

COVID-19 IMPACT FACT SHEET

MARCH - DEC 2020

Vancouver Farmers Markets are essential to the Community and Local Economy.



In March 2020, the Province of BC recognized farmers markets as essential services during the COVID-19 pandemic. Since that time, Vancouver Farmers Markets (VFM), the non-profit organizer of 9 neighbourhood markets throughout the city, has been operating multiple weekly farmers markets under strict COVID-19 protocols in order to serve the community's need for fresh, healthy food. To better understand how the pandemic has impacted the multiple stakeholders VFM serves, we collected and analysed a wide variety of data between **March - December 2020**.

COMMUNITY IMPACT

270,887

SHOPPERS SERVED

426

LOW-INCOME HOUSEHOLDS
ACCESSING FRESH FOOD

\$122,301

IN FRESH FOOD ACCESSED BY
LOW-INCOME HOUSEHOLDS

LOCAL ECONOMIC IMPACT

\$14.25 MILLION

CONTRIBUTED TO LOCAL ECONOMY

230

LOCAL FARMS & BUSINESSES SUPPORTED

27

NEW VENDORS ONBOARDED

4,019

ACRES OF BC FARMLAND KEPT IN
SUSTAINABLE FOOD PRODUCTION

A small community-based non-profit, Vancouver Farmers Markets experienced financial impacts in excess of \$100,000 in 2020 due to COVID-19, an amount projected to be similar in 2021. Despite the many challenges we face, VFM remains committed to providing safe and thriving farmers markets for the City of Vancouver, now and in the future. Find out more about the work we do and how you can support it at eatlocal.org/support-us.