

Towards a Market City!

Strengthening Toronto's Public Markets and Mid-Size Food Retail Infrastructure

Underpass Farmers' Market, Ward 10 Photo credit: Marina Queirolo and Ontario Food Terminal



Public Markets are a purpose driven form of retail, open to everyone, with a diverse medley of locally owned and operated businesses. Their goal is to **increase access** to fresh, nutritious, culturally appropriate, locally produced food & other goods for all residents. They provide **economic opportunities for small and medium-sized entrepreneurs**. Promote short & medium supply chains. And **enable social connections** in neighbourhoods across our city.



Work to date



Public Market Working Group meets three times in 2015 & one time in 2016

Toronto Food Policy Council Member launches project



Public Market Working Group prepares bid to host 10th Inter. Public Market conference in Toronto.



Public markets typology research



Toronto Market City presentation 10th Public Market conference in London UK



London public markets study tour Six Toronto public market representatives traveled to London, UK to participate



Learning report focused on Toronto public markets types

International Report & Interactive Map



TPFC advocacy efforts for farmers markets & fresh food markets



International Market City pilot project Toronto is selected as one of three cities, Led by Project for Public Spaces



Scarborough Neighbourhood Fresh Food Pilot Implementation & Learning Report



Presentation of Toronto Public Market Background Report



Submission Proposals to host 11th International Public Market Conference Led by St. Lawrence Market City of Toronto Ec Dev & marketcityTO



Co-host 11th International Public Market Conference June 8th to 10th, 2023

2015

2016

2017

2019

2020 COVID 19

2022

JUNE 2023

OCT 2023

Toronto Food Policy Council staff supports the launch of the Public market project



Council Fragedakis agrees to champion public markets work

Collaboration to integrate public markets into the Toronto Food & Beverage Sector Strategy.

City of Toronto recognized farmers markets & fresh food markets included in the provincial list of essential services



COVID 19 guidance documents are developed

City of Toronto Proclamation Public Market Week

Presentation to Economic Development Committee



Public market motion forward by Chair of the Economic Dev. Committee & endorsed by Toronto City Council. Working Group terms of reference are created.



City of Toronto Public Market Working Group meet twice



Let's develop the first City of Toronto **Public Market Action Plan** together!

To direct staff from all relevant City departments involved in supporting and regulating public markets to work with market operators and other key stakeholders to develop a **Public Market Action Plan** to help catalyze this vital work for our city.

Report back to the committee in 2025.

Imagine if Toronto had a connected network of public markets **equitably distributed** across Toronto, with a PLAN that allows Toronto's public markets and the City to work together to collectively advance **sustainable food systems, inclusive local economies,** and **social equity.**

Making real food & economic opportunities available for EVERYONE!



