected Closing Balance	\$12,635.63

2014 Financial Statements

Operating Budget & Actuals

	<u>Estimated</u>	<u>Actual</u>	<u>Variance</u>
Opening Balance	\$7,491.91	\$7,491.91	\$0.00
Expenses			
Farmers Markets Ontario liability insurance	\$600.00	\$600.00	\$0.00
Farmers Markets Ontario membership	\$169.50	\$169.50	\$0.00
<i>Operational Expenses</i>			
Banking fees	\$40.00	\$88.18	\$48.18
Equipment & Supplies	\$250.00	\$254.73	\$4.73
Marketing	\$1,500.00	\$527.68	-\$972.32
Graphic Design	\$200.00	\$226.00	\$26.00
Signage	\$200.00	\$0.00	-\$200.00
Website Development	\$300.00	\$0.00	-\$300.00
Website Hosting	\$135.00	\$150.79	\$15.79
Survey Voucher Donation	\$50.00	\$0.00	-\$50.00
Survey Hosting	\$25.00	\$29.00	\$4.00
Ontario Fruit and Vegetable Convention	\$252.35	\$253.35	\$1.00
Volunteer Appreciation Event	\$700.00	\$322.87	-\$377.13
T-Shirt Purchase	\$500.00	\$706.25	\$206.25
Night Market - Non-Vendor	\$2,500.00	\$2,459.62	-\$40.38
Night Market - Vendors	\$4,000.00	\$8,590.00	\$4,590.00
Total Expenses	\$11,421.85	\$14,377.97	\$2,956.12
Revenue from Vendor Fees	\$12,960.00	\$12,840.00	-\$120.00
Cash Donations	\$0.00	\$78.48	\$78.48
Revenue from T-Shirt Sales	\$750.00	\$280.00	-\$470.00
Revenue from Night Market	\$9,000.00	\$19,820.00	\$10,820.00
Total Revenue	\$22,710.00	\$33,018.48	\$10,308.48
Total Gains	\$0.00	\$18.56	\$18.56
Total Losses	\$0.00	\$6.50	\$6.50
Closing Balance Prior to Donations and Transfers	\$18,780.06	\$26,144.48	\$7,364.42
<i>Donation to Four Villages</i>	\$3,000.00	\$8,850.00	\$5,850.00
<i>Additional Donation</i>	\$4,520.00	\$2,620.00	-\$1,900.00
<i>Building Fund</i>	\$3,000.00	\$2,000.00	-\$1,000.00
Closing Balance	\$8,260.06	\$12,674.48	

2014 Financial Statements

Income Statement

Revenue

Vendor Fees	\$12,840.00
Donations	\$78.48
T-Shirt Sales	\$280.00
Night Market Revenue	\$19,820.00

Total Revenue \$33,018.48

Total Gains \$18.56

Expenses

Insurance Expense	-\$600.00
Selling, General & Administrative Expense	-\$862.90
Equipment & Supplies Expense	-\$960.98
Marketing & Advertising Expense	-\$904.47
Night Market Expenses	-\$11,049.62

Total Expenses -\$14,377.97

Total Losses -\$6.50

2014 Financial Statements

Balance Sheet

Assets

Cash	\$12,849.48
Accounts Receivable	\$0.00
Prepaid Expenses	\$0.00
Investments (Building Fund)	\$4,000.00

<i>Total Assets</i>	\$16,849.48
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Liabilities

Accounts Payable	-\$175.00
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<i>Total Liabilities</i>	-\$175.00
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