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This Little Planner Goes to Market:

Reframing the urban food system through the promotion of urban
ecological planning perspectives at The Village Market, Winnipeg

By

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Of

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Abstract

Many academics, activists and agrarians suggest that farmers' markets contribute to community economic development, urban revitalization and regeneration, and socio-cultural change. However, very few studies have analyzed the role markets play in reframing the relationship between urban inhabitants and their rural counterparts, and the impact that this has on environmental sustainability. This thesis explores farmers' markets as venues for introducing an urban ecology worldview to urban inhabitants.

An action research approach using qualitative methods examine a case study of a new urban farmers' market, The Village Market, in Winnipeg, Manitoba. Methods of inquiry included: literature research; two vendor and consumer focus groups; and eight semi-structured interviews with individuals involved with the market. The thesis shows that urban ecology is a theoretical perspective that helps place urban citizens directly within their locality through the introduction of ecological principles within their day-to-day lives. Secondly, urban markets were found to be an excellent opportunity to present urban ecology into cities, as they are tangible points of contact in a local food system. A farmer's market can help challenge the notions of 'agriculture and 'rural' by connecting a producer and a consumer. This assists in changing the way urban consumers view their local and regional environment. Mutual knowledge and cultural exchange around food also helps teach the diversity and seasonality of local food varieties and of the social and environmental resources required to produce food. Markets can also play a pivotal role in changing the physical space of its host site with relatively few resources; The Village Market has been successful in reclaiming a contested and poorly perceived public space.

Planners can play a focal role in planning cities around the basic necessity of life, food, at the fine-grained and citywide level. Opportunities include securing accessible and safe public spaces, providing the necessary infrastructure and public transportation for markets, recognizing farmers' markets as a unique entity within bylaws, permits and the municipal fee system, providing citizens with the opportunity to directly contribute to long-term sustainability of their neighbourhood and region, and capitalizing on the inherent qualities of a city's existing spaces.

Keywords:

Farmers' markets; food; urban planning; rural; public space; urban ecology; Winnipeg

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Chapter 1: Introduction

Control of food gives control over space and people.

Steel, *Hungry City*

Of all the direct marketing approaches that link consumers with their agro-food system, the oldest is the farmers market. Farmers' markets are locations designated by a community or municipality where farmers convene to sell their products on a seasonal, weekly, or daily basis (Gibson 1994). While they exist in a variety of forms, the most basic purpose of markets remains the same, for farmers to sell their local products directly to local consumers. Though they have existed in various forms and in many locals for hundreds of years, they are reemerging as a highly valued commercial outlet for a number of critical reasons.

Stephenson, one of the most prominent applied researchers on farmers' markets in the United States today, sees the resurgence of farmers' markets as a result of their position at the center of a convergence of forces (2008). On the one hand, there is the increasing commoditization, consolidation, and globalization of agriculture, with its negative consequences for farmers, consumers, and communities. On the other hand, there is a surge of interest in food as a component of communities and their associated local economies. The latter force is driven by a variety of issues including interests in and concerns about health and food, the re-development of cuisine based on locality, interests in food as a focal point for building community, strong concerns about the environmental consequences of industrial agriculture, and support for small farmers (Stephenson 2008).

All of the forces Stephenson mentions are contributing to stronger support for farmers' by consumers. There is rising interest in food that is grown closer to home, with increasingly more people being willing to pay more for food that is grown locally. Burgeoning interest in the 'local' is occurring for multiple reasons. At a psychological level, consumers are increasingly removed from the local and regional environment in which they reside and food provides an essential avenue for reconnection with the natural resources upon which we all depend. The fact that food is shipped an average of 1,300 miles before it reaches the average North American plate (Schlosser 2001) is a strong indication of how easy it has become for consumers to see themselves as connected to the global system rather than the local. Alternatively, food systems that rely to a large extent on local farm products increase the viability of small farmers and can help mitigate the negative environmental and social impacts of a consolidated food system with its reliance on large-scale monoculture (Andreatta and Wickliffe II 2002). Successful urban farmers' markets assist in maintaining rural local farms and the associated employment, while keeping consumer dollars within the local economy.

An important part of urban farmers' markets (see Glossary) is the chance for farmers to sell their fresh-picked produce and value-added products directly to consumers (Byczynski 2000, 2001), called direct marketing. Products at direct markets are often sold only hours after being picked, a claim supermarkets cannot make (Gibson 1994). This form of marketing builds a relationship through a one-to-one interaction between producer and consumer; loyalty, trust, reliability and opportunities for an exchange of knowledge often results from this relationship.

And while direct marketing is most often described only on its merits as an economically beneficial transaction between a farmer and a consumer, the financial is only a part of the story. Direct marketing has led to a growing interest by consumers in the health of the local and regional environment, the health of their bodies, and the health of their communities (Andreatta and Wickliffe II 2002). The qualitative outcomes of farmers' markets cannot be quantified as the quantitative outcomes such as finances can. For example, the positive use of a public space in which a market is held is a benefit that cannot currently be assigned a market price.

This research project is focused around The Village Market in Osborne Village, Winnipeg. The Village Market will serve here as a single case study to examine the role an urban farmers' market has played for local urban inhabitants. The market will also provide insight into policy directions for the implementation and operation of an urban farmers' market. This role will be examined through my personal experiences and challenges in designing, planning, and implementing The Village Market. The market, being hosted by a non-profit arts organization in downtown Winnipeg, The Gas Station Theatre, involved a diversity of community members and volunteers. My engagement in the process evolved to become an action research project with these various contributors and led to my addition as a board member in 2008 at the Osborne Village Cultural Centre (OVCC) and Gas Station Theatre (GST). The market initiative has resulted in a new environment where the Theatre has become a place for collaborative learning and sharing beyond its established arts role and has led to a more cohesive, sustainable and enjoyable neighbourhood.

This personal experience of starting a new urban farmers' market, from a planning perspective, contributes in a new way to both urban planning and urban food system research. This research makes an important contribution as it addresses the research gap surrounding the complexity of markets in the current market and planning conversations and literature. Being a small, new market hosted by a community arts and cultural centre, The Village Market was challenged by various seen and unforeseen issues. What can be seen as inherent strengths to connect consumers to food in Winnipeg, such as an urban population built on farming roots and most inhabitants being less than one generation away from the family farm, were not enough to get a market off the ground easily. For example, the market operates in a corner urban lot that has been viewed as a negative and unsafe space by the public for years. The case study emphasizes the attempts to overcome these negative perceptions and their associated activities, along with the various policy and bylaw challenges it faced. The Village Market experience described here illustrates the kinds of challenges a new urban farmers' market may face in a typical urban setting.

1.1 Personal Statement of Purpose

As a researcher, my purpose in spearheading a market in Winnipeg was, initially, self-motivated. Moving to Winnipeg from Victoria, B.C. to undertake my Masters in City Planning, I was shocked there were no vibrant city or even neighbourhood pocket markets to speak of. It is a well-known and highly valued opportunity to be able to experience a weekend market in Victoria; Saturday morning neighbourhood markets are enticing enough to get most residents out of

bed early, coffee mug in hand, to experience what quickly becomes a weekly ritual. What one may intend to be a quick stop at the market for vegetables becomes a community event with music, food, and art; all ages and interests gather to celebrate the unique things about their local and regional surroundings. Osborne Village was to me, as an outsider, the ideal place to begin a citywide influx of such community markets. I could not believe residents were not familiar with such experiences, especially considering the rural and agricultural knowledge and resources right outside the city's limits.

Osborne Village has a population density of 7,606 per square kilometer (City of Winnipeg 2001) and walk-able as the neighbourhood is just less than one square kilometer (City of Winnipeg 2001). Known as a diverse and culturally eclectic area, there are surprisingly few public gathering spaces that draw people together as a market does. After spending my first studio project on the Gas Station Theatre and living in the area for eight months I became familiar with a number of residents and learned of the site's troubled past. To me, the space seemed like a perfect opportunity for a new market. What better way to contribute to positive change within a community and become a member of it than by creating a welcoming space for community interests? The experience of The Village Market over the last two years has been the most rewarding and affirming of my time in Winnipeg. A wide array of people has supported the market, many going beyond their job descriptions and creatively viewing regulations to see this market start up. The market has provided me the chance to help connect with the rural stewards of Manitoba lands and the urban inhabitants who wish to learn more about agricultural resources.

Being in a position to watch the relationships develop between vendors themselves and amongst them and their now reliable and dedicated consumers has been so inspiring and gives me a refreshed sense of hope for the future of this city. The success, I think, of this market lies in the attitude all its supporters and participants have embraced. What many people see as weaknesses or threats in the city of Winnipeg, we have all chosen to view as endless opportunities. Without that sense of possibility, none of this would have been possible.

1.2 Thesis Aims and Objectives

The overall goal of this thesis is therefore to examine urban farmers' markets as a method to promote more sustainable cities (see Glossary) and urban inhabitants. From a planning perspective, the goal is to identify opportunities to enhance social, ecological, and economic community and empowerment through the decision-making and long-term planning process. The research examines how the Winnipeg community and municipality have played a role in the development of a new urban farmer's market. The analysis and findings seek to substantiate urban farmers' markets as an innovative planning opportunity that can assist in reconnecting urban inhabitants with their local environment (see Glossary). More broadly, the research process itself provides the opportunity for an enhanced sense of community for the members participating in the market and contributes towards the development of a foundation for future collaborative work with the individuals involved. Outlining a strategy for continuity as a 'road-map' for the future of farmers' markets is the intended outcome of this research.

The main aim of this thesis is to identify the ways in which urban farmers' markets act to reconnect urban inhabitants with the socio-ecological systems that help support local food production. The objectives are:

- To explore urban ecology as a theoretical lens to analyze the relationship between urban inhabitants and their local environment;
- To utilize a single case study approach to learn if and how The Village Market has shaped the relationship between urban inhabitants and the local environment; and
- To apply an environmental planning perspective to explicate the role of planning in the future of such markets.

1.3 Research Questions

The main research question of this project is:

In what ways can urban farmers' markets contribute to more sustainable cities and urban inhabitants?

Subsequent questions include:

- In which ways do cities disconnect urban inhabitants from food production systems?
- In what ways can urban farmers markets assist in reconnecting urban inhabitants with their food?
- What can be learned from the experience of The Village Market in Winnipeg?
 - For urban public space
 - For local food security
 - For urban planning

- How can this case study inform future planning partnerships and policy directions towards more sustainable cities?

1.4 Outline of Document

Following this introduction, Chapter Two examines the literature on the worldviews of the urban inhabitant, urban ecology and environmental planning. This discussion frames the following chapters as urban ecology principles were incorporated in the research process and strongly influenced the final recommendations. Chapter Three discusses the methodological approach taken to gather the data to meet the aforementioned goals and objectives. Chapter Four describes the case study of The Village Market that serves as an example of an emerging urban farmers' market within the Canadian context. Chapter Five details the analysis and findings from the focus groups, interviews and case study. Chapter Six provides a summation and conclusion by identifying future directions for environmental planning and urban farmers' markets.

Chapter 2: Theoretical Orientation and Literature

Parks, street trees, and manicured lawns do very little to establish the connection between the land and us. They teach us nothing of its productivity, nothing of its capacities. Many people who are born, raised, and live out their lives in cities simply do not know where the food they eat comes from... Their only connection with the productivity of the land comes from packaged tomatoes on the supermarket shelf. But contact with the land and its growing process is not simply a quaint nicety from the past that we can let go of casually. More likely, it is a basic part of the process of organic security. Deep down, there must be some sense of insecurity in city dwellers who depend entirely upon the supermarkets for their produce.

Barton, *Sustainable Communities*

Having long outgrown and transformed local agricultural belts, cities survival still hinge on those who feed us. "Since the cities we inhabit today are mostly sprawling conurbations on a scale that would have been unthinkable even a century ago" (Steel 2008 p7), food is as critical to cities as ever before. Technologies and innovations have allowed us to transport and preserve food, freeing us, to some degree, from the constraints of geography. Urbanization has occurred in some of the most unlikely places, from the Dubai desert to the Arctic Circle. Whether such settlements are the "ultimate urban hubris," as Steel, author of *Hungry City* (2008), calls them, they are not the only cities to rely on imported food. London, England, by comparison, is a modern city fed by "a global hinterland with a combined area more than a hundred times larger than the city itself" (Steel 2008 p7); a size that is roughly equivalent to all the productive agricultural land in the United Kingdom. Closer to home, Vancouver, British Columbia has accumulated an ecological footprint of 300 times its geographical area to feed its 2.1 million residents (Rees 2007).

The landscape required to feed a modern metropolis, meanwhile, bears little relation to the idealized farmland many urban inhabitants envision it to be. “For centuries, city-dwellers have seen nature through a one-way telescope, molding its image to fit their urban sensibilities” (Steel 2008 p8). The Romantic vision of nature still holds true for many of us, with its pastoral livelihoods, red barns and small family farms dotting the landscape. There is little room for the fields of corn and soy stretching as far as the eye can see, greenhouses so enormous that they can be viewed from space, or feed lots the size of cities brimming of factory-farmed animals. In Steel’s opinion (2008), these idealized and industrialized versions are the Jekyll and Hyde of the natural world as modified by man, contributing to the sense of what Hester (2006) calls anomie.

