



Local
products

4-H ONTARIO & FARMERS' MARKETS ONTARIO

A toolkit for success

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4-H ONTARIO

www.4-hontario.ca

CANADA
4-H Ontario

4-H is a non-profit positive youth development organization that spans 70 countries across the world and 10 provinces across the country. For over a century, 4-H Ontario has been working to build youth as leaders within their communities and assets to the world. With roots in rural Ontario, today 4-H Ontario is open to all youth, of all backgrounds, across the province. In 4-H, youth ages 6–21 and screened, engaged volunteer leaders come together to learn about selected topics through fun hands-on activities and mentorship. There are also provincial camps, conferences, competitions and national and international travel opportunities available to further develop skills in leadership, business, self-confidence and more. 4-H provides youth with a place they can be involved, accepted, valued and heard while developing valuable leadership and life skills.





FARMERS' MARKETS ONTARIO

www.farmersmarketsontario.com

Farmers' Markets Ontario (FMO) is the provincially recognized organization representing over 180 markets throughout Ontario. FMO's mandate is to provide a wide variety of services to member markets including: management, government relations, marketing, professional development and liability insurance while promoting farmers, farmers' markets and the benefits of shopping and supporting local to Ontario consumers.





VISION

4-H has been exploring ways to increase community involvement opportunities in more diverse communities, promote brand recognition, and re-engage an audience in rural, urban, and suburban communities.

Farmers' Markets Ontario is committed to the agricultural industry and realizes the importance of engaging youth at local farmers' markets to connect them with their food, farmers and communities across the Province. By providing the tools and ideas necessary for partnerships between local 4-H associations and farmers' markets, we are connecting like-minded members from a range of communities and engaging audiences for both stakeholders. It is a win-win for the organizations and their members but ultimately a win for Ontario communities.



PLAN

4-H Ontario, in partnership with Farmers' Markets Ontario has developed this toolkit as a resource to connect local 4-H Clubs and farmers' markets.

This toolkit provides resources for 4-H Clubs, market managers, boards, and municipalities on how to connect, requirements and ideas for participation in a market, fee subsidy programs, and resources. You will also find links to branding guidelines for both 4-H Ontario and FMO on their websites to ensure proper use of the brands when out at events.

In 2020 we will pilot this program in key areas targeted for participant growth in 4-H Ontario, however we will support any interested markets or 4-H clubs in Ontario who wish to partner!

RESOURCES

1. 4-H In My Area is an interactive map that will connect you with a local association. There are 50 associations to choose from in Ontario! Don't see a 4-H club in your area? Apply to be a volunteer leader today and run clubs and activities at your market!

<https://www.4-hontario.ca/4h-in-my-area/>

2. Find A Market is an interactive tool, on FMO's website, that allows you to search by market name and geographic location.

<http://farmersmarketsontario.com/find-a-farmers-market/>

3. Don't see a market in your area? What a terrific endeavor for a 4-H club! Start your own market today! This link will provide you with a checklist to walk you through the steps.

<http://farmersmarketsontario.com/tips-on-starting-a-farmers-market/>

4. Want to start a 4-H Club in your area? Here is some great information about volunteering with 4-H Ontario.

<https://www.4-hontario.ca/volunteers/volunteer-opportunities.aspx>

5. There are resources available to you depending on what activities you plan to undertake. For example, food safety practices are important things to learn and know if you plan to offer or sell food.

<http://farmersmarketsontario.com/market-resources/>



IDEAS

RUN A CLUB

If you are looking for a space to host a club every week and test out new activities, your local farmers' market may be able to accommodate you. We have included a terrific case-study as an example from The Kitchener Farmers' Market and Waterloo 4-H Club on how 4-H clubs can make a big impact and get a lot out of participating at a market. Both indoor year-round markets like Kitchener, and seasonal outdoor markets have many different advantages for 4-H'ers.

For farmers' markets, the investment in a space for a 4-H club could mean the introduction of a new, engaged demographic of youth, and parents to your market. Even if they are already market customers, if the youth are involved, there is a greater likelihood of parents staying longer, spending more, and connecting more with local businesses.

HOST A FUNDRAISER

Did you know that many farmers' markets across the province offer free or discounted booth/market space to charity and non-profit groups? This could be a great opportunity to spread the word about 4-H and run a raffle, take orders for your Vesey's sale, retail crafts, produce or baked goods (please see section about selling food at farmers' markets) or any number possibilities!

Ontario farmers' markets provide a unique opportunity to non-profit groups in a way that few other events can. Through a market, youth are exposed to the agri-food sector in a way that is tangible and relatable. By participating at a market they are able to connect to the area they live in and gain the valuable experience of speaking and interacting with a wide range of people from their community. Raising funds and learning about philanthropy and giving back is also an important part of 4-H.