2019 SNAPSHOT

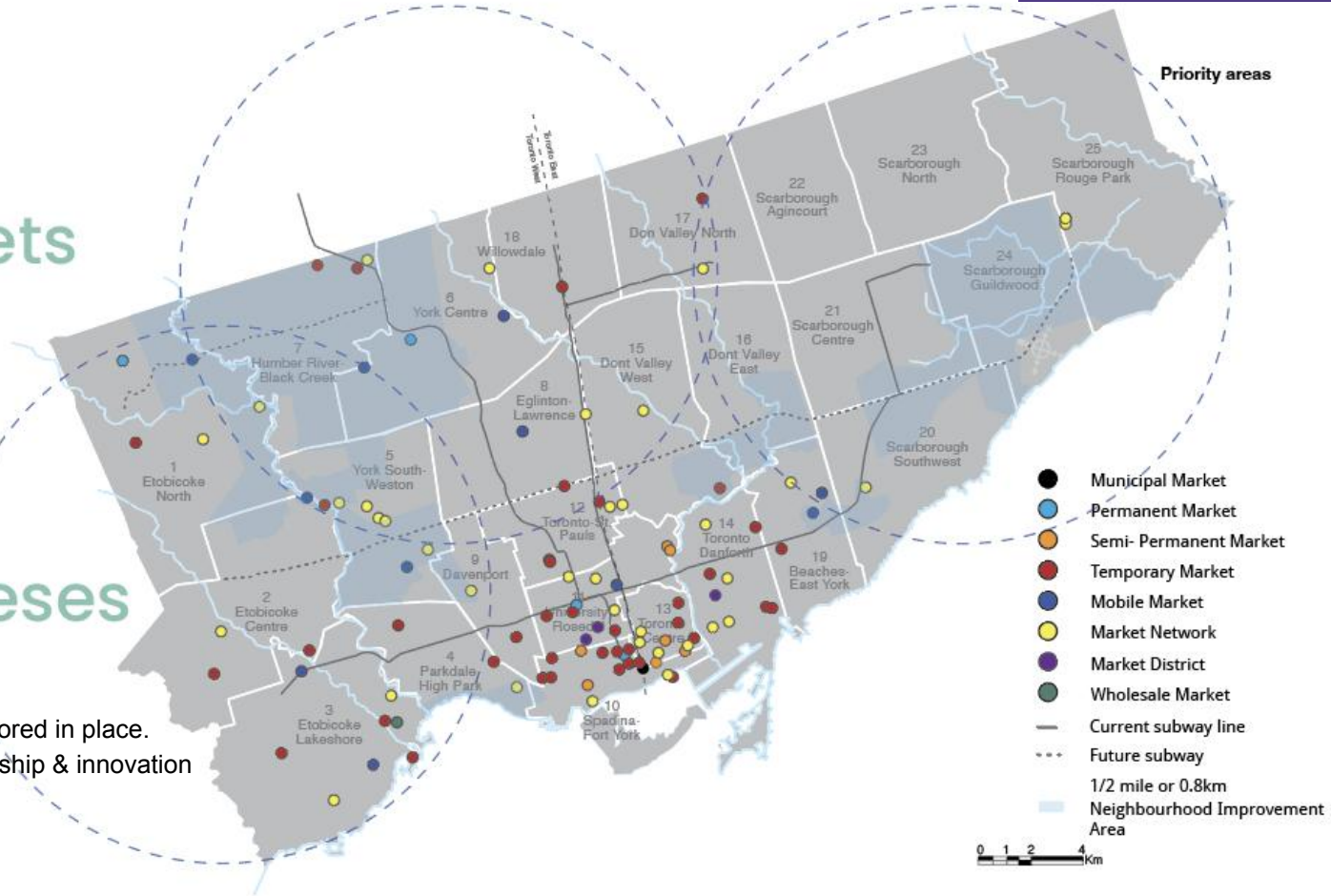
[Link to interactive map](#)

130+ Public Markets

Food & Non-Food organized into eight different types base on recurrence & access.

2500+ Small Businesses

- Have a Public goal.
- Build social networks anchored in place.
- Support local entrepreneurship & innovation at a neighbourhood level.





Snapshot of Toronto Public Markets

130 Public Markets

Organized into 8 different types

PROVINCIAL IMPACT Farmers' Market Ontario (FMO)

27,000

People are involved in growing, preparing and selling at Ontario Farmers' Markets.

\$1.8 billion

Economic impact across the province.

EXAMPLES OF ESTABLISHED MARKETS



1,650,000 Residents & visitors annually
\$ 65,000,000 Annual sales
100 Businesses



EVERGREEN

4300 Average customers **Year-round Farmers' Market**
\$ 1,000,000 Annual sales
100 Businesses

43

FoodShare Good Food Markets **349.175** lbs of fresh food
70.405 customers served

VENDORS

64%

Public Markets say 65 to 75% of their vendors are women

50%

Public Markets say businesses are Newcomers

2946

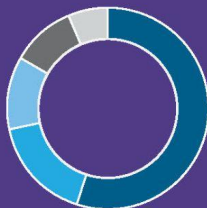
Participating vendors

724

Small & medium producers

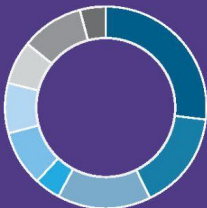
84% of the total vendors participating in public markets focus on food-related products (produce or re-sell fresh food, added value food products, prepared food)

What type of sites public markets operate in?