Anomie has arisen from the modern urban North American lifestyle and perspective that has created a situation in which many urban inhabitants (referred to as ‘we’ in this document; see Glossary) are ‘disconnected’ from the natural environment and ecological services upon which cities depend. Hester, one of the founders of the research movement to apply sociology to the design of landscapes (2006), believes that we have designed cities that do not take advantage of the local nature and environment. Planners and designers are guilty of creating urban areas more the same and less particular to the local climate. If cities truly were inspired by their regional characteristics, they could save “billions of dollars in energy, food, drinking-water costs, and waste disposal while providing recreational amenities, local identity, and sense of place” (Hester 2006 p2). One cumulative effect of this is environmental and community anomie. Hester (2006) describes this anomie as

“lawlessness,” or a “disease-like state of confusion individuals have developed about how to act towards their neighbours, their fellow citizens, and the landscape” (p3). Since, in the developed world, we have gained freedom from environmental constraints thanks to technology, we no longer experience ecological interdependence in our own daily lives as, say, a farmer does. For example, outdoor civic engagement has also become less essential as activities that were once public-- swimming, playing in the park, gardening-- are now routinely offered privately. Independence from the surrounding environment and a dislocation from community has provided enormous short-term freedoms but also adverse long-term consequences. “Anomie undermines our humanity and cripples our ability to create fulfilling, inspiring cities. Seemingly freed from our dependence on community and environment, we must choose to forge new relationships with both” (Hester 2006 p3).

2.1 Background and Scope

Hester (2006), Rees, one of the initial researchers on the ecological footprint concept (2000), and Randolph, author of *Environmental Land Use Planning and Management* (2004), concur on the considerable divide between urban inhabitants’ understanding of natural system processes and how human actions affect such systems. How to address this disconnect is an emerging focus of research from a variety of fields including ecology, urban planning, health and environmental studies. The theoretical lens that directly examines this relationship is an urban ecology perspective. Urban ecology (Deelstra and Biggelaar 2001; Hough 2004) is defined as a perspective that studies the urban ecosystem as an open system of

human interactions, exchanges, and flows and their relationships with surrounding ecosystems. Systems are sets of interacting or interdependent entities that form an integrated whole. Systems share three common characteristics: structure, defined by their parts and their composition; behaviour, which involves inputs, processing and outputs of material, energy or information; and interconnectivity, as the various parts of a system have functional as well as structural relationships between each other (Bailey 1994). Figure 1.1 illustrates a simple food system model while Figure 1.2 shows a basic local community food system.

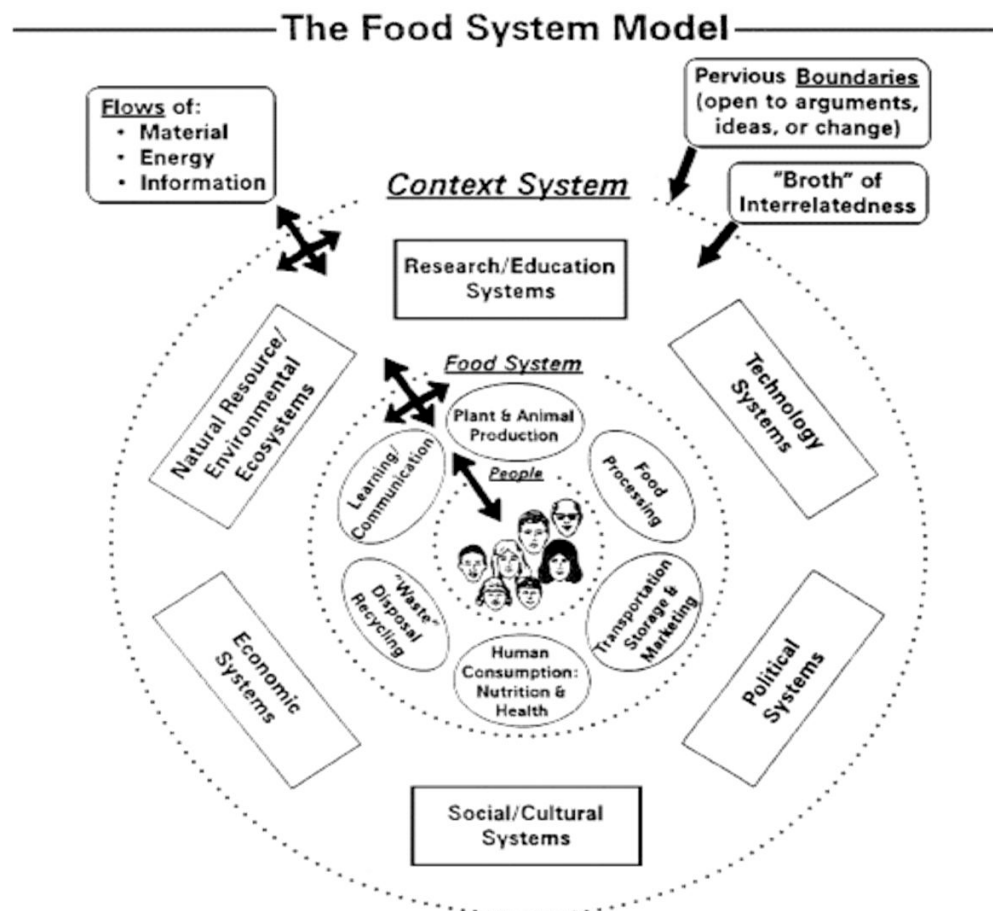


Figure 1.1: A simplified food system diagram illustrating the inputs required to feed us.

(Source: San Francisco 2009)

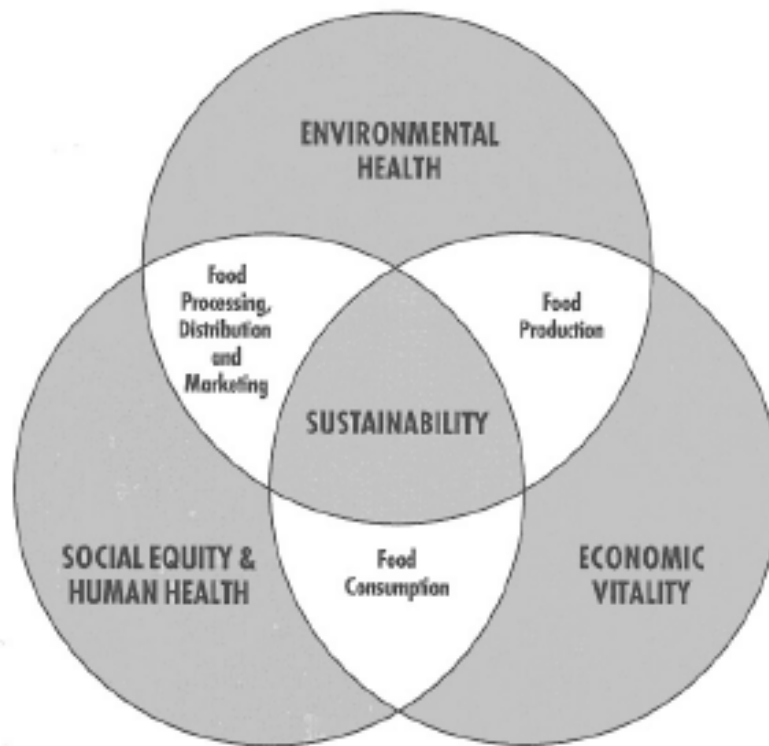


Figure 1.2: A simplified local community food system model.
(Source: City of Vancouver 2003).

The expanded and holistic perspective is what makes urban ecology a functional approach for re-engaging urban inhabitants with their environment. This divide is viewed by many as one of modernity's big problems- the 'why' of the urban disconnection from the local environment and the 'how' we will change it. The 'why' problem is examined here through an exploration of recent worldview theories, including the 'ecological' worldview advocated by Bookchin (1986), Daly (1996), Hough (2004), Randolph (2004), Rees (2000), and Ponting (2007). Bookchin (1986) the recognized founder of social ecology calls upon us to see that nature and society are interlinked and that relationship current reflects human domination over each other and between nature and us. An ecological worldview is necessary not only for moral regeneration but for social reconstruction along ecological lines.

Daly (1996), an advocate of a steady-state economy, sees the relationship between humans and the environment as only being sustainable if we move beyond classical economics. The fundamental flaw in current economics is that they ignore the problem of resource depletion and deal only with the secondary problem of the distribution of resources between different competing ends. Trees, minerals, water, soil and wildlife are treated as commodities with a price that does not reflect the fact they are not just scarce but finite. This therefore encourages the producer and consumer to use up available resources at whatever rate current economic conditions dictate, completely removing humans and their own actions from the equation. Hough (2004) the founding program head of the Landscape Architecture program at the University of Toronto says a movement toward more sustainable cities required us to internalize the natural processes required to sustain us. This means making visible and tangible the closed system that Daly explores and a social ecology that Bookchin advocates to all citizens. Randolph (2004) and Rees (2000) agree with Hough and see the first step towards an ecological worldview is in recognizing that we all have values about the environment related to how we live and that we are often unconscious of it. This fact further contributes to the anomie we have but that few have accepted. Ponting, author of *A New Green History of the World* (2007) believes that the way we think about the environment around us has been critical in legitimizing the way we treat it and this dominance is deeply embedded in the economic, social, political, and cultural constructs over the last few centuries. He explores humans historic views of the world through multiple religions and cultures; as Genesis Chapter I climaxes with God creating humans as

his final pride, it iterates that humans goal is to “be fruitful and multiply, and fill the earth and subdue it” (2007 p29). It is clear that it will take a significant shift to untie these deep-rooted perspectives and historically embedded values.

The ‘how’ problem is addressed through an urban ecology (Deelstra and Biggelaar 2001; Hester 2006; Hough 2004) lens which acts to inform how the environmental relationship between urban dwellers and the environment can be shifted towards a more sustainable one. Coleman (1976) and Randolph’s (2004) frameworks of Environmental Planning will define tools for the planning profession to work towards incorporating an urban ecology lens into urban planning. Stephenson’s (2008) most recent research on farmers’ markets will influence the recommendations and future directions for planning.

2.2 World Views

The two dominant prevailing worldviews, the expansionist and the ecological, represent completely different sides of awareness. The expansionist view is technologically dominated; it relies on conventional economics to use price as an indicator of scarcity, and on the mechanics of free and open markets to ensure sustainability (Rees 2000). What is becoming increasingly obvious, however, is that rising prices for scarce resources does not lead to conservation or a strong pursuit for substitutes. This has led to an economy where private activities determine to a large extent the fate of the environment (Randolph 2004). Nowhere is this as evident as in the development of cities; for example, the consumer demanded an increase in private space on the individual and family level, and sprawling suburbs were the result (Hester 2006). This view is a difficult one to challenge. It currently

rules most governments and international organizations. Yet, traditional economics are not able to function as a holistic measurement system for the entire ecosphere; this has led to a disconnection between human consumption and actual resource use and value. For example, Pollan (2006) takes a full-cost account of the industrial feedlot system.

The ninety-nine-cent price of a fast-food hamburger simply doesn't take account of [the] meal's true cost- to soil, oil, public health, the public purse, etc., costs which are never charged directly to the consumer but, indirectly and invisibly, to the taxpayer (in the form of subsidies), the health care system (in the form of food-borne illnesses and obesity), and the environment (in the form of pollution), not to mention the welfare of the workers in the feedlot and the slaughterhouse and the welfare of the animals themselves (p200-201).

An ecological worldview believes that conventional economics are responsible for the sustainability crisis (Daly 1996; Rees 2000). The economy is seen as inextricably linked within the ecosphere, and therefore needs to recognize that it is not external from the biophysical world. It is dependent upon complex systems dynamics and laws. In order for a move towards sustainability, the second law of thermodynamics needs to be realized; that "every energy or material transformation produces an increase in net entropy- a permanent degradation of available energy and the dissipation of matter (resource depletion and pollution)" (Rees 2000 p142). Without this recognition, a point will be reached where the erosion of ecosystems and the entropic disordering of the ecosphere will begin to interfere with its capacity for self-production (Rees 2000). The implication this has for all material growth and development is significant- we can only undermine the system which provides all of the earth's natural capital for so long. Once it is not

able to maintain itself, we will be left with no materials to create the manufactured capital upon which we depend.

This ecological view addresses the inherent problem in the expansionist view- that it externalizes problems by effectively blaming it on a defective resource system or environment gone wrong. The only way to create real change is to begin to place blame where change can occur- on the nature and behaviour of people, government, organizations and consumers themselves (Rees 2000). This suggests that it is human wants that must be better controlled in order to reach a level of environmental and social sustainability. In this way, an ecological worldview begins to connect human beings actions directly with their effects upon the environment.

Bookchin (1986), Daly (1996), and Ponting (2007) all agree that one of the best methods to address this disconnect is by recognizing and tackling the psychological barrier created by Western scientific culture which separates humans from the rest of nature. This barrier has prevented humankind from understanding themselves as ecological beings, as components of and participants in the world's ecosystem (Rees 2000). Hough (2004) illustrates this separation within an urban context. He speaks of two landscapes existing side by side where humans either nurture or suppress nature. A nurtured 'pedigreed' landscape of "mown turf, flowerbeds, trees, fountains and planned spaces [exists beside] the fortuitous landscape of naturalized urban plants and flooded areas left after rain that may be found in the forgotten places of the city" (Hough 2004 p8). The former landscape has little to do with the dynamics of natural processes but is still held in high public

value as a demonstration of care, aesthetics and civic pride. The latter represents “the vitality of altered but none the less functioning natural and social processes at work in the city” (ibid); yet it is viewed as a derelict wasteland in need of urban renewal, often associated with lower-income areas. The controlled landscape directly confronts nature by planning it according to human’s aesthetic ideal, thereby disconnecting people from actively engaging with real natural systems. This has led to limited opportunities for urban inhabitants to experience, learn, and connect with the natural processes upon which all humans depend.

