

Report on the 2018 Market Season Woodbridge Village Farmers Market

This past summer was our tenth season of operating the Woodbridge Village Farmers Market. We had happy successful farmers and vendors. All of our non-farm vendors were selling food such as baked goods, cheese and cured meats. A few were entrepreneurs just starting their businesses in Vaughan. We added a meat farmer who raises grass fed sheep and cows. The market was attended by many community groups over the summer, including city organizations such as Vaughan Public Libraries, Animal Services, Emergency Services and Viva Next.

We had two challenges this year; the first was trying to replace a retired, very popular and reliable produce farmer from the Holland Marsh. The second was a decline in attendance, which is unusual for us. We feel they are related and the committee will strive to fill the gap for next year.

We thank the city for their continued support of bringing local farmers to the Woodbridge Pool and Memorial Arena parking lot each week. The city assisted by providing services and promoting the market, such as during Culture Days, and with social media.

We have been at our present location for 8 years and find that it is a convenient walk for people living in the Woodbridge core, is visible from Highway 7 and also is accessible by public transit.