

Good Food Markets

Good Food Markets sell high quality, affordable fruits and vegetables. They bring healthy produce to neighbourhoods where it might not otherwise be available, and where farmers' markets are not viable because sales are too low to cover costs.

FoodShare works in partnership with community organizations and neighbourhood leaders to run the markets, and delivers top-quality fresh produce purchased from local farmers and the Ontario Food Terminal on market day. We pass on tools, training and ongoing support to community partners and residents who manage all operational

What will I find there?

Good Food Markets feature seasonal local produce plus imported favourites to offer the greatest quality and cultural value to the neighbourhood they serve. Each market uniquely reflects its community and is a vibrant and important gathering place providing opportunities for neighbours to meet, share information and celebrate.

Over time, many markets add other features such as children's activities, information about social issues, bake ovens, freshly prepared foods, jewelry and clothing vendors, and harvest celebrations.



Partners

This is a partnership between the community organizations and community leaders and FoodShare. We have 18 Good Food Markets, representing 14 key partners. Each Good Food Market has its own locally-based partners that support the market in the community – equally another 40 locally-based partnerships.

What are the impacts?

79% of Good Food Market customers come back for each and every market, which indicates just how vital they are to communities. We have heard from market shoppers that because of these markets, 52% of adults and children are eating more fruits and vegetables, 35% prepared home cooked meals, 37% reported feeling significantly healthier, 47% said they got to know more of their neighbours, and 98% felt that the market had improved their neighbourhood.

How it works

For FoodShare

Thursday	Receives order from community group
Friday	Compile all orders across the Good Food Program
Monday	Gets orders delivered from farmers and trucks pick up from Ontario Food Terminal
Tues. - Fri	FoodShare delivers to community groups
Tuesday -	Send out order form for the next week

FoodShare also provides Animation support - training the market leaders on how to run a market, public place-making, and community building, partnerships, resource finding, etc.

For Community Groups

Order from FoodShare by Thursday. Community group has chosen a day and time that works for them and us (based on capacity and timing of deliveries elsewhere in the city). Group receives order within a three hour time frame close to their market time - they set up and run the market. FoodShare drops of the produce. time will vary from group to group.

Funding and Sales

For FoodShare:

Organizations pay the cost of the food itself and some of the delivery costs, while the **United Way** and other public and private supporters subsidize distribution overheads.

January – July Sales of Whole Good Food Program
\$1, 311, 524

January – July Sales for Good Food Markets
\$184, 722 – 14% of total sales

For organizations

Customers are charged a 10% increase, which means if the organization/ community group sells 90% of the produce, they will cover 100% of the cost. FoodShare requires that every organization has a place such as a foodbank/ community kitchen will buy the left over fresh produce from the group, which will help cover the costs of the market – especially since the success of the market is so often weather dependant.

Some organizations have grants, that help with the cost of the produce and

Total Sales by Program