The main goal of this project is to explore how markets can contribute to enhancing opportunities for urban inhabitants to learn of their local natural environments, thereby contributing to more sustainable cities and urban inhabitants. Understanding how humans interact with their surrounding environment is therefore necessary. Levin (2009) identifies two bonds that have defined human beings relationship with nature. The first is based on survival, with food as a fundamental connector to the natural environment and its conditions.

The natural environment was the fundamental source of all the requirements to sustain life and support its continuity. All of these requirements were of a physical nature – food, garments, shelter etc. They were so basic to the survival of the species that ultimately and inevitably there evolved a firm bond between the species and their natural environmental habitat.

Levin calls this the “physical bond.”

The second bond Levin speaks to evolved from “humans emotional reaction to phenomena that occurred in the natural environment which were perceived visually or audibly but had nothing to do with [our] sustenance requirements.” Such

phenomena, involving with moon, stars, elements of the landscape and growth for instance, evoked a sense of self-identity, place, and wonder. This bond has deeply influenced humans spiritual bond with nature and in turn, the foundations of the various religions of the world. This “spiritual bond,” alongside the “physical bond,” has determined humans’ relationship with the natural world. However Levin says that these relationships have probably declined as “the bonds were loosened by emerging lifestyles and population growth and increased population densities” (2009). Technological advancement that has led to industrial global agriculture has changed the physical bond between humans and food and the subsequent rural-urban migration has changed the opportunity for the spiritual bond to develop.

The profound changes that have occurred in virtually every branch of technology have produced correspondingly profound changes in the lifestyles of humans. The result is the inevitable movement of populations from rural areas to urban areas; “for the first time the urban population of the earth will outnumber the rural” as there will be more people living in cities than in the country (Davis 2006). At an early stage in this urbanization the new resident population was housed in single-family dwellings. It was typical of these dwellings that they were built on lots with some space left as front yards and back yards. Also typical was that the occupants of the dwellings planted grass and gardens in these yards in a way reminiscent of the plantings that the farmers of a preceding era had put into the spare acreages of their grain or cattle farms.

However, it was not long before the low-density urbanization of cities became a flood of high-density development with a heavy concentration of rental apartments and condominiums in the central areas. The resulting isolation of people from their former close connections with nature has come at a price. This price is being paid in a number of ways. The current industrial agriculture system has led to the substantial deterioration of human living conditions in rural areas (MacCannell 1991), increasing pollution in arable land, useable water and atmosphere and intense accumulation of animal wastes, herbicides, pesticides and fertilizers in ground and surface waters (Drury & Tweeten 1994). Industrial agriculture focuses on the global while paying little heed to the local, leading to an increasing disconnect and therefore disrespect for the local and regional environment. The result is a psychological disconnection between urban inhabitants and the local environment. Rather than be threatened by the rapid urbanization occurring, it is important to see endless opportunities to address this disconnection; urban ecology is one perspective which actively seeks to do so.

2.3 Urban Ecology

Though humans have lived in cities and towns for thousands of years, we remain reliant and defined by the most basic animal needs. And therein lies one of the most basic paradoxes of urban life. Steel (2008) writes, “we inhabit cities as if that were the most natural thing in the world, yet in a deeper sense, we still dwell on the land” (p6). The fact that the current global population predominantly resides in urban areas hides the reality that the majority of the people in the past predominately lead rural lives- as farmers and serfs, hunters and gatherers, yeomen

and peasants. Without this historically rural connection, the development of human society would not have been possible. She continues, stating that “the relationship between food and cities is endlessly complex, but at one level it is utterly simple. Without farmers and farming, cities would not exist” (2008 p7).

What was once a relatively simple relationship between the rural and the urban has become endlessly complex. Industrialization, consolidation, and vertical integration of agriculture and the food industry have transformed a local food system into one that is primarily global (Bonnano et al. 1994; Goldschmidt 1947; Grey 2000; McMichael 1994). As a result, there has been a gradual increase in monoculture crop specialization and a reliance on transportation and other technologies designed to maximize profit with the movement of farm products directly to the consumer (Barlett 1993; Doyal 1985; Grey 2000). Some have argued that this shift has been made at the expense of the taste and quality of food, the integrity of the environment, and the health of farmers, consumers, and the rural life (Andreatta and Wickliffe II 2002; Grey 2000; Schlosser 2001). A shift from the global to the local must be made for the relationship between humans and their environment to become tangible and visible once again. As mentioned, the historical relationship was much simpler than it is today. Examining where we have come from provides insight into what was, for hundreds of years, a tight relationship that can practically inform where we need to go for the future.

2.3.1 Historical Context

Examining the historical relationship between cities and their local environment provides valuable insight into the necessity of applying an urban ecology perspective. Bookchin (1986) believed that cities constitute an antithesis to the land as they developed as the first break in the solidity of agrarian conditions; they therefore emerged by reflecting the social relations in the countryside. Urban centres were therefore largely the foci of surrounding agrarian relations, which created diverse and varying cities: "urban life could be clearly understood by searching back to the economic relationships that prevailed in the local agricultural environs" (Bookchin 1986 p30). The symbiotic relationship between the producers of food and the town that returned its refuse to the fields was necessary for survival (Mumford 1961). For example, in 1856, the Victorian historian George Dodd described one 'extraordinary piggery at Kensington' as follows:

A group of wretched tenements, known as 'The Potteries,' inhabited by a population of 1000 or 1200 persons, all engaged in the rearing of pigs; the pigs usually outnumbered the people three to one, and had their sties mixed up with the dwelling-houses; some of the pigs lived in the houses and even under the beds (in Steel 2008 p198).

Whatever they might have thought of farming, no pre-industrial city-dweller could forget it existed. In part, environments like this existed as most of the waste in the pre-industrial city was organic. It was seen as a valuable, if messy, resource. Often called the 'golden age of urban ecology' (Reid 1993), during this pre-industrial time very little went to waste- leftover food was eaten by pigs, human and animal wastes were collected for use as manure as well as being fermented for a variety of artisanal processes such as dyeing and paper-making. The Neat House Gardens in

Chelsea, London is one of the United Kingdom's most famous horticultural operations. For over two centuries it enjoyed a special relationship with the Covent Garden Market, exporting high-quality produce to the market in exchange for boatfuls of fresh manure (Steel 2008). With such relationships, as the social historian Fernand Braudel remarked, "town and country never separated like oil and water. They are at the same time separate yet drawn together, divided yet combined" (1981 p498).

Much of this relationship was based on the simple physical difficulties of transportation in pre-industrial cities. Compact, mixed-use development was a matter of necessity; the distance a cart could reasonably travel in a day, approximately 20 miles, determined the practical limit for bringing grain in overland (Steel 2008). This in turn limited the width of a city's arable belt, "the simple laws of geometry meant that the larger a city grew, the smaller the relative size of its rural hinterlands became, until the latter could no longer feed the former" (Steel 2008 p71). Adam Smith (1925) spoke directly to this rural-urban relationship, as he recognized that the survival of every "civilized" society rested between the inhabitants of the town and the country.

The country supplies the town with the means of subsistence, and the materials to manufacture. The town repays this by sending back a part of the manufactured produce to the inhabitants of the country. The town, in which there neither is nor can be any reproduction of substances, may very properly be said to gain its whole wealth and subsistence from the country. We must not, however, upon this account, imagine that the gain of the town is the loss of the country. The gains are both mutual and reciprocal (vol 1 p355).

Together, rural and urban created a mutually beneficial market- one that required no regulation since it operated entirely through the competing self-interest of many individuals (Steel 2008).

However as cities grew larger and their rural counterparts pushed further away, their self-regulatory ecosystems began to break down. The disconnection between people and their direct connection with the land is seen as a direct consequence of industrialization, growth and mass migration into the cities for non-rural work (Bookchin 1986; Hough 2004; Mumford 1961; Steel 2008; Tracey 2007). In the 18th and 19th centuries, a reconnection with nature was introduced through the creation of parks; however the design of these green spaces was based on spiritual and leisure needs rather than any functional necessity. The countryside was viewed by many as a recreational resource, a place to 'escape' to from the worries of the city life. It was also, initially, accessible only to the elite and upper class that had the resources and time to travel from the industrially blighted city to the manicured county-side. As urbanization continues however, the rural livelihoods stood in direct confrontation with urban values and the expanding urban edge. Urbanites complain about farm smells and rural activities, pushing agricultural activities further from urban areas. Separated as humans "are from the sources and processes of [their] food supply, and the culture that goes with it, [they] carry around a burden of expectations and ignorance that may often be as destructive as it may be well meaning" (Hough 2004 p165).

Over the years, all the ancient fears surrounding food- from soil fertility, the sun and the rain, the success of the harvest- have been distilled into one concern: the cost of a weekly shopping bill. Today, cut off from farm production as never before, many urban inhabitants have begun to dissociate food from the very idea of nature. And as “the whole point of farming had always been to produce food as cheaply and reliably as possible” (Steel 2008 p38), one cannot blame us for viewing food as connected more to dollars than to the land which produced it. Direct planning responses to this problem exist today, such as the establishment of agricultural green belts and urban growth boundaries, but they are still far from mainstream practices (Brueckner 2000).

2.3.2 Urban Ecology Theory

Urban ecology addresses this relatively new and increasing disconnect through a variety of avenues; it is not one clear concept, as it is approachable from a number of fundamentally different perspectives. Deelstra and Biggelaar (2001) explore the concept from both a natural sciences and social sciences perspective. The natural sciences refer to the area of biology that includes urban living systems. This includes the study of ‘nature’ (natural species) in an urban setting that acts as the ecosystem. In this light, the urban ecosystem acts as any other ecosystem would, housing structure, function, biotic and abiotic components, and determining spatial and energy organization. The urban ecosystem is an open system that interacts, exchanges, and flows with surrounding ecosystems. A social science perspective on the other hand, shifts the emphasis from ecosystem components to the interactions between humans in an urban area (also referred to as human

ecology). This is a particularly useful definition as it places humans and human actions directly within the system, not above or separate from it, as an expansionist view seeks to.

As an application, urban ecology strives to create, preserve, and restore green and open spaces sustainably; “it uses climate- and region-appropriate plants, xeriscaping to minimize the need for fertilizer and water, and uses land for multiple functions such as food production, wildlife habitat, recreation and beautification” (Newman and Jennings 2008 p44). Such initiatives result in tangible environmental benefits including conserving energy, cleaning urban air, absorbing carbon dioxide, reducing the urban heat island effect, and minimizing the application of fossil fuels in pesticides and herbicides. An urban ecology approach offers much more than environmental benefits. Newman and Jennings (2008) emphasize a diversity of opportunities that foster greater understanding of and connection with nature, including addressing the psychological disconnection between urban inhabitants and the environment. They cite eco-psychologists who argue that humans need contact and engagement with other humans and the more-than-human world. Individual sensitivity to environmental destruction and the loss of real engagement with the living world contribute significantly to depression and alienation. Sewall (1999) describes this loss as:

Living in an era of ubiquitous environmental degradation is depressing to sensitive organic systems. Humans are no exception... We no longer know what a depth of sensory awareness is... The rhythms and patterns of the earth slip away... We become lonely, hungering for a sense of belonging... We lose the whole picture, and a sense of wholeness... Ultimately, we lost our health, our own wholeness (p67-71).

What is being lost in modern cities then is not just natural resources and processes; rather, larger experiences of the more-than-human world that are important to humans spiritual, psychological, and physical health. This is not simply because rural activities are being pushed further and further from urban ones. The increasing invisibility of natural systems in cities, from storm water management to material waste management, is fostering greater separation from dependence on nature as a provider.

These losses are creating a state of ecological illiteracy, as Orr (1992) calls it, where urban ecology has become illegible to us (Lynch 1981). Whether or not we even possess the appropriate and relevant knowledge and skills that are required to design healthy cities is in question; Noss (1999) points out that we are more likely to know corporate logos than local flora and fauna. Much of the loss of urban ecological literacy can be traced to urbanization and the decline of farming populations. In the last fifty-five years, the rural populations have dropped an average of 5% every five-year period (Statistics Canada 2006). For example, in 1966 there were 7.6 million Canadians living in rural and small towns. By 2006, there were 6 million. Due to both rural-urban migration and slower rural population growth, the share of Canada's population living in rural and small town areas has declined from 36% in 1971 to 19% in 2006 (Statistics Canada 2006).



Figure 2.1: Ecological literacy promoted through the public market in Turku, Finland where a wide diversity of food varieties are sold.
(Source: Wiseman 2008).

Urban ecology can therefore act as a perspective to inform this dynamic relationship between us dwellers and the urban environs. A natural conclusion of today's urban society from an urban ecology perspective is that urban inhabitants are increasingly disconnected from their surrounding environment. This is not simply because rural activities are now further from urban ones. The increasing invisibility of natural systems in cities, from storm water management to material and liquid waste management, has fostered greater separation from recognition of nature as a provider. Exploring ways to create opportunities to introduce nature as a provider is becoming increasingly recognized at a municipal and regional level. Citizens who exist in a sense of anomie or disconnection their entire lives are not prepared to lay the foundation for a more sustainable future.

Tracey (2007) and others (Corum, Rosenzweig, and Gibson 2001; Stephenson 2008) show that urban farmers' markets can act as a useful and even necessary tool to address this detachment and the many offshoots of it, such as poverty, hunger, environmental and social degradation, and individual and community well-being. Urban farmers' markets are one initiative that can assist in placing urban inhabitants back within the local ecosystem. By utilizing an urban ecology perspective to study human nature from within an urban ecosystem context, urban markets can creatively re-establish the connection between people, agriculture as a resource and city space. For an ecological worldview, and therefore a sustainable future, to be reached, fundamental links between food and sustainability can and must reshape how humans view their cities (Hough 2004).

