

In alignment with the *CalgaryEATS! Food Action Plan*, the **Farm Stand Program** aims to improve access to healthy and environmentally friendly food options for Calgarians while simultaneously providing local and regional food producers with more places to sell food in the city.

A **farm stand** is a single food vendor located at various community hubs on a regular basis, such as community associations or centres, parks, and transit stations. Most farm stand vendors sell produce seasonally (May to October) depending on the type of food, weather, and growing practices. Vendors sell predominantly locally or regionally grown food (within Alberta or Western Canada) and many use various environmentally conscious practices.

Desired benefits for farm stand **hosts and residents**:

- Greater physical access to fresh, healthy, and locally or regionally grown food
- Opportunity for community connection amongst neighbours
- Use of communal spaces
- Increased appreciation for food producers and awareness of how food is grown

Desired benefits for farm stand **vendors**:

- Increased sales opportunity for locally or regionally grown food
- Opportunity for public education on food production

Desired benefits for the **Calgary community**:

- Dollars spent stay in the community and contribute to the local economy
- Increased viability of local and regional producers, which contributes to a diversified and resilient food system for Calgarians





Farm Stand Program Community Resource Information

Responsibilities of Farm Stand Program Partners

The following includes a general list of expectations of community hosts, farmer/vendors, and the City of Calgary. A formal partnership agreement between partners outlines further details.

Community Hosts

- 1) Communicate with the Vendor and the Farm Stand Program to coordinate times, schedules, and locations for the farm stand and provide feedback.
- 2) Support the Vendor and the Farm Stand Program with program promotions (e.g., social media posts, newsletters, community signage, word-of-mouth).

Farmer/Vendors

- 1) Set-up a farm stand regularly at the agreed upon time and date.
- 2) Demonstrate respectful engagement with the Community Host and residents through communication with customers, use of the space, and appropriate clean-up.
- 3) Commit to minimum one (1) month at a Community Host location, with the intention to stay for a full season (approx. May-October).
- 4) Communicate any concerns, challenges, or changes to the schedule with the Community Host and/or the Farm Stand Program.
- 5) Meet all program requirements (e.g., business license, food handling permit, insurance).
- 6) Track and report data on sales and customer visits.

The Farm Stand Program (City of Calgary)

- 1) Facilitate the initial connection between Community Hosts and Vendors.
- 2) Support partners in navigating program requirements.
- 3) Promote the program through formal City of Calgary channels.

COMMUNITY FEEDBACK

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"Our residents genuinely look forward to this program, as our nearest grocery stores are driving distance in different communities. The Farm Stand Program promotes knowledge of local fruits and vegetables, and it encouraged residents to walk to the stand and interact with each other, promoting social cohesiveness. The farm stand allowed seniors in our community who do not drive to have local access to fresh fruit, vegetables, and meat".

Talena Klypak, President for
Coach Hill-Patterson Heights
Community

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"We've had a great response from our community towards the Farm Stand Program. Deer Run does not have a grocery store within its community boundaries, so it's a great benefit to have fresh food available closer to home. It has gained quite a loyal customer base who appreciates the high-quality produce. We're frequently asked why we can't host it more days of the week!"

Rob Garnett, Centre Manager for
Deer Run Community Association



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Next Steps

Thank you for your interest in the Farm Stand Program.

We aim to confirm placements for hosts and vendors between January and March each year.

For more information, visit:
<https://www.calgary.ca/events/transit-pop-up-farm-stands>

For questions, please email Kristi Peters at:
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