VOLUNTEER

Part of the reason so many of us 4-H'ers are so passionate about 4-H is the great work we do in our local communities. Is your club looking to support another charity or non-profit in the community? Why not throw on a 4-H shirt and volunteer weekly at a farmers' market? They often need help setting up tents, moving or attending road barricades, carrying purchases to customer cars and hosting information booths where you can also advertise the benefits of 4-H!

A common concern of many markets is not being able to establish a reliable, passionate volunteer base. A partnership with your local 4-H club is a terrific way to ensure that you are able to meet the demands of your market, while encouraging learning and connection for 4-H'ers. Many 4-H'ers already have a connection with the agri-food industry and understand the important role that farmers' markets play in the sustainability of the local food landscape.

RECRUITMENT

If you are looking for new youth participants for Cloverbuds and 4-H Clubs, consider that your presence at a farmers' market gives you exposure to hundreds of people who are passionate about local, their food, agriculture, and so many more of the things that make 4-H so great!

Most markets run from May/June through October unless they are indoor, so they offer a great opportunity to promote summer and fall clubs if you are hosting, and the overall story of 4-H and what it's all about!

4-H Clubs often have strong roots in the communities that they participate in. By supporting the success of 4-H through a partnership with your market, you are sending the message to the community that local food, agriculture, and youth are important, and that your market understands the importance of investing and engaging youth to be the next generation of market champions.



GET CREATIVE!

Have a brainstorm session with your club or market and see what would work best in your area. Farmers' markets are a place to gather, celebrate, be an entrepreneur, learn and grow! Talk to your local market manager or [Farmers' Markets Ontario](#) today and find out what opportunities are available through the markets in your area!

CASE STUDY

KITCHENER FARMERS' MARKET 4-H CLUB - A WIN-WIN FOR YOUTH, THE MARKET, AND THE COMMUNITY

The Kitchener Farmers' Market wanted to have more family and youth friendly activities. Like most markets, the staff and vendors didn't have the time to organize the events themselves, so they reached out to community groups. It wasn't long until they heard from 4-H volunteer John Drummond...

WHAT HAPPENS?

4-H Waterloo promotes the Market Club as part of its overall program

Youth, usually between the ages of 9 & 14, join 4-H, pay the membership fee and join the Market Club

John Drummond and three other screened volunteers organize and deliver the 2-hour program for 6 weeks each fall and winter

The 4-H club format imparts team building, leadership and communication skills

The Market Club is focussed on food, much of it from the Market, with hands-on cooking

The 4-H youth give back to the Market and community by preparing and serving all of the food at the Market's Breakfast with Santa and Mother's Day Tea events

WHO MAKES IT HAPPEN?

The Kitchener Farmers' Market provides the space for the Club to operate and supplies the ingredients for the special events

4-H Waterloo screens volunteers, organizes and runs the Club

Youth join 4-H and participate and learn
Market vendors donate ingredients



WHAT ARE THE RESULTS?

Over 500 youth and their parents have experienced the Market for 6 weeks

The youth have gained valuable team building, leadership and communication skills while learning about nutrition, food safety and how to cook

The Market has engaged youth and demonstrated that the Market is youth friendly

The Market has a partner to deliver its Breakfast with Santa and Mother's Day Tea events to hundreds of shoppers annually

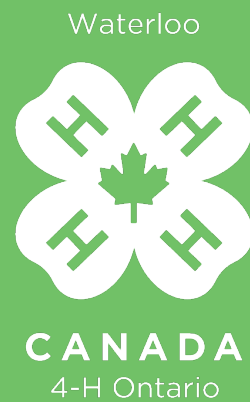
Market shoppers of all ages engage with the youth – smiles all around!

"We couldn't do our Breakfast with Santa and Mother's Day Tea events without the 4-H kids. They make and serve all the food but the most important thing they do is make our shoppers smile!"

*Kim Feere, Manager
Kitchener Farmers' Market*

"We talked to the Market staff and decided to try running a 4-H club right in a stand at the Market...and the rest is history. Week one we had 9 kids and by week 4 we had 16 kids – we knew we had a popular project."

John Drummond, 4-H Volunteer



WEBSITE

[WWW.4-HONTARIO.CA/WATERLOO](https://www.4-hontario.ca/waterloo)

With roots in rural Ontario, today 4-H Ontario (link to <https://www.4-hontario.ca/>) is open to youth of all backgrounds from across the province. In 4-H, youth ages 6–21 come together with screened, engaged volunteer leaders to learn about selected topics through fun hands-on activities and mentorship.

For more information on the Kitchener Farmers' Market 4-H Club contact John Drummond john.drummond@hotmail.ca



WEBSITE

WWW.KITCHENERMARKET.CA

The Kitchener Farmers' Market was established in 1869. With its Saturday Farmers' Market, Food Hall and event space it is a dynamic community gathering place.