2.4 Environmental Planning

Innovative policies can create the useful and productive landscapes that will help provide accessible and healthy sources of food and point the way to an alternative approach to urban design and suburban growth (Hough 2004). For example, protecting productive soils and rural ways of life on the urban fringe is becoming increasingly important as suburban expansion continues. Most cities in Canada have a history of rich agricultural land and family farms, but have been moving towards rapid urbanization for years (Brueckner 2000). This has resulted in a sprawling urban footprint overtop fertile farmlands. If more direct connections are made between urban inhabitants and their local food production systems, the protection of agricultural lands in the region will become more evident and common in the social, environmental, and political arena. Planning strategies also need to

address rising land prices that are compelling farmers to sell to developers (Brueckner 2000). It is necessary to find a balance between two incompatible cultures where one inevitably degrades the other (Hough 2004). "Alternative strategies will depend less on the protection of large-scale farming operations that properly belong beyond city limits, and more on the marrying of development and small-scale and complex [local] economic initiatives" (Hough 2004 p179). Designing and planning for a new kind of 'urban' which has an investment in the land- rather than traditional development which confronts then edges out land-based traditions- can reshape the rural-urban relationship.

Environmental Planning, according to Coleman (1976), addresses the traditional disconnection and underlying independence in traditional planning perspectives. Randolph (2004) ties this process of traditional planning to environmental protection and solving problems related to the human-environmental interaction. He describes these approaches in environmental planning and management: 1-reactive, 2-proactive, and 3-integrative. Reactive measures try to correct prior environmental damages, proactive measures are taken explicitly to enhance environmental quality, and integrative planning involves early and substantive consideration of environmental and social factors in the formulation of development plans and projects (Randolph 2004). These directions result in environmental planners being both specialists and generalists as they often develop an expertise in one area (such as land use, air quality, or water management) but also apply planning and problem-solving skills to a wide range of disciplinary perspectives. Specialization and generalization are directly related to

the planning approaches environmental planning has arisen from. Environmental planning generally requires a rational-comprehensive and participatory framework, with elements of adaptive-incremental management and advocacy planning where appropriate (Braisoulis 1989). Table 2.2 highlights a simplified environmental planning process including the associated approaches.

Table 2.1: Environmental Planning Process and Approaches

Environmental Planning Process	Approach
1- Inventory <i>Rational Comprehensive</i>	What do we have? -Scoping; stakeholder local knowledge
2- Needs Assessment <i>Rational Comprehensive, Participatory</i>	What are our problems, objectives, and priorities? -Identification of issues, opportunities, concerns, objectives, criteria, uncertainties (IOC); analysis of planning situation
3- Management Strategies, Plans, Programs <i>Rational Comprehensive, Participatory, Adaptive Incremental</i>	What should we do? -Formulation of stakeholder alternatives; assessment of impacts; evaluation and selection of plan
4- Implementation and Monitoring <i>Adaptive Incremental</i>	Implementation (and learn from it) -Implementation, monitoring, evaluation, modification, and adaptation

(Randolph 2004 p20)

Though this process appears as a sequential process, “in reality it is somewhat iterative, as all steps are considered simultaneously, with changing emphasis as the process proceeds” (Randolph 2004 p18). Though environmental planners may be grounded in a specialty or discipline, as generalists they also must understand and apply a range of disciplinary perspectives to the planning process. Specialization and generalization can complement each other in the planning process. For example, specialist and coordinated planning both fail to connect various and often conflicting interests by not establishing a shared goal or vision.

Further, coordinated planning “is still not the ultimate adaptive [planning] phase experienced to date, because it is still city-centred, and does not consider the environment as a whole” Coleman 1976 p10). Environmental planning addresses this by conserving resources and taking a preventative approach rather than a prescriptive one; this is accomplished by “providing for contingencies that can already be foreseen from the restricted viewpoint of today” (Coleman 1976 p11). This is noted by Coleman in 1976, over 30 years ago and yet few steps towards her environmental planning recommendations have been made.

2.5 Urban Farmers’ Markets

The focus on urban farmers’ markets as an opportunity to renew this connection with the socio-ecological systems, and in particular interactions with farmers and the local agro-food system, can result in increased community support for local agriculture and local foods and a novel use for public space. Outcomes from The Village Market in Winnipeg will provide insight into the impact on the local and regional society, economy and environment. This market is unique in a number of ways.

Winnipeg is a community built on agricultural values, with many residents being less than one generation removed from the rural lifestyle. The market has helped residents remain connected to this rural foundation and invited agricultural producers to interact directly with those who support them. The market has also played a strong role in the reclamation of an outdoor urban space that had been viewed as a negative and unsafe place for years. The market has changed the public perception of this space that, being at the heart of a community and centre of the

city, should be a safe, inviting public place. Winnipeg lacks a vibrant urban market that is accessible by public transit, walking, or cycling; the reasons for this are many and reflect the disconnected urban mentality Randolph (2004) speaks to. The market was home to many first time vendors and emerging small businesses. This provided them with an opportunity to test the market of customer receptivity and feasibility before launching a full-time business venture. By focusing on a 100-mile diet concept, it was hoped that many consumers would be introduced to local, seasonal foods in a friendly environment. Outdoor seating and live music ensured many visitors lingered and engaged with other customers and vendors for longer than a mere financial exchange. Finally, a variety of not-for-profit educational organizations were invited to participate with a display at no cost to provide a diversity of information and perspectives on food, environmental, and community issues. The Village Market is described further in Chapter 4.

Though this project focuses on a single case study, it has broad implications for the larger food and planning literature. Andreatta and Wickliffe II (2002) discuss the research gap that exists between urban farmers' markets and a planning perspective. Their study shows that the farmers market itself is not just a backdrop for activities, as most research assumes, but a leading actor itself in contributing to the cultural dynamic within which these activities take place. Viewing the farmers market as a more complex entity means that municipalities and planners need to look beyond applying traditional planning and property tools and regulations and consider markets as a unique entity unto themselves. As they point out, examining this broader role markets are playing economically, culturally and environmentally

is critical if we are serious about increasing “the sustainability of small farmers, [mitigating] the negative environmental and social impacts of a consolidated food system...and [maintaining] rural areas in farmscapes and [keeping] local residents employed in farming” (Ibid p174). This research seeks to address this gap from an urban perspective by examining the complex interactions between consumers and producers and how it contributes to a larger socio-cultural shift in consumers’ attitudes towards their local and regional environment.

2.5.1 Historical Context

Of all the direct marketing approaches that link consumers with their agro-food system, the oldest is the farmers market, a location designated by a community or municipality where farmers convene to sell their products on a seasonal, weekly, or daily basis (Gibson 1994). A wide variety of forms exist, but the most basic purpose of markets remains the same, for farmers to sell their local products. A farmers’ market is generally accepted as a common facility or area where multiple farmers/growers gather on a regular recurring basis to sell a variety of fresh fruits, vegetables, and other farm products directly to customers (Andreatta and Wickliffe II 2002; Sommer 1989). To further narrow this, an urban farmers’ market operates within a densely populated area or city. Farmers’ market can range from “relatively simple structures with a straightforward purpose, to far larger, more complicated organizations with a broad public mandate and a range of customers, vendors, and community stakeholders” (Colihan and Chorney 2004 p35). They are known for facilitating a symbiotic relationship between producer and consumer, as has been done in traditional marketplaces for centuries. A defining feature of the farmers’

market is that the people who grow the food sell the food. Once common throughout the world, they have declined, along with the number of diversified small-scale farmers, in the decades since industrial agriculture has become the dominant method of food production (Hodge, Merrifield, and Gorelick 2002).

The first urban trading in Canada for farmers was with merchants and shopkeepers in the nearest village or town, who would take the farmers' grain, potatoes, eggs, butter and meat in exchange for store merchandise (Johnston 2002). In Canada, "the first formal markets appeared in the 19th century in garrison and government towns such as Kingston and Toronto" (Biesenthal 1980 p24). A town had to be of sufficient size to have a marketplace, and other towns throughout Upper and Lower Canada established their own markets once their populations reached about 500 and when their local farms were producing enough of a surplus to consider selling it (Ibid). They are now on the rise again. According to the USDA, there were over 2,800 farmers' markets in the United States in 2000, a 63 percent increase since 1994. The United Kingdom went from having no farmers' markets at all in the mid 1990's, to having more than 270 at the end of the decade (Hey 2000).

The most recent Canadian research on farmers' markets, completed by the Canadian Co-operative Association in 2009, found 578 farmers' markets across Canada. Founded in 1750, the Halifax Farmers' Market is recorded as the oldest running farmers' market in North America (CCA 2009). The market in Kingston, opening in 1780, became home to Ontario's first farmers' market. Canada's markets have a \$3.09 billion economic impact on the economy and the National Farmers'

Market Impact 2009 Report indicates that they account for 28 million shopper visits in 2008 alone (CCA 2009). The Canadian farmers' market industry is characterized, like the American industry, by significant recent growth. For example, the number of farmers' markets in British Columbia has grown from 60 to 100 in only eight years, with estimated annual sales reaching \$65.3 million and \$118.5 million overall contribution to the provincial economy in 2006 (CCA 2009).

Farmers' markets are sometimes held in a permanent structure but more often in a public square, parking lot, or on a segment of street that has been blocked to traffic. Most of the producers who sell at these markets are relatively small and tend to use fewer pesticides than do large-scale monocultures, even if they are not certified organic (Hodge, Merrifield, and Gorelick 2002). Consumers are provided with a range of in-season fresh produce, often harvested that same day. Most markets also have a wide variety of other local products for sale, ranging from honey, jams and preserves, bread, flowers, ciders and juices, and potted plants. Meat, dairy, and egg vendors are also common, many of which are free from hormones and antibiotics found in products from large factory farms. Some markets features live local talent, including music, theatre, and children's entertainment.

Beyond food and craft provisions, markets nearly always become community events. Not only because of their friendly social ambiance, but because the money spent at the market supports local enterprises and remains circulating within the community. Local businesses that may have felt threatened by competition initially,

often find that increased foot traffic ends up helping them as well. A representative of the Connecticut Department of Agriculture concurs, mentioning that a farmers' market "never, ever [negatively] impacts other businesses...If anything, it increases their business" (Brooks 1999 p1).

2.5.2 Direct Marketing

Farmers' markets are a unique method of food sale as they operate within a direct marketing realm. Direct-sales markets provide the opportunity for sales to be made directly to the customer or final user (Andreatta and Wickliffe II 2002) and are often the only access customers have to small and medium size farm operations. Products at direct markets are often sold only hours after being picked, a claim supermarkets cannot make (Gibson 1994). This form of marketing builds a relationship through a one-on-one interaction between producer and consumer; loyalty, trust, reliability and opportunities for an exchange of knowledge often result from this relationship. Other direct-sale markets include farm stands, Community Supported Agriculture (CSA), and pick-your-own operations. Small farmers are being left out of traditional marketing avenues as they are often unable to meet the size, colour, quantity, and uniformity standards agri-businesses demand. The recent past and current situation of small farmers is a perfect example of how the argument for accelerated economic growth as a solution to the ever-widening gap between rich and poor is failing. Farmers' markets therefore operate as a low-cost flexible sales outlet, eliminating the reseller who takes a large share of profits. Additionally, customers are provided with high-quality local produce at a price comparable to that found in grocery store.

Direct marketing aligns with goals of community economic development as it can provide the most benefits to the most people. A shift toward local food provision within cities is a key step in addressing this. “Improving the economic welfare of farmers, farm workers, small producers, and shopkeepers benefits entire local economies, providing in turn deep social benefits to communities as a whole” (Norberg-Hodge, Merrifield, and Gorelick 2002 p79). ‘Community’ itself is a concept that is generally understood but difficult to define. Described as a ‘portmanteau’ word (Wilson, in Dominelli, 1995 p133), it captures some form of spirituality or ethos in which people come together united in a common purpose. Khan (1999) proposes a view of community as a collection of people with differing but harmonious views, skills, perceptions and so on who can, with some outside intervention (e.g. funding, professional advice, associated bodies), develop in a cooperative way to achieve agreed outcomes. Such a body of people usually exhibits some form of organized management and a level of democracy that allows risks and benefits to be shared. Many markets eventually turn into cooperatively run entities for these reasons. They operate to create and strengthen community by creating a social event around local food purchasing, food already being strongly tied to social and cultural meaning.

Direct marketing reduces the scale of the economy beyond just the financial imports and associated benefits. Direct marketing has also led to a growing interest among many consumers in the health of the local and regional environment, the health of their bodies, and the health of their communities (Andreatta and Wickliffe II 2002). Wayne Roberts of the Toronto Food Policy Council sees the direct

marketing of local foods as “the new frontier in public health,” offering two potential health benefits: first, more fresh fruits and vegetables for urbanites, and second, the social connection and education involved in spending time in a public space getting re-acquainted with local farmers (Roberts 2002). “Instead of pop and candy vending machines plastering the cityscape,” says Roberts, “people see fresh fruits and vegetables” (Ibid).

In fact, the purchasing of food can even become secondary to the social interactions a market encourages, as shoppers linger to socialize with friends, farmers, and neighbours long after their purchases are made (Norberg-Hodge, Merrifield, and Gorelick 2002). In the case of Hartford, Connecticut, most of the farmers’ markets involve “white, Yankee farmers selling largely to black or Puerto Rican consumers,” says Mark Winne of Hartford Food System, an NGO sponsor of the markets (Halweil 2004 p100). The farmers have adapted accordingly by growing more collard greens or chili peppers or tomatillos. “Everyone learns, everyone gets to share a bit of their food culture, and this all becomes part of improving race relations,” Winne says (Halweil 2004 p101). This can be compared to the global food system that promotes anonymity, often out of necessity. As Pollan (2007) suggest, consumers, farmers, processors, and distributors rarely know one another, and usually live at least 1,000 miles from each other (Pollan 2007).