- 53% Buildings
- 16% Parks
- 11% Parking lots
- 10% Other
- 6% Plaza (square)
- 0% Street closure

Products sold at the public markets



- 27% Fresh fruit, vegetable, meat, fish
- 16% Prepared food
- 15% Value added food products
- 8% Beer/wine/spirits
- 4% Antique and collectibles
- 9% Artisan craft/goods
- 7% Consumer goods
- 10% Flowers
- 4% Other

84%

Based on 105 public markets

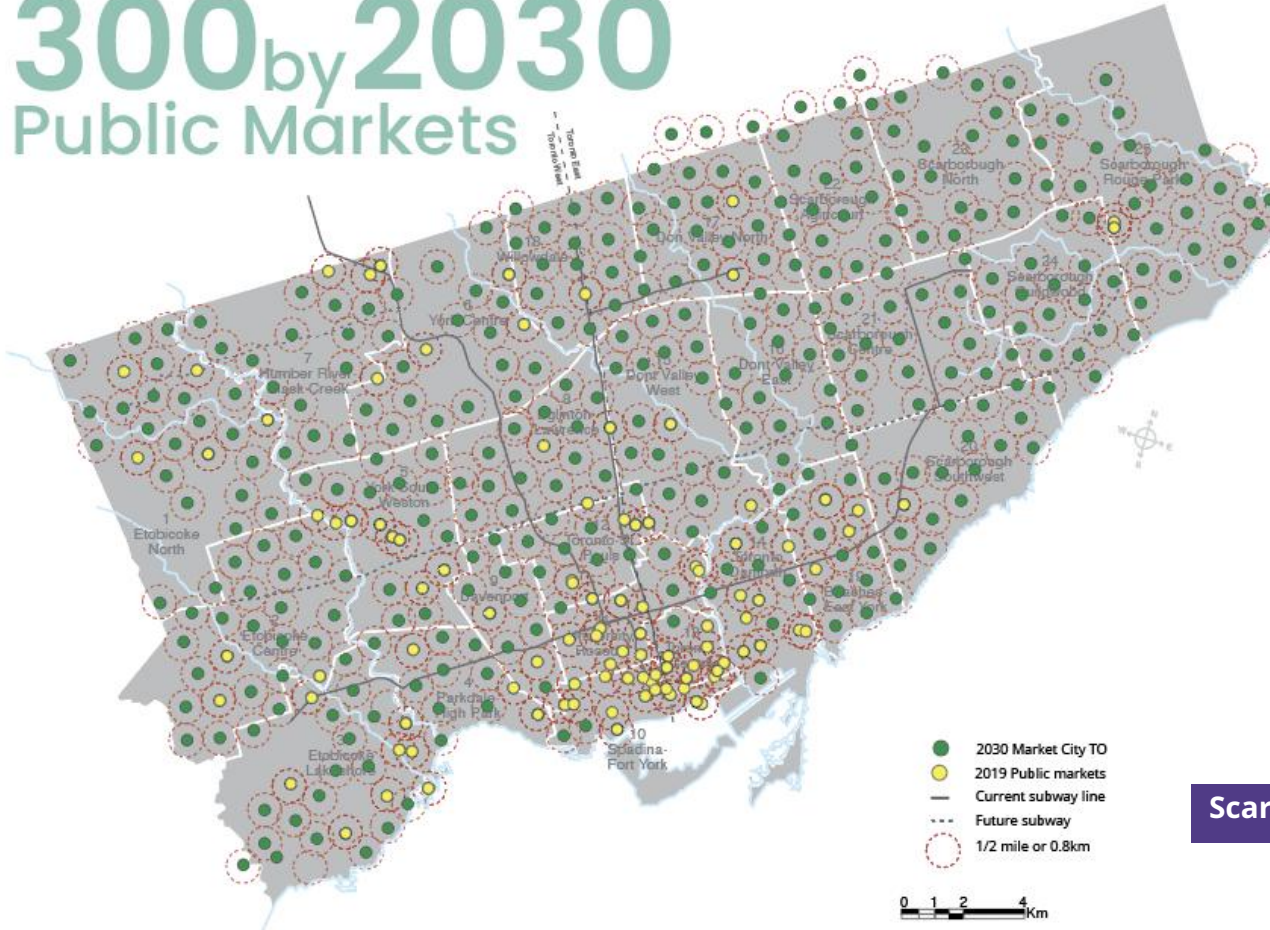


Hippie Market, Toronto West End

Photo credit: online source

THE POTENTIAL

300_{by}2030 Public Markets



Scarborough Farmers' Market, Ward 23

Photo credit: marketcity TO

11TH INTERNATIONAL

