

ITEM	5
MANAGER'S REPORT NO.	87
COUNCIL MEETING	1978 12 11

RE: LETTER FROM THE PROVINCE OF BRITISH COLUMBIA,
MINISTRY OF AGRICULTURE, WHICH APPEARED ON THE
AGENDA FOR THE 1978 DECEMBER 04 MEETING OF COUNCIL (12a)
FEASIBILITY STUDY ON FARMER'S MARKETS IN BRITISH COLUMBIA

Appearing on last week's agenda was a letter in which the Ministry of Agriculture advised that it is currently undertaking a feasibility study on farmer's markets in British Columbia. Following is a report from the Director of Planning in response to a request from the Ministry for comments on this matter.

RECOMMENDATION:

1. THAT the recommendations of the Director of Planning be adopted.

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1978 DECEMBER 01

OUR FILE: 15.101 (Gen)
X.REF: 02.134
02.240

TO: MUNICIPAL MANAGER
FROM: DIRECTOR OF PLANNING
SUBJECT: FEASIBILITY STUDY ON FARMER'S MARKETS IN
BRITISH COLUMBIA

RECOMMENDATIONS:

1. THAT Council endorse the concept of establishing a farmer's market as outlined in the following report.
2. THAT a copy of this report be forwarded to the Marketing Branch of the Ministry of Agriculture.

REPORT

BACKGROUND

The Municipal Manager has requested the Planning Department to submit a report item on the attached 1978 November 23 letter from the Marketing Branch of the Ministry of Agriculture. This letter solicits Council's reaction to Farmer's Markets as a general concept which could involve direct producer to consumer selling of agricultural produce as an alternative or addition to current marketing techniques.

EXISTING SITUATION

Council has been requested to comment on specific aspects of Farmer's Markets as follows:

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1. What, if any, level of interest in this concept exists in individual communities and if there is interest, which organizations or individuals might be interested in starting or participating in a Farmer's Market.

In Burnaby, the majority of the farmers are involved in the production of fresh vegetables for local consumption in the Lower Mainland. These farmers are, for the most part, members of the Lower Mainland Growers Association. In our opinion, this organization should be contacted directly for their reaction to this proposal as they would most directly be affected by the establishment of such a facility.

For example, one area of concern might be the effect that a large, well established Farmer's Market might have on the local farmers ability to maintain their working relationship with wholesalers who would be faced with direct competition from this facility. Certainly, a Farmer's Market would not be viable without the support of this organization.

2. What are the licensing requirements and restrictions on such an operation which are in effect in Burnaby.

Farmer's Markets are a permitted use in the A1 (Agricultural District). The conditions of use stipulate that Farmer's Markets and centres for the collection, storage, grading, crating, packaging and distribution of fruits and vegetables are subject to the landscape requirements which apply to M Districts under Section 6.15 of the Zoning By-Law.

3. Other selling operations currently under study are roadside stands and "peddlers", i.e. persons operating from the back of a truck, for example. Does Burnaby have a policy concerning these operations, or any controls on them?

The Zoning By-Law specifically prohibits the erection and use of roadside stands or similar structures for the retail sale of farm produce.

The Burnaby Trades and Licence By-Law provides that a peddler shall not conduct business from a stand or a vehicle located on any street or lane within the Municipality. Such a use is also prohibited on a private property under the Zoning By-Law which requires that every business or undertaking be conducted within a completely enclosed building. The sale of fruit and vegetables is permitted within an enclosed building as a standard retail operation in the C1 (Neighbourhood), C2 (Community), C3 (General) and C4 (Service) Commercial Districts. As noted previously, such sales may also be conducted as part of a Farmer's Market within an A1 (Agricultural) District.

One exception to these regulations is an outdoor garden shop when located in a C1, C2, or C3 District on a seasonal basis (for not more than six months in any year). An outdoor garden shop is defined as an open area used for the display and retail sale of bedding plants, flowers, nursery stock, Christmas trees, seasonal fresh fruit and vegetables, but does not include commercial nurseries or greenhouses.

Outdoor garden shops are permitted on a permanent year round basis in the C4 District which is an auto-oriented, low intensity, type of zone that provides the accessibility and exposure to the public which are felt to be desirable for this type of business.

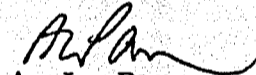
The C1, C2 and C3 Districts are primarily intended for the accommodation of pedestrian-oriented shopping facilities in concentrated centres. An outdoor garden shop operates as an accessory use in these districts on a seasonal basis. It is not considered desirable to permit their operation on a year round basis as these shops could, with a minimum of improvement to the site, operate in direct competition with established businesses which occupy permanent buildings and pay considerably higher taxes to the Municipality. Such competition could possibly force some retail establishments out of business.

SUMMARY AND CONCLUSIONS

As a general concept, it is recommended that Council endorse the establishment of a farmer's market as a permitted use within the A1 (Agricultural District) of Burnaby's Big Bend Area. It should be recognized, however, that the establishment of such a facility should only proceed with the direct participation of the local farming community through the Lower Mainland Growers Association.

In the event that the feasibility study currently being undertaken by the Marketing Branch of the Ministry of Agriculture should conclude that such an operation is feasible in Burnaby, further study should be initiated with the Planning Department relative to the selection of a suitable site. Factors such as the surrounding land use, access, type of structure and method of operation merit particular attention.

The operation of roadside stands and the sale of produce from a vehicle are specifically prohibited in Burnaby and cannot be supported. The sale of fresh fruit and vegetables is permitted on a seasonal basis in outdoor garden shops as more particularly explained in the foregoing report.


A. L. Parr
DIRECTOR OF PLANNING

PB/sam
Attachment

cc: Chief Licence Inspector
Chief Public Health Inspector

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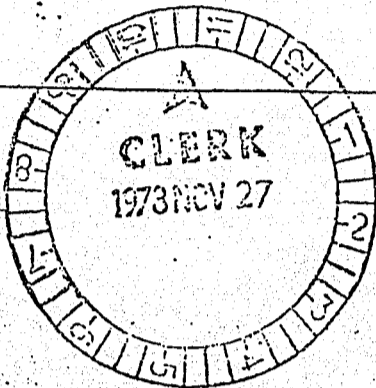


Province of
British Columbia

Ministry of
Agriculture

Victoria
British Columbia
V8W 2Z7

Burnaby District Council
Burnaby Municipal Hall
4949 Canada Way
Burnaby, B.C.



November 23, 1978

Dear Council Members:

The Marketing Branch of the Ministry of Agriculture is currently undertaking a feasibility study on Farmer's Markets in British Columbia.

Briefly, the Farmer's Market concept involves direct producer to consumer selling of agricultural produce as an alternative or addition to current marketing techniques. The manner in which such a market is set up and operates would be largely up to the community in which it is located.

We wish to determine what, if any, level of interest in this concept exists in individual communities, and if there is interest, which organizations or individuals might be interested in starting or participating in a Farmer's Market.

We would like to know what licencing requirements and restrictions on such an operation are in effect in your community.

Other selling operations currently under study are roadside stands and "peddlers", i.e. persons operating from the back of a truck, for example. Do you have a policy concerning these operations, or any controls on them?

We shall be distributing information and questionnaires to interested individuals and groups at a later date. Some factors to be considered are:

- Consumer interest
- Producer interest
- Availability of facilities; arenas, halls, outdoors?
- Period of operation; weekends, summer only, all year?

We would appreciate your reaction to Farmer's Markets as a general concept, as well as any specific suggestions and information you are able to supply. Thank you for your cooperation in this study.

Yours very truly,

B. T. Neish
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Research Assistant
Marketing Services
British Columbia Ministry of Agriculture
Legislative Buildings
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