Successful urban farmers’ markets can address more than just local challenges. Farmers’ markets also have implications for regional and community planning, capacity building, for a more sustainable rural and peri-urban economic

industry, and for the engagement and sharing of resources between the local, global, rural and urban communities. Markets are innovative (see Glossary) initiatives that can challenge the way we think about planning and traditional land-use. The role they play in altering existing land uses can lead to positive change and ingenuity within urban spaces. Such actions or strategies can be aimed at urban food security (see Glossary), health and nutrition, poverty, income generation, resource conservation, public education and land-use, environmental improvement and community development.

2.5.3 Why are Urban Farmers' Markets increasing in popularity?

Agri-business and the Green Revolution have shifted the focus from the local to the global. By focusing on global, large-scale industrial farming, financial and political support shifted from local smaller farmers towards these massive farms that produced food for the globe rather than their own neighbours. Many renowned food markets in the West were swept away during the 1970's and 80's, once their role in feeding communities was at an end (Steel 2008). Even London's infamous Convent Garden came within days of demolition in 1971 to make way for one of the Greater London Council's (GLC) precast concrete commercial precincts. To London's eternal benefit, the "GLC was foiled by a determined band of local residents and traders in a landmark public enquiry, and the market went on to become the thriving mixed-use neighbourhood it is today" (Steel 2008 p108).

Since this time, cities have slowly been recognizing the role markets play in urban revitalization and renewal. Perhaps one of the best examples of this is Boston's Faneuil Hall Marketplace. Today, 18 million people flock to Faneuil Hall

every year, making it one of America's most successful tourist attractions. Back in the early 1970's however, it had been sitting empty and derelict for a decade and nobody could think of how to use the elegant colonial buildings. Edward J. Logue, a newly appointed head of the Boston Redevelopment Authority, acted as the catalyst to make the market a 'purveyor of honest beef' once again (Steel 2008). Logue, along with infamous shopping mall developer Jim Rouse, decided to package the market like a mall, full of shops and restaurants, a place where people might want to come more time than what their necessary shopping dictated. Faneuil Hall Marketplace was the result, and it was an immediate success, thanks to all the factors that should have been obvious from the start: "its buildings were stunning and packed with history, they were on Boston's 'Freedom Trail', and there were thousands of tourists moving around the area with nowhere to go. The derelict market was transformed into a lively leisure complex full of shops, theatres, restaurants and cafes, its cobbled streets thronging with performance artists, street vendors and tourists eating ice-cream" (Steel 2008 p110).

The success of markets like Faneuil suggests that society has not lost the appetite for such experiences, yet ordinary street markets have been dying all over North America in the past decades. This seeming paradox is explained by the fact that food is not embedded in culture or place (Orr 1992; Steel 2008). Interest from the general public in food as related to culture and place is increasing in recent years however, in part from the success of books such as Michael Pollan's 'The Omnivore's Dilemma: A Natural History of Four Meals,' and documentaries such as 'Super Size Me' and 'King Corn.' Guptill and Wilkins (2002) attempt to explain a

confluence of movements which are changing the course of local foods:

“environmental, which gave rise to bioregionalism; community good security movement; and activism challenging the dominance of large corporations” (p39).

Steel (2008) attributes the increased interest in markets as being most connected to consumers increasing awareness of the unsustainable and unethical corporate food system. Increased knowledge, in large part thanks to the ease and availability of reliable information, has opened the eyes of many consumers. We are beginning to realize that industrial supply chains are what sustain us, yet the average consumer knows little about them. This modern food system that promised to make the feeding of cities easier has actually made it infinitely more complex, forcing us to rely on technology and natural resources on a scale unparalleled in human history (Steel 2008). Just as Rome relied on foreign conquests, shipping and slaves, the current system relies on distant people and resources. Built on this invisible foundation, it is difficult for the average consumer to wrap their head around the unprecedented scale and resources required to sustain us.

It is therefore no surprise that, after food, community culture was identified as the major factor fuelling market growth by a number of studies (Guptill and Wilkins 2002; Stephenson 2008). However food and community and culture are critically linked, resulting in a new concept of a local food system or economy that directly involves the local consumers of food resources. Called “civic agriculture,” Lyson (2004) explains it as:

The emergence and growth of community-based agriculture and food production activities that not only meet consumer demands for fresh, safe, and locally produced foods but create jobs, encourage entrepreneurship, and strengthen community identity. Civic agriculture brings together production and consumption activities within communities and offers consumers real alternatives to the commodities produced, processed, and marketed by large agribusiness firms (p2).

There are two important characteristics of civic agriculture for farmers' markets. One is the production of farm products for local and regional markets rather than international markets. The integration of food production into communities rather than it being geared toward producing commodities for agribusiness is critical in re-establishing place-based food systems (Lyson 2004). The other is that civic agriculture producers generally develop direct market links with their customers, creating a relationship "from farm to fork" for consumers. This relationship has turned many farmers' markets into social institutions and social organizations that "embody what is unique and special about a local community and region and help differentiate one community from another" (Lyson 2004 p93). Activities related to markets are "tightly linked to a community's social and economic development" (Ibid p1) and have functional community-building roles. These functions include: the value of drawing high numbers of people together to interact in a space; establishing a community identity; and, in some locations, shopping and interacting with businesses associated with the market site (spill over effects) (Stephenson 2008). In these ways, farmers' markets help to create bonds among community members and strengthen local economies.

Food consumers rarely have the opportunity to engage with those who farm their local and regional environment. As Eric Schlosser (2001) points out in *Fast*

Food Nation, a large and increasing number of eaters are relying on convenience foods for their daily food intake, food that is often grown many miles away from where it is prepared and consumed. The Slow Food movement is actively promoting face-to-face marketing opportunities; as Petrini (2007) says: “if we have regular suppliers, we can go one better, building a relationship with them, asking their advice, ordering something special. We become what the Slow Food Movement calls ‘co-producers’: discerning buyers who have a reciprocal, rather than passive, relationship with those who produce our food” (p163).

Food systems that rely to a large extent on local farm products also increase the sustainability of small farmers and can help mitigate the negative environmental and social impacts of a consolidated food system with its reliance on large-scale monoculture (Andreatta and Wickliffe II 2002). Successful urban farmers’ markets assist in maintaining rural local farms and the associated employment. Table 2.1 highlights the overall importance of local food systems compared to global systems.

Table 2.2: Tensions between local and global food systems

Local	Global
Small farms	Large farms
Diverse farming methods	Industrial farming methods
Enhances rural communities	Degrades rural communities
Enhances rural-urban connections	Hides rural-urban connections
Low environmental costs	High environmental costs
Food	Commodity
Freshness and flavour principal goals	Shipping and storage primary goals
Neighbours	Strangers
Cooperative	Corporate
Unconventional	Standardized
Seasonal	No season
Decentralized	Centralized
Self-reliance	Export-oriented

(Adapted from: Stephenson 2008 p24)

The destructive impact of the global food production system has caused, at least in part, the decline in rural services and the rural way of life (Norberg-Hodge, Merrifield, and Gorelick 2002). Running an industrial large-scale farm is basically “riding tractors and spraying” (Pollan 2007 p40), and the number of days it takes to raise, say, 500 acres of corn, can be counted in weeks. Less work means less people, which means less required services, resulting in the significant rural-urban migration we now see across North America (Pollan 2007). The industrialization of agriculture has rendered countless jobs unnecessary, uprooting rural people and livelihoods. This has led to many social and economic institutions of small towns and villages to be consolidated or transferred elsewhere in the name of efficiency. Most rural inhabitants end up leaving the country for the closest urban area, migrating for jobs and better futures. Media and advertising which promotes the glories of modern life also sends the message that rural ways have no place in a future that will be, above all else, thoroughly high-tech (Norberg-Hodge, Merrifield, and Gorelick 2002).

Including rural areas in the equation of the future of food in cities is vital as throughout most of human history, rural communities and cities were mutually dependent (Bookchin 1986). As both the economic scale of food grows and the locality of it becomes more global, both producers and consumers have become increasingly dependent on faceless middle-people who have no stake in the community. This removes a large part of an individual’s and community’s ability to determine their future. Smaller-scale economies allow for more individual engagement in the decisions that affect a person; this involvement rapidly

diminishes once they are linked to a much larger and anonymous economic system.

This effect has an equally strong influence on all individuals in the now global economy, as Norberg-Hodge points out (1995):

In the decentralized village-scale economy, individuals had a real influence on the important decisions affecting them. They depended on people they knew, and on local resources they controlled themselves. Nowadays, as they are drawn ever more tightly into the socio-economic structure of the [global, each individual becomes just one of the over 6 billion]...their influence over the political and economic forces that affect them is being so reduced that they are essentially powerless.

Reducing the scale of the economy- with the distance between producers and consumers shortened, so that most regions and nations were less dependent on food imports channeled through transnational corporations- then the decisions about what to grow, how to grow it, and how to sell it would be based on the needs of people and nature. When the average carrot is transported two thousand miles before it reaches the North American dinner plate (Scholsser 2001) the production and impact of the carrot is completely severed from its consumption.

2.5.4 How are Urban Farmers' Markets reconnecting urban inhabitants with the local and regional environment?

Form matters. City form influences daily lives. City form concretizes human values and reflects them back to us. City form can make us a more resilient society and more fulfilled individuals or it can make us a more vulnerable society and more uprooted individuals. Hester (2006) believes that the goal of city planning should be to build a sense of community as cities are built. As the private realm continues to dominate public space in most cities, vast opportunities exist to improve city space designed strictly for shared public use.



Figure 2.2: Public square in Turku, Finland is a vibrant public market from 6am-6pm, a host for music and arts in the evening, and a space for activities such as ice skating in the winter.
(Source: Wiseman 2008).

Farmers' markets are unique in that they are intimately tied to the physical environment through their mobile, open-air nature and by their practice of providing food that is locally grown. They directly challenge the dominant global food system by providing only what is in –season and locally available. Urban consumers are so wedded to the year-round availability of just about everything- what the food journalist Joanna Blythman calls 'permanent global summertime'- that we tend to forget the phenomenal effort involved in providing and transporting food (2004 p73). Fresh produce isn't something one would normally choose to transport very far. As Steel (2008) says, it is organic in the old-fashioned sense of the word, which means it spoils quickly unless subjected to some sort of preservation process such as drying, salting, smoking, canning, bottling, freezing,

gassing or irradiation. The global food system is only successful so long as it can provide a large population with enormous quantities and diversities of food that can be delivered in near perfect condition. This is nearly always at the expense of taste, quality, and freshness; but it sells nonetheless as most of us rarely eat fresh food and thus have forgotten what farm fresh food actually tastes like.

Unlike these global grocery chains that sell products overwhelmingly produced nationally and internationally, “farmers’ markets connect themselves to a locality by requiring that the food sold in the market be produced by the farmers selling the food and that it originates in an area delineated by market rules or determined by practical driving distances for the farmers” (Stephenson 2008 p60). Requirements such as these directly link food to a farm and region. Consequently, the products sold in a market mirror what is in season and what can be grown within that region. Since buying fresh, locally grown produce directly from a farmer has become a key attraction to consumers, many markets have implemented rules to ensure that participating farmers are growing what they are selling. Such rules are intended to prevent so called “high stalling,” where farmers purchase products from other farmers or wholesale outlets, and then selling them as their own. An example of a market organization establishing what they consider to be “local” is the following from Beaverton Farmers’ Market, Oregon:

All products must be grown, raised, produced or collected in Oregon or Washington. Products allowed to be sold at the Market are agricultural products such as plants, fruits, vegetables, herbs, flowers, seafood, meat, poultry, honey, processed foods and eggs. The Market is for farm fresh locally grown products and is not an outlet for wholesale produce (Beaverton Farmers’ Market, Inc. 2008 p12).

Closer to home, Saltspring Island Market is internationally renowned for its ability to showcase local growers, producers, and artisans. The Saltspring Island Market's mission states:

Vendors must "make it, bake it, or grow it" themselves, and all products must be "vendor produced and sold." These simple mandates are the essence of our market. Visitors are treated to local creations stemming from Salt Spring's unique brand of "island ingenuity." Highest caliber creativity and production standards make Salt Spring Island home to the greatest collection of artists in Canada (Saltspring Island Market 2009).

2.5.5 What implications do Urban Farmers' Markets have for urban space?

Environmental psychologists have long known that the form of urban space increases or diminishes substantive human contact (Lawton 1974; Osmond 1957). Markets are usually credited with creating *sociopetal space*; that is, space designed to facilitate social contact, internal identity, and inclusivity (Hester 2006).



Figure 2.3: Sociopetal space at The Village Market, Winnipeg.
(Source: Wiseman 2008)

Design that discourages social contact, in contrast, creates *sociofugal space*. Such as benches placed in long parallel rows, sociofugal space discourages communication and interaction and has been dominating civic design for years.



Figure 2.4: Sociofugal space at the Gas Station Theatre before the market launched.

(Source: Wiseman 2008).

Focusing on the creation of sociopetal urban spaces that allow for cooperation, communication, and social connectivity (Orr 1992) is a relatively new notion and a critical one if we are to design more connected cities and citizens. Roberts (2002) sees local food markets as also improving the social determinants of health, including the beauty and safety of neighbourhoods and the strength of community ties and social interactions. Planners are slowly learning that farmers' markets are ideal for bringing neighbours together in a central, downtown location;

attracting people to public spaces which are underutilized is a key goal of urban revitalization.