PUBLIC MARKETS

CONFERENCE

TORONTO • JUNE 8-10, 2023

376 global leaders

130 cities

23 countries

14 Sponsors

City of Toronto Proclamation
Public Market Week

Launch of Global

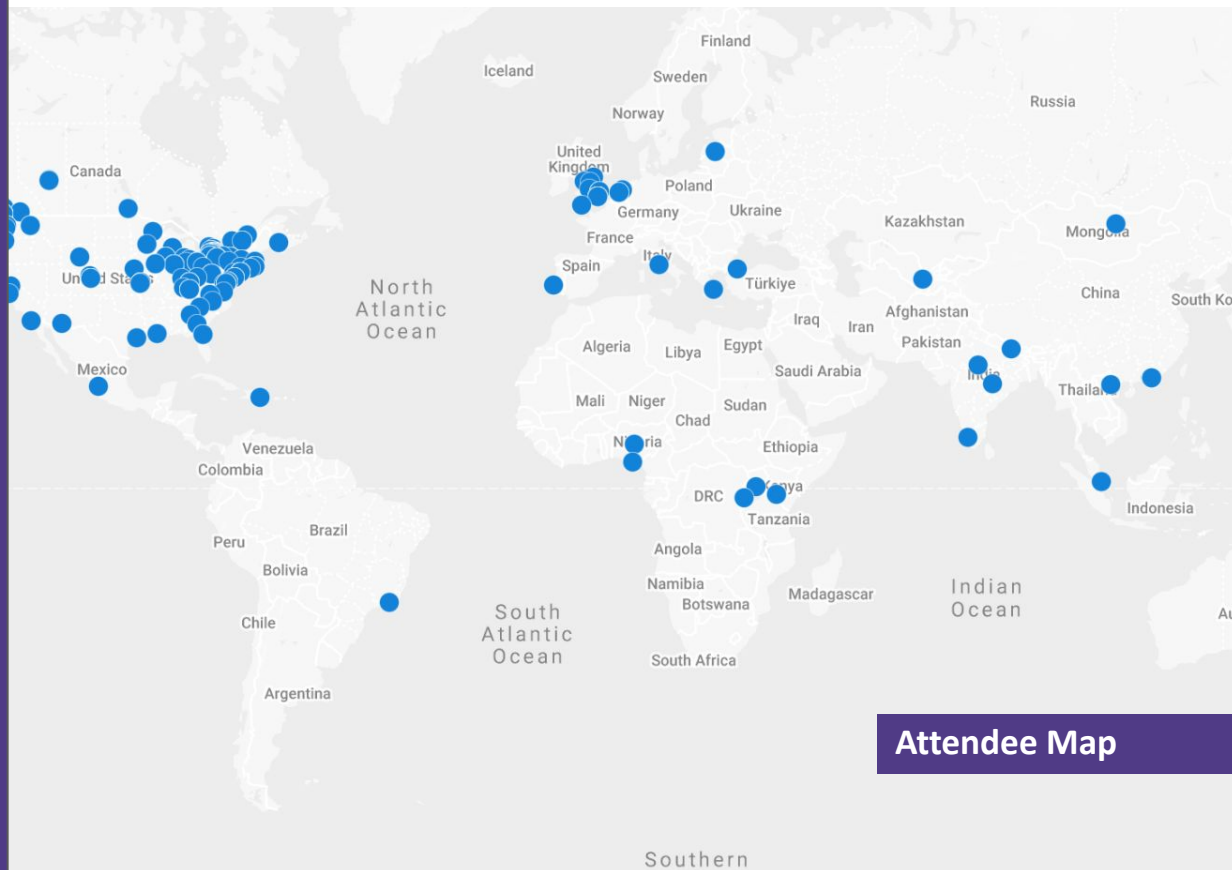
PRESENTED BY

Project
for Public
Spaces

CO-HOSTED BY



marketcity^{TO}
public markets network



Attendee Map



Snapshot 11th International Public Markets Conference | June 8 to 10, 2023

Equity & Reconciliation Decision Making Framework developed by the Programing Task Force

3 days city wide events

Open Plenary + 11 Break Out sessions included 30 speakers > 18 Canadian > 5 Toronto