At the neighbourhood level itself, supermarkets and similar purveyors in the global food system have been pointed at as urban destructors in their own right. Steel (2008) even goes so far as to say that they are changing the “very nature of urbanity” (p145) by reforming the social and physical texture of cities. Traditional city centers held a dense collection of individual businesses and trades while the streets provided the first common shared spaces with which people identified as the basis of the urban public realm. Compared to the suburbs where the idea is autonomy, ‘street life’ is “synonymous with the social buzz of a busy city” (Ibid). Supermarkets are extending the autonomy of the suburbs into the urban settlement as a whole, as few residential streets have corner shops or neighbourhood markets. Food used to reach every unit of a city through a fine-grained distribution network; now it operates mostly through large-scale autonomous supermarkets with little investment in the neighbourhood or social unit.

Markets, on the other hand, can function as main streets on their own. They “[continue] a legitimate and timeless historic process. Countless communities trace their beginnings as [historic] marketplace sites” (Gratz and Mintz 2000 p212). Many market sites adapted for commercial ventures originally service other purposes, such as communal meeting places, where ceremonies of a political and religious nature were held. These sites evolve into town squares and became the place artifacts, food and other goods were bartered, because people were more

likely to be in this central location than anywhere else in the community.

Frequently this trading function began to overshadow the religious, governmental or social function and the square became known as the marketplace that would evolve into “downtown” (Nelson 1958).

The logic of the market tradition and its economic potential is as important today as it was in the past, especially in an uncertain economic environment. Enhancing downtown revitalization efforts and local economic development are two of the most common contributions markets can have aside from improved food provision. Today, rather than urban development, urban renewal is a strong focus for many markets. Markets, when part of an urban renewal strategy, must understand their target customers and serve their local community. To be successful, markets must understand the needs and preferences of the local people and the most accessible and appealing community location and times. Even when these key factors are considered, it can still be difficult to secure reliable community support. People are creatures of habit and it takes time to change the way people navigate their city. In older downtowns, working with the existing infrastructure and design can be a challenge, especially if the area has been neglected. Addressing these design challenges, along with other planning concerns related to food and health such as walkability, open space and farmland preservation, public transportation, and community services are necessary to promote an overall healthy city and region. Though food is not typically a comprehensive planning topic for most cities, environmental planning recognizes it is as important to health and well being as air and water. Rather than separating food issues from other

planning concerns, environmental planning seeks to integrate it throughout all municipal and regional plans as to create a comprehensive and holistic vision for the future.

2.6 Conclusion

There is a consensus that one of current society's big problems is how the increasing population will affect natural resources for future use. The largely urban population has little time or opportunity to engage with the local natural environment, leading to a strong disconnection between individual consumption and the resources that such consumption affects. Why this condition exists has been examined here by considering various worldviews, with an ecological worldview presented as an opportunity to reshape this relationship. I suggest that a key opportunity to address this disconnection and introduce the more sustainable ecological worldview is through an urban ecology lens. Planners can play a central role in supporting urban ecology by applying an environmental planning perspective to their work within urban settings as this perspective utilizes tools that may act to promote and educate urban inhabitants on urban ecological services and values.

Urban farmers' markets, considered the oldest direct marketing method to connect rural producers and urban consumers, are initiatives rooted in place through their open-air, seasonal nature. They are ideal outlets educating urban inhabitants on urban ecology and their local and regional environment through their visceral connection with the people and resources that produce the basic necessities of life. Markets have existed for centuries as the hearts of

neighborhoods and cities themselves and provide more than only food resources.

Market sites become places where community is built, where farm and city residents gather and experience a sense of place, social and environmental connection and celebration of the bountiful assets that exist in their very own backyards.

Chapter 3: Research Approach and Analysis

Restore human legs as a means of travel. Pedestrians rely on food for fuel and need no special parking facilities.

Mumford, *The City in History*

It is food culture, not just food, we need to be worrying about preserving, and that means everything that surrounds food, not just food itself. If we lose sight of that, we might just as well set all our nourishment in tablet form and be done with it.

Steel, *Hungry City*

The purpose of the chosen methods is to analyze the development, implementation, and result of an urban farmers' market in Winnipeg from an urban ecology perspective. Action Research (AR) was chosen as a methodological lens as it is a collaborative and democratic method to engage stakeholders and build community and learning amongst the participants. The research methods of literature, focus groups, interviews and the case study were undertaken in relation to one another over the duration of the project (Figure 3.1) from January to July 2009. The use of action research was particularly important as it ensured a continuity of accessible and comfortable dialogue between participants and myself. The methods also invited the active participation of stakeholders, including vendors, consumers, the theatre's board and community members, with the researcher in an overall process of development that allowed for social change of an urban space in Winnipeg. Building on these relationships, focus groups were used to strengthen internal trust and capacity between participants. Semi-structured interviews followed and were strongly influenced by the findings from the focus groups. These methods all brought clarity to the process of writing the case study and distilling critical elements of the market from a diversity of perspectives.

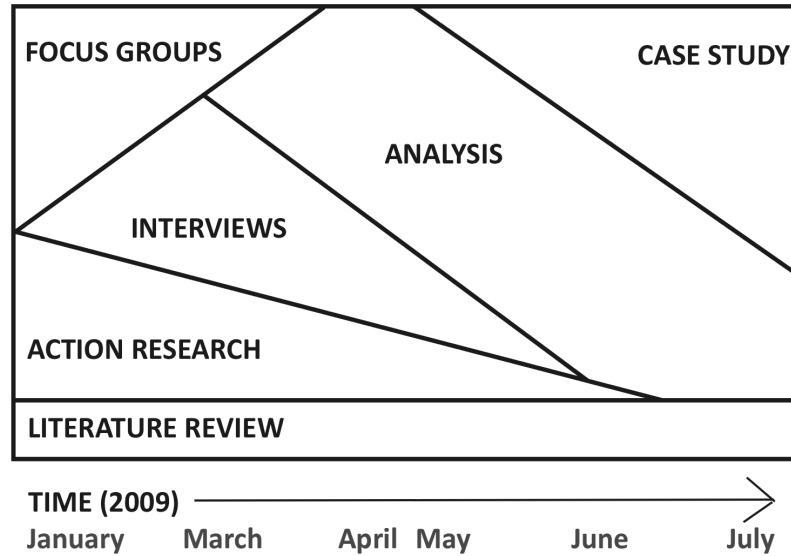


Figure 3.1 Research Methods *(Adapted from Sanders 1995 p26).*

This chapter details why the qualitative research methodology of AR was chosen and outlines the particular methods used to carry out the focus groups, semi-structured interviews, and case study. Sub-questions include what themes and unique constructs arise from the experiences of those directly and indirectly involved with The Village Market and how these experiences may shape the future of these individuals relationship with the local food system. Procedural sub-questions include descriptions of the case, analysis of case materials, and lessons learned from the case supported by current literature and best practices. The ultimate goal is to make recommendations for the future of food and market planning within Winnipeg and the larger Canadian context.

3.1 Action Research: Theoretical Approach

Action research, according to Greenwood and Levin (2007), is

a set of self-consciously collaborative and democratic strategies for generating knowledge and designing action in which trained experts in social and other forms of research and local stakeholders work together. The research focus is chosen collaboratively among the local stakeholders and the action researchers, and the relationships among the participants are organized as joint learning processes. AR...credits local stakeholders with the richness of experience and reflective possibilities that long experience living in complex situations brings with it (p1).

Action research is social research involving an action researcher and members of a community or organization (“stakeholders”) who are seeking to improve the participants’ situation. AR promotes “broad participation in the research process and supports action leading to a more just, sustainable, or satisfying situation for [those involved]” (Greenwood and Levin 2007 p3). The process of identifying and examining problems, cogenerated relevant knowledge about them, and learning and executing action is carried out collaboratively between the researcher and stakeholders. Action research is therefore a dynamic, complex qualitative method that involves the best efforts of both the researcher and members of the communities or organizations. The discourse between the researcher and local group members shapes a mutual learning situation that affects both research and action (Greenwood and Levin 2007). This method recognizes the values, perspectives and constructs of all players through a dynamic engagement that unites the researcher and stakeholders to empower as well as further a more contextually reflective engagement process (Guba and Lincoln 1994). Such an approach is consistent with the governance structure of the Osborne Village Cultural Centre with a volunteer board that equally values the presence of every member. In

applying a theoretical lens to the research, it is my hope that this research can lead to better understanding and insight into urban farmers' markets that will inform improvements in practice.

Action research is aligned with an urban ecological lens as the method has roots in general systems theory (GST). GST also “views the world (inorganic, organic, and socio-cultural) as composed of interacting systems whose processes differently integrate the same basic matter of the universe to produce the immense array of things we encounter in the world of experience” (Greenwood and Levin 2007 p57). Action research views social systems, such as a market, as not only structures, but also processes in continual motion, dynamic and historical. They “are interlinked, entwining the individual social structures and the larger ecology of systems into complex interacting macro-systems” (Greenwood and Levin 2007 p59). Markets are exactly this as they are constituted of individual efforts (coordination, maintenance, commitment, contribution to neighbourhood and city visions), social structures (subject to municipal or provincial regulations, vendor and consumer mentalities and knowledge, socio-cultural influences) and the environment of their place (regional food production, local environmental determining factors, climactic and weather conditions).

As the AR process “[takes] action to promote social analysis and democratic change” (Greenwood and Levin 2007 p5), it also increases the ability of the stakeholders themselves to control their future more effectively and to continually improve their capacity to do so within a more sustainable and just environment. In

this sense, AR builds internal capacity while setting the foundation for stakeholders to play a stronger role within their organization in the future. In the case of The Village Market, the Gas Station Theatre and Osborne Village Cultural Centre board as host goes little beyond providing the physical space. For a long-term sustainable community market to be developed, the vendors and community stakeholders themselves need to become confident in their knowledge and experience to eventually take on the direction of the project. Becoming a cooperatively community run market is the hope from the OVCC board perspective; involving the participants from the onset in all political, organizational, and financial matters is critical if this is to occur in the future.

This vision is consistent with the three elements that, together, comprise the basis of qualitative action research:

- *Action:* AR is participatory as it aims to alter the initial situation of the community in the direction of a more self-managing, liberated, and sustainable state.
- *Research:* Belief in the power and value of knowledge, theories, models, methods, and analysis and the belief that AR is one of the most powerful ways to generate new research knowledge.
- *Participation:* Strong value is placed on democracy and control over one's own life, embodied in a commitment to democratizing the knowledge generation process. AR is a participatory process in which everyone involved takes some responsibility (Greenwood and Levin 2007).

Constructing action research involves selecting methods that allow for the social change and learning processes that will occur throughout the project. AR processes aim to create learning both for the researcher and the stakeholders involved; any

and all of the social science research methods which create gains for both sides can therefore be of use. While conventional social research is oriented around the generation of professional knowledge and needs, AR is “oriented to achieving particular social goals” (Greenwood and Levin 2007 p97) rather than meeting only academic goals. There are a number of goals, at various scales, surrounding the Market; the Osborne Village Cultural Centre/ Gas Station Theatre, The Village Market itself, vendor and consumer expectations and the goals of this particular research project. The choice of focus groups along with semi-structured interviews aims to address this goal of mutual learning and the achievement of a social goal, namely, the creation of a road map for the future of food planning (Chapter 6.3).

Neuman (1997) suggests that interpretive social science or constructivist inquiry allows researchers to study meaningful social action as it is founded on the idea that “life is based on social interactions and socially constructed meaning systems” (p69). The focus groups and interviews in this study illustrate this interpretive approach to social science research. In the interpretive field, a researcher “conducts a “reading” to discover meaning embedded within the text” (Neuman 1997 p68) while recognizing that they bring their own subjective experience to the text. Action research, as previously mentioned, involves the best efforts of both the researcher and local group members; the discourse between the researcher and members shapes a mutual learning situation that affects both research and action (Greenwood and Levin 2007). As coordinator of the market and as an academic researcher, I saw action research as the best methodological choice to ensure a learning situation that would contribute to the market and this academic

project. As the researchers often spend hours with the participants and have lengthy personal contact with them, it is clearly an interpretive approach. The start up and operation of the market required continuous personal contact with a wide array of individuals and organizations and it was these relationships that shaped the direction of the action research. AR also explicitly aims to highlight the multiple realities of the participants, even if they come from the same experience. Neuman (1997) also says that “accuracy is obtained through sympathetic participation” (72) and AR embraces this method of obtaining accuracy. Finally, Guba and Lincoln (1995) state that an interpretive “researcher’s proper role is to be a passionate participant” (p115) with those being studied, and this was attempted through the creation of a comfortable community between all individuals involved with the market.

3.2 Reasons for Choosing Method as a Research Tool

Qualitative action research and analysis in this study intends to fill a void in the existing literature surrounding urban dwellers connection to environmental systems, and local food systems in particular. It therefore contributes to a new line of thinking, strengthening the connection between urban ecology, urban space, and food production.

AR is a research practice with a social change agenda. As many farmers’ markets are projects aimed towards social change, such as food security, improved public space or community economic development, conventional academic research practices that assert the desirability of studying social issues without trying to resolve them, will contribute little value to markets. As Barrut (1986) says,

qualitative study “is not the discovery of new elements, as in natural scientific study, but rather the heightening of awareness for experience that has been forgotten or overlooked” (p20). I am hoping to bring attention to the experiences of those involved in this particular market, shedding new light onto the importance of these initiatives and providing an opportunity to bridge markets and planning practices. Semi-structured interviews, focus groups, and a single case study will provide insight into the variety of experiences surrounding the first year of the market.

Both semi-structured interviews and focus groups inquire into the meaning individuals or groups ascribe to a social or human problem (Creswell 2007). They are both qualitative in nature, as is required by the chosen method. As opposed to positivist inquiry that generate quantitative data, “qualitative data provides a deep, rich understanding of the case at hand” by exploring what participants think about a specific situation or how informants express their experiences regarding a particular circumstance” (Gaber and Gaber 1999 p61). Qualitative methods such as focus groups and interviews pay more attention to context and local circumstance as well. I am keen on developing a sense of understanding surrounding both individual and community experiences within the setting they encounter them. It is important that the final document reflects the voices of the participants as richly and accurately as possible; these methods chosen allow for complex and often in-depth descriptions and interpretation of these experiences. It is my hope that this research will move beyond the realm of literature into the realm of real possibility, encouraging a re-examination of current policy directions.

A single case study approach has been chosen for the opportunity to investigate a real-life phenomenon in which the author has invested a great deal of personal time and experience. The examination of The Village Market is useful for the process of tracing the mechanisms of how certain conditions came to be. The inquiry will be supported by literature surrounding other farmers' markets across Canada, but the single case will provide a fuller picture than is possible with a fictional scenario or a mere review of literature and public documents. In this sense, it addresses the complexity and ambiguity of the 'real' world. A holistic, as opposed to embedded study will be completed since the underlying theory is holistic itself in nature (Yin 2003). Finally, the application of this theoretical lens and worldview is important for me as a researcher. I am innately curious about not just symptoms or expressions of issues within the city, but the underlying motivation for these issues. Examining where urban dwellers perspectives arise from assists us in knowing where they might be going and how they might be addressed for the future.

3.2.1 Data Sources

Four main areas provide data for this study. These sources were chosen based on their ability to maximize engagement from market and community participants as well as to explore avenues that had yet to be examined within a Winnipeg context. A goal of the data collection was to draw together participating individuals and establish a stronger connection between them while strengthening their investment in the market itself. Hosting research at the site itself was important to encourage a sense of ownership for the space and for participants to

see the space throughout the year, encouraging them to think creatively about the space through the seasons.

A literature review of urban ecology theories, environmental planning, and farmers' markets context, and the related planning and policy issues within academic research were initially conducted. Two focus groups followed the literature review. These involved the local stakeholders and were held at the Gas Station Theatre in the winter of 2009. One involved the vendors who participated throughout the first market season and the second engaged the consumers and non-vendor participants in a discussion of experiences from a purchasing perspective. The results of the focus groups contributed to the direction of eight semi-structured interviews with key players who were involved in the creation and operation of The Village Market. Finally, an analysis of a single case study, The Village Market, provides direct opportunities and insights into the policy and planning directions within the Winnipeg context. This market was chosen as the focus as I have had personal experience in the design, implementation, and coordination of the market. The Village Market experience also deals with a number of common issues facing new urban farmers' markets, making it a representative market against which other markets may learn from. Table 3.1 summarizes the data sources used in this research project.

Table 3.1 Data Sources and their contribution to project outcomes.

Research Method		Data Source	Participants	Goal of Data Collection
	Literature Review	Urban ecology theory, environmental planning, farmer's markets	N/A	Inform case study, recommendations and 'road map' for food planning
	Focus Groups	The Village Market vendors and customers	Vendors: 9 Customers: 14	Build community, narrow interview scope
	Interviews	3 City of Winnipeg employees, 1 local councilor, 2 board members of the Gas Station Theatre, and 2 community residents.	Eight	Recommendations (policy and municipal directions), 'road map' for food planning
	Case Study	Personal experience, literature, focus groups and interviews	Myself and community	Lessons learned, recommendations and a 'road map' for food planning

An ethics review was required for the personal interviews and focus groups. An application for approval was received on January 14th, 2008. (See appendix 2 and 3).

3.3 Personal Experience and Action

Research is an interactive process that is shaped by elements such as personal history, gender, class, race, and ethnicity no matter how objective we try to be as researchers. Action research recognizes this and embraces the unique perspectives that researchers can bring to their projects when deeply embedded within them. Part of what makes this research innovative within a planning context is the fact that I, the researcher, am as much a part of it as every other participant.

The Village Market embodies everything that is action research- full and open collaboration and joint learning between researcher and participants, in hopes to better the situations and lives for all involved. In an action research project such as this, the entire project is a reflective exercise that constantly asks us to question what is going on during the research process (Gadamer 1976). Such hermeneutic inquiry aims to understand, reconstruct, and advocate from this iterative research process.

This experience firmly places me as both a researcher and stakeholder.

3.4 Focus Groups

The purpose of the focus groups is multifold. First, I brought together participants, both vendors and consumers, who attended the first season of The Village Market in a comfortable environment to strengthen community relations. Second, I created a forum for individuals to express their experiences, ideas, and concerns surrounding the market. Lastly, the data gathered from the groups provides direction on the next stage of my research, key informant interviews.

Two focus groups to generate data related to the first season of the Osborne Village Market were held in January and February 2009. One group was designed to explore the producer's experiences and one aimed to explore the consumers' experiences. Krueger (1988) phrased my intentions succinctly as my "intent is not to infer but to understand, not to generalize but to determine the range, not to make statements about the population but to provide insight about how people perceive a

situation” (p96). Human ethics approval for these focus groups was received on January 19th 2009.

There are a number of reasons why focus groups are appropriate for this research. First, as Morgan (1988) emphasizes, focus groups are unique because of their explicit use of the group interaction as research data, as opposed to more general group interviews. In the context of my larger research project surrounding urban planning and food, these two meetings aimed to narrow and define the direction for my key informant interviews that were designed to follow. I also hoped that by holding these relatively small and intimate meetings would begin the process of community and capacity building amongst those involved. For the producers, generating a sense of shared contribution and the opportunity to acknowledge the diversity of perspectives involved is an important step. It is hoped that in creating a cohesive market group, which has a sense of ownership and input in the direction and design of the market, the producers will develop a deeper vested interest in the initiative and community. Similarly, such meetings allows the consumers to feel a sense of ownership and involvement in the future of an important project within their own community; essentially it is a community cultural centre hosting the market and the OVCC would like to see a broad spectrum of community representation as possible.

Vroom and Jago (1988) call this development of skills and relationships among the participants that yields benefit beyond the improvement of conditions the ‘human capital.’ The focus groups and the market as a whole contribute in four

ways to increasing the human capital of the theatre and the Osborne Village Cultural Centre. First, the methods will likely enhance decision-making skills and the reservoir of internal talents upon which the OVCC can draw on it, a critical movement in ensuring its long-term stability. Second, they might create opportunities for building interpersonal relationships and teams to work through common problems and develop trust in a communicative atmosphere. Engagements such as this also foster self-reliant skills that can result in less extensive staff support within the organization. Finally, organization loyalty is established through the integration of individual and broader community goals with those of the OVCC (Vroom and Jago 1988).

As Krueger (1988) highlights, there is also a high face validity to focus groups and the results are easily understood and believed. Further, focus groups are socially oriented (Krueger 1988), and with the Gas Station Theatre hosting them, the costs and time involved will ideally be minimal. For the producers, the number was fixed based on how many of them could attend. And though I sought a wide diversity of recruitment options for consumers, there were an ideal, if high, number of attendees. Both groups were informal and comfortable and unanticipated answers and issues were easily dealt with by both the moderator and the participants alike (Krueger 1988).

3.4.1 Process Design

Selection of participants was fairly straightforward for the producer group. I invited every producer that had participated in the first season of the market; out of 21 possible vendors, 9 were able to attend the group. The second group aimed to

explore the experiences of individual's who attended the market as consumers. Along with email list serves and advertising on Facebook groups, I used a modified snowball sampling to gather 14 market customers. There are a number of consumers I know to have frequently attended the market; if they committed to participating, I then asked them to pass on other attendees contact information. Upon direct contact with these individual's, I explored their relationship with the market and their ability and interest in attending a focus group. These methods were chosen as word of mouth and direct contact had worked successfully in the past to gather attendees to the market, and email list serves and Facebook are paper-free, inexpensive and quick ways to inform individuals. Table 3.2 highlights the considerations in designing and planning the focus groups.

Table 3.2: Considerations in Designing a Focus Groups

Why should such a study be conducted?	To draw out community and vendor perspectives regarding the first season of The Village Market; to build capacity and connectivity between interested parties; to define interview direction
What information is of particular importance?	Information that guides future policy and planning in relation to markets in Winnipeg and the larger Canadian context
Who wants the information?	Farmers' market organizers, local food organizations, other farmers' markets, the City of Winnipeg Special Events, Environmental Health, and Community Services Departments and the Department of City Planning at the University of Manitoba

3.4.2 Analysis

Identifying similarities and differences in the data gathered during the focus groups is important for providing direction for the next stage of research. The application of the SWOT (strengths, weaknesses, opportunities, and threats), during

the groups was critical in the identification of important issues as it allowed for an analysis through the conceptualization of the data into similar features. SWOT analysis specifies the objective of a project, in this case the market, and identifies the internal and external factors that are favourable or unfavourable to achieving that objective. This technique generates strategic alternatives for a situation and is easily presented and employed by someone who has little training. As there are only two focus groups, indexing was a relatively simple process. Initial categorical indexing of the data was based on the SWOT analysis as exercised in the focus group itself. Mason (2000) outlines some limitations of such simple indexing. One challenge is that simple indexing can limit the often-diverse meanings behind qualitative data. I dealt with this possible limitation through triangulation of the data as well as the inclusion of a number of literal readings and personal “stories” of the participants.

The findings will be placed into tabulated categorical indexes. This will allow for the ‘three passes’ of coding that Strauss (1987) and Neuman (1997) describe, utilizing a different code with each pass: open coding, axial coding and selective coding. First, an open coding will be performed on the data to highlight similarities and differences between the two focus groups as well as particularly unique or stimulating thoughts from participants. Open coding is also important for issues that align with the theoretical lens used. After, a list of all resulting themes will be made. Neuman (1997) identifies three reasons why this is an important step: it makes clear the emerging themes, it encourages themes in future coding and contributes to the overall list of themes to assist in future analysis.

Axial coding will follow open coding and “focuses on the initial coded themes more than the data” (Neuman 1997 p423). From the axial coding process, subcategories will be developed from the initial themes. The third pass, selective coding, aimed to identify particular themes or cases that illustrate contrasts and comparisons within the data. These final themes constitute the majority of the findings. They are compounded with negative evidence (or what was *not* present in the data) and are revisited in chapter 5.

3.5 Semi-structured Interviews

Zeisel (1984) believes that interviews are effective methods of inquiry as they allow for the researcher to focus specifically on an issue and determine specifically how participants define a situation or circumstance. For this research, the interview inquiry is designed to focus specifically on issues surrounding the design, implementation, and operation of The Village Market. Findings from the focus groups will greatly shape the interview questions and direction. Questions will be built to facilitate pragmatic rather than academic discussions that may lead to the eventual creation of a ‘road map’ for future development of this and other urban farmers’ markets. Given the intention of creating such a map, these interviews are critical in the development and practicality of this final product as they bring more depth and meaning to the broader data gathered through the SWOT analysis at the focus groups. The focus groups, the first method undertaken, started at a macro level of data with any ideas being accepted much like a brainstorming session would. The interviews hone that data further by using the most applicable, conflicted and common themes to determine interview questions. Such definition

will ultimately ease the analysis of all the research findings and add legitimacy and value to these findings through a well defined, multiple method approach of inquiry.

Concerned with the understanding and qualitative analysis of meaning in specific contexts, action research sets out to learn to view the world of individuals or groups as they themselves see it (Baxter and Eyles 1997). Questioning how things are done- an essential component of self-reflection- allows qualitative action research to demonstrate the relevance of the single case (credibility) and to move beyond it (transferability) with a degree of certainty (dependability and confirmability). Context, contingency and the specific positioning of subjects (researcher-as-instrument) are central to qualitative inquiry and are not threatened by the application of a general set of criteria for evaluating rigor (Baxter and Eyles 1997).

3.5.1 Process Design

Four basic characteristics exist for successful interviews (Zeisel 1984). First, the interviewees identified have concrete knowledge of a particular situation. Second, the researcher identifies significant elements of the situation. Third, the researcher has developed an interview guide through various methods, and finally, the interview is conducted to define a specific situation that is under investigation (See Appendix 1 for interview guide). Table 3.3 summarizes the considerations made in the development of the interview inquiry based upon the method of inquiry as well as the intended analysis and outcomes.

Table 3.3 Considerations in Developing Interview Protocol

Participant knowledge of the situation	Key informant interviews with city officials, councilors, and OVCC staff and board members who are aware of the design, implementation and operation of The Village Market
Significant elements of the situation or circumstance	The role of these participants and their identification of barriers and challenges surrounding The Village Market experience
Interview guide	Areas of inquiry include political, administrative, and community experiences and perceived opportunities
Defining the situation or circumstance	Assessing the role these players had in relation to The Village Market and how they may contribute in the future

Eight interviews were conducted that ranged in length from 30 minutes to one hour (see Appendix 1 for the interview questions). I identified 14 individuals based on their role in the design, planning or implementation of the Market or on their knowledge of the Gas Station Theatre and Osborne Village neighbourhood. Various limitations, discussed in section 3.7, narrowed the interviews possible to eight. Initially designed to reflect open identity, the interviews are presented as anonymous after a number of participants requested anonymity. These interviews included: three City of Winnipeg employees, one local councilor, two board members of the Gas Station Theatre, and two community residents. Interviewees were selected on the basis of either their involvement with the Gas Station Theatre or The Village Market, their knowledge of Osborne Village and the theatre, or their participation in food-related community activities. Six of these interviews were with males, two with females. The overwhelming majority of my contact with City of Winnipeg employees regarding the market initiative was with male employees

but this is not seen as a limitation. Four interviews were digitally recorded and transcribed by myself; the other four interviews occurred on occasions where recording was not possible for various reasons and notes were taken instead; reasons included noisy environments and unease on behalf of the interviewee. The interviews took place in a variety of locations, with an emphasis being that the location made the interviewee comfortable. I began by explaining my research direction and involvement with the market and theatre and if they had any questions about the study before asking them to sign the consent form (Appendix 3). The designed questions acted as an interview guide and were not adhered to explicitly as participants were encouraged to discuss issues they felt were most pressing, following a semi-directed interview style (Maxwell 2005).

3.5.2 Analysis

The semi-structured interviews are critical to this multiple method approach, as the results will help to interpret the data gathered through other means via content analysis and triangulation. Analysis will follow that of the focus group methodology. Findings will be given three passes with open, axial, and selective coding. First, open coding will be performed to highlight similarities and differences between the interviews as well as for comparison against findings from the focus groups. Following this pass, resulting themes will be collected and categorized into salient themes such as planning perspectives; municipal, policy opinions and their related experiences; food-related issues; and other.

Axial coding follows, then selective coding will be applied to identify the particularly unique contrasts and comparisons between the data collected from the

various methods. These final themes that will constitute the majority of the findings. They will be compounded with negative evidence (or what was *not* present in the data). Further analysis will be supported by key concepts from the literature regarding the role of urban ecology and environmental planning. These findings will be triangulated with results from the focus groups and interviews.

3.6 Case Study

I am approaching The Village Market case study as a comprehensive research strategy or methodology (Denzin and Lincoln 2005; Merriam 1998; Yin 2003). The data and knowledge garnered from the literature review, focus groups and semi-structured interviews will constitute the body of the case study. The case study examines the first season of the Market, from June 26th 2008 to September 25th 2008. The research process began in January 2009 with two focus groups at the Gas Station Theatre, continued with eight semi-directed interviews until April 2008 and finished with the case study analysis until July 2008. A literature review was undertaken throughout the entire research process to continually inform the analysis. The focus groups, interviews and literature review were all chosen to inform the case study and narrow the scope of research to meet the stated objectives and aims of the project.

As I initiated The Village Market in Winnipeg, Manitoba, I have been engaged in the entire process of starting up a new urban farmers' market in Winnipeg and am able to provide a holistic account of the experience. The market is unique as, through the diversity of stakeholders and participants, it is able illustrate different and promising perspectives on the issue within a local context. The analysis chosen

is holistic of the entire case as Yin (2003) highlights. This includes a detailed description of the case itself with a focus on a few key issues or themes. This will lead to a final interpretive phase in which the applicable meaning of the case is reported, often called “lessons learned” and the relevance of these lessons to a larger context (Lincoln and Guba 1985). Though embedded in the local context, these final lessons learned will have considerable potential for replication or application in a wide variety of urban environments.

3.6.1 Process Design

Merriam (1988) says “that there is no standard format for reporting case study research. Some case studies generate theory, some are simply descriptions of cases, and others are more analytical in nature and display cross-case or inter-site comparisons (p195). I will present the case based around the following outline with a goal towards a final ‘road map for the future’ and triangulated throughout the methods.

- 1 Opening with a vignette to develop a vicarious experience with the reader
- 2 Identification of the issue, purpose and method
- 3 Develop an extensive description of the case and context
- 4 Relate case to literature, other research and authors
- 5 Examine more thoroughly unique or particularly interesting aspects of case
- 6 Present assertions and a summary of my understanding of the case, conclusions arrived at, and whether conclusions have been conceptually challenged or changed (Creswell 2007)
- 7 End with a closing vignette, experiential note, and remind reader of complexity of case and qualitative research.

The goal of this study is to produce an in-depth exploration of the issues identified as they relate to their community. To do so, the collection of multiple forms of data and adequate field time properly summarized was necessary. A case study approach is appropriate for this research as The Village Market is a clearly identifiable case with a distinct spatial and temporal boundary. This allows for the examination of the interplay of all variables in order to provide as comprehensive an understanding as possible (Yin 2003). Case studies provide the opportunity for the reader to experience a sense of personal involvement and knowledge of place, and the chosen writing style reflects this opportunity. The market in Winnipeg also represents a unique case that can provide a new perspective and experience to the academic and practical world. At the same time however, it is an experience that is easily transferable and informative to a wide variety of scenarios as it represents a typical project in a typical urban neighbourhood and city. I expect the case to inform new and existing urban farmers' markets in their inception and operation and assist in related planning practices.

3.7 Assumptions and Limitations

My credibility as an action researcher is based on two types of knowledge, internal and external. According to Greenwood and Levin (2007), knowledge must have internal credibility to the group generating it; "this kind of knowledge is fundamentally important to AR because of the collaborative character of the research process" (p67). Community members and participants are unlikely to accept objective theories as credible if they are not connected to the local situation. The second assumed credibility is external. "External credibility is knowledge

capable of convincing someone who did not participate in the inquiry that the results are believable” (Greenwood and Levin 2007 p67). Effectively conveying the credibility of this knowledge to outsiders may be a challenge; however a strong narrative surrounding the individual case of the market will be fundamental to emphasizing the experiences of the individuals involved.

I attempted to address a number of the concerns identified in the literature (Kitzinger 1994; Krueger 1988) surrounding focus groups. By structuring the discussion around a SWOT analysis, a certain level of direction was given to the discussion and the resulting data was more structured than it otherwise may have been. A SWOT is an exercise I, as the facilitator, was familiar with. In order to maximize participation, three possible meeting times were presented to the group and the Gas Station Theatre and the most accessible time was chosen. The decision surrounding the environment in which the groups were held was simple. The Gas Station Theatre is central and easily accessed and as host to the market, it made sense that as many market-related events occur in the space. Lastly, one criticism of focus groups is that they may be employed to simply illustrate a theory generated from another method (Frey and Fontana 1991) and are an inexpensive way to interview multiple people on the theory at once. As the intention of these groups was not to exercise a theory but to provide a forum for idea generation surrounding the market, this criticism is not of high concern.

Various limitations surrounded the interview process. Initially, 14 individuals were identified as being desirable interviewees but six were difficult to

reach or were hesitant to discuss the first year of the market. Vacation, leave, and general administrative or organizational change within their workplaces also played a role in limiting those available for interviews. Several participants who work within the theatre and art environment also operated on different schedules than the normal workday, making it difficult to find time for interviews. A broader history of the Gas Station Theatre and the physical space surrounding it would be a positive addition to this research as well as to the overall neighbourhood history, but was not within the scope of this research. There remain many opportunities to examine the role such a community cultural centre has played, is playing, and will continue to play in the future of such a dynamic neighbourhood.

Yin (2003) points out a potential vulnerability of the single-case study design, that a case may later turn out not to be the case it was thought to be at the outset. As this research is occurring following the completion of the first full season of the market, and prior to the onset of the second, this study was not expected fall victim to this issue. Finally, finances limited research methods and the time required interviewing individuals who were available for in-person or telephone interviews. Literature is limited to the availability of research in certain fields; the connections between urban planning and urban farmers' markets have yet to be strongly established in the literature.

3.8 Conclusion

Assessing the local impact and personal experiences of those involved with The Village Market required an action research lens in order to promote broad participation in the research process and generate future investment in the market

initiative. Action research aligns with the goals of the market and the Osborne Village Cultural Centre as it seeks to create a more just and sustainable situation for all involved. Community cohesion and investment was strengthened through the focus groups and interviews as participating vendors, consumers and community members had the opportunity to engage with each other and contribute towards the future of the market and the Osborne Village neighbourhood. The collaborative nature of running the market as a volunteer with a volunteer board generating a stronger investment in the future of the market than may have been had otherwise. The findings from these methods will generate insight regarding the significance and impact of The Village Market. From the findings, it may be possible to determine in what ways an urban farmers' market contributes towards urban ecological literacy amongst consumers by shaping their relationship with the local food system.

Chapter 4: Analysis and Findings

Among the basic necessities of life- air, food, shelter, and water- only food has been given short shrift by the planning community.

Rich, *Farming the City*

4.1 Findings from Focus Groups

The producer and the consumer focus groups were held on January 30th and February 7th 2009, respectively. The structure of both groups was similar. I began by introducing my involvement with the market before encouraging everyone else to do so. I then re-iterated the reason why the focus group was being held, namely to generate ideas for the future of the market and to gain input on the first season of the market. Ethics forms were passed out to for the participants to read and sign.

I gave a brief overview of the market last season to refresh memories, explained the current status of the market, and introduced the concept of a SWOT analysis. We began the SWOT analysis by defining the desired end state or objective of the market- *to create a self-sustaining community market that provides viable food and cultural opportunities for consumers and producers alike*. The following definitions were used to explain the components of the SWOT:

Strengths: these are the attributes of the market that are *helpful* in achieving the objective. How can we use and capitalize on each strength?

Weaknesses: these are the attributes of the market that are *harmful* to achieving the objective. How can we improve each weakness?

Opportunities: these are the *external* conditions that are helpful to achieving the objective. How can we benefit from each opportunity?

Threats: these are the *external* conditions that could do damage to the market's performance. How can we mitigate each threat?

The elements of the SWOT were introduced and then the table was opened for discussion. I recorded ideas on a flip chart while a student recorder typed notes and a digital audio recorder documented the discussion.

Tables 4.1 and 4.2 account the findings from the SWOT analysis, categorized by their initial coding.

Table 4.1: Vendors perspectives on the SWOT of The Village Market

SWOT ANALYSIS					
THEMES		Strengths	Weaknesses	Opportunities	Threats
	Physical Location	-Set-up/ space design -Washroom facilities	-Space/site limitations		-Weather- but out of our control
	Environmental & Food Issues	-Variety of vendors	Music/entertainment could be distraction	-Ready to eat food on site	-Subway and other ready to eat food limitations -Growing season is unpredictable -Urban food mentality/ need to educate public -Government/ permit restrictions and costs -Environmental health issues
	Social Issues	-Diversity of demographics	-Lack of signage -Lack of foot traffic -Lack of parking	-Education for vendors on permits	-“Safeway” competition
	Educational % Organizational Issues	-Strong coordination -Day and hours -Central Location -Price for vendors -Music/ entertainment	-Poor relationship with Osborne BIZ	-Reliability of vendors, entertainment -Build in community table involvement -Advertisement/ media involvement	-Securing reliable vendors -Financially making it worth vendors while

Table 4.2: Consumer perspectives on the SWOT of The Village Market

SWOT ANALYSIS					
THEMES		Strengths	Weaknesses	Opportunities	Threats
	Physical Location	-Location -Site design/ layout -High visibility; tents were good contribution -Energy of the space; safety of space -Music & Entertainment	-Site layout/design -Lack of signage and visibility	-Capitalize on cyclist culture; bike racks -Build on beer garden idea; advertise? -Possibility to turn Thursdays into a reliable event in Winnipeg	-Weather -Insurance costs -Security -Lack of infrastructure , tents, hydro, washrooms-enough for everyone
	Environmental & Food Issues	-Reasonable prices -Meeting producers & neighbours -Diversity of products -100-mile diet idea -Establishing relationships with producers -Missing certain key food products, especially prepared foods	-Reliability of vendors -Too many artisans not enough food; balance of vendors -Missing certain key food products, especially prepared foods	-Increase density of vendors and consumers -Securing more prepared food vendors -Demonstrations -Create a real community amenity that can become a model for other neighbourhoods	-Food health concerns-aligned with current media concerns
	Social Issues	-Diversity of consumers ages, etc	-Cyclists coming through with bikes	-Once-a-month larger event -Develop relationship with local schools, involve youth more -Villa Cabrini	
	Educational and Organizational Issues	-Day and hours - Opening day was very busy; good marketing -Strong coordination -Market assisted GST with a new stream of funding possibilities -Zero plastic bags	-Lack of consistent music -Day and hours -Lack of consumer education -Managing consumer expectations	-Plastic bag drive -Build on patio series relationship; fringe, etc -Strengthen sponsor relationships -Strengthen hand to hand advertising, postal drops, etc -Political alignment with city councilors	-Lack of Signage -Ensuring vendors show up consistently -Poor relationship with Osborne BIZ

Themes that arose during the second and third reading of the data included issues related to: physical location, municipal issues, educational issues, social issues, environmental issues, and the differences and similarities between vendor and consumer perspectives. The salient themes identified after the initial open coding included: strengths, weaknesses, opportunities and challenges of the market and producer/vendor connections and interactions. Themes arising from axial coding included: SWOT themes are to physical location, educational issues, social issues, and environmental issues; similarities between vendor and consumer perspectives; and differences between vendor and consumer perspectives. These themes are explored in more detail below.

4.1.1 Physical Location

There was plenty of talk regarding the convenience and flexibility of the physical market venue. Acquiring more vendors to create a more close knit environment, which would in turn attract more visitors, was important to many people. One consumer said that *“packing more people in is an opportunity; it’s nice when things are cheek by jowl”* while a vendor said, *“more vendors, especially from different places in the province, would attract a wider crowd of visitors.”*

4.1.2 Educational and Organizational Issues

There was general consensus that half of the challenge with a new market in Winnipeg was the large-scale public education on local food required. The reason for this, as mentioned by a participant, may be the fact no large urban market had existed for years. As one farmer said,

“a large part of this is educating people – you can go to Safeway and get anything you want at any time. People think too that a farmers market means a bargain. They think it’s the same thing as going to a farm gate and buying produce there. How do you educate people? Where the food comes from, the seasonal availability of food, how you work with what is available. I grew up on a farm, and my parents basically ate what they grew.”

4.1.3 Social Issues

Managing expectations of consumers and vendors was discussed and ideas to better deal with them next season were generated. A board member of the OVCC spoke