12 Mobile Workshops led by local partners

15 lead partners + 16 organizations, including BIPOC owned businesses

28 sites visited

7 tours

133

Toronto

PARTICIPANTS

55

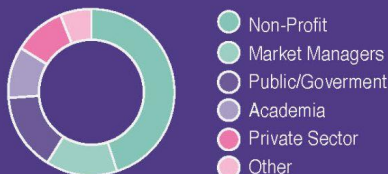
PARTNERS

community & corporate

Toronto Participants by Gender



Toronto Participants by Sector



47 VOLUNTEERS

10 roles + 60 shifts
310+ volunteers hours

8,355 WASTE FREE EVENT

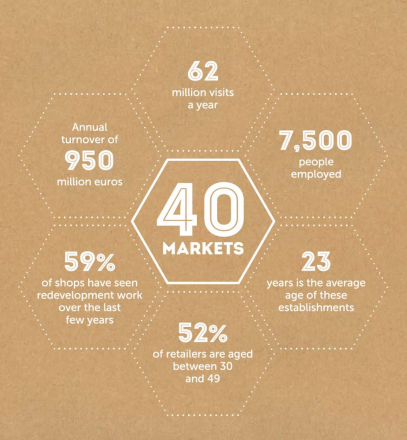
items diverted
including coffee cups, plates, utensils & cold beverage cups.



Global Examples

Market Cities

Cities around the globe are investing in urban markets, recognizing them as vital components of civic infrastructure that enhance the well-being of residents and urban vitality.



October 2023

IMPACT



MAPPING



POLICIES

Supporting City's Priorities

October 2023

Corporate Strategic Priorities

“Invest in people and neighbourhoods”

“Advancing Climate action and build resilience”

- Toronto's Food Charter
- Food Lens City of Toronto motion
- Reconciliation Action Plan
- Poverty Reduction Strategy
- Black Food Sovereignty Plan
- Toronto Main Street Recovery & Rebuild

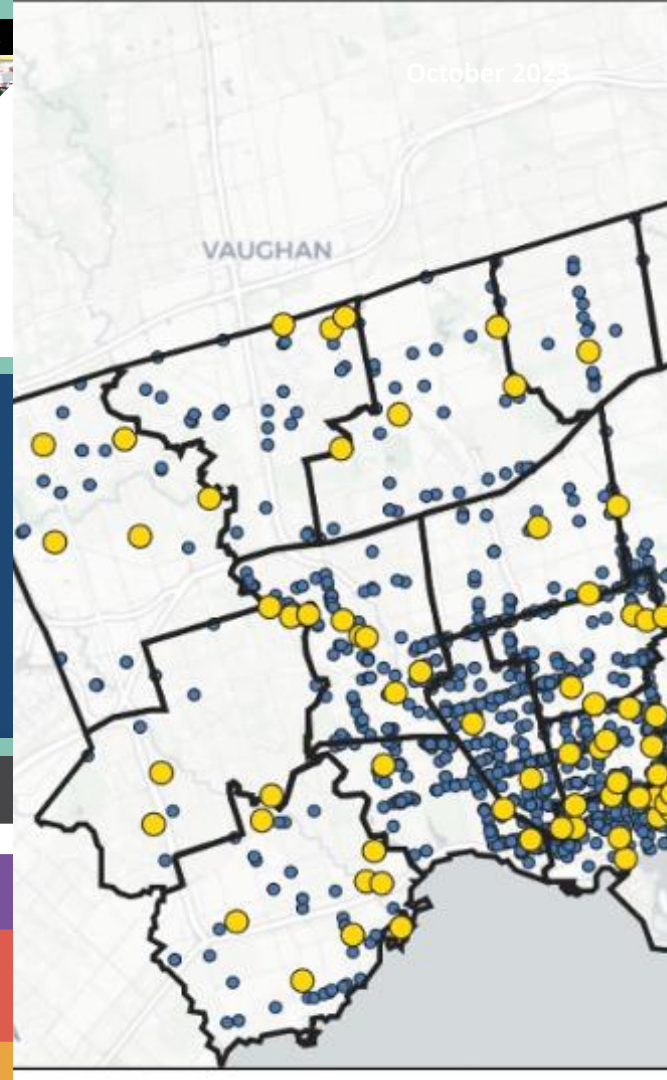
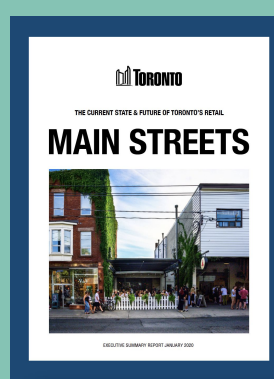
International Commitments

- Milan Urban Food Policy Pact
- C40 Good Food Cities Declaration
- C40 Mayors Agenda for a Green and Just Recovery
- Sustainable Development Goals



WHY IS THIS WORK IMPORTANT?

- Grocery Store Consolidation
- Increase Cost of Retail
- Growing Food Insecurity & unequal access
- Main Streets Recovery
- Supply Chains disruption & Regional Resilience
- Supporting small and medium Entrepreneurship



Building a plan that allow
City staff, market managers &
operators to work together
Recommendations

Recommendation 1

Improve Permits and Policies

Market 707, Ward 11

Photo credit: Scadding Court Community Centre



Recommendation 2

Education & Awareness

Evergreen Farmers' Market, Ward 12

Photo credit: Evergreen Canada

Recommendation 3

Planning for Equitable Access

Courtyard Farmers' Market, Ward 16

Photo credit: marketcityTO



Scarborough Neighbourhood Fresh Food 2022 Pilot Learning Report

LEAD PARTNER: marketcity™

SPONSOR: TORONTO

ROBIL MORGENTHAU ALLIANCE



66

Recommendation 4

Building a Sector

Scarb Coop Good Food Mark & East York Farmers' Market, Ward 19

Photo credit: Foodshare Toronto and marketcity TO



Photo credit: IPMC Project for Public Spaces

Recommendation 5

Access to Public Infrastructure

Thornccliffe Park Women's Cafe & Bazaar, Ward 15

Photo credit: Thornccliffe Park Women's Committee



A photograph of the interior of the Ontario Food Terminal, Ward 3. The scene is a busy industrial space with a high ceiling and fluorescent lighting. In the foreground, a man in a blue jacket is operating a red pallet jack. To his right, another man in a dark shirt is leaning over a pallet of cardboard boxes, some of which are stacked high. The boxes are labeled with various brands like 'Dole' and 'Fresh FENNEL'. In the background, several other workers are visible, some standing near a railing. Signs for 'FRUIT COMPANY', 'EQUIPMENT PATHWAY', and 'STAIRS' are visible on the walls. The overall atmosphere is one of active food distribution.

Recommendation 6

City & Regional Integration

Ontario Food Terminal, Ward 3

Photo credit: Marina Queirola

Our ask

To direct staff from all relevant City departments involved in supporting and regulating public markets to work with market operators and other key stakeholders to develop a **Public Market Action Plan** to help catalyze this vital work for our city.

Report back to the committee in 2025.

Thank you

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Project supported by Golden Horseshoe Food and Farming Alliance

Supporting documents to the October presentation:

- Toronto Public Markets Background Report
- Project for Public Spaces Market Cities International Report
- Scarb Fresh Food Pilot Report 2022, Learning Report



Scarborough Farmers' Market, Ward

Photo credit: marina queirolo

Recommendation to build Toronto Public Market Plan

RECOMMENDATION 1 | IMPROVE PERMITS AND REGULATIONS

Enable public markets to work more effectively. Increase knowledge and institutional capacity to support public markets better and demonstrate their impact.

RECOMMENDATION 2 | EDUCATION AND AWARENESS

Increase education about and promotion of public markets and their role in city building.

RECOMMENDATION 3 | PLANNING FOR EQUITABLE ACCESS

Support Current and build new public markets to offer equitable access to both economic opportunities and fresh, culturally appropriate, locally produced food, especially for those most impacted by systematic marginalization.

RECOMMENDATION 4 | BUILDING A SECTOR

Help managers, operators, vendors, and regulators realize the industry's full potential by investing in their professional development.

RECOMMENDATION 5 | ACCESS TO PUBLIC INFRASTRUCTURE

Un-lock or build the public market infrastructure to enable the delivery of local and culturally appropriate food across our city.

RECOMMENDATION 6 | CITY AND REGION INTEGRATION

Work with Golden Horseshoe Food and Farming Alliance to partner with other municipalities to strengthen the mid-size distribution infrastructure that advances climate action and regional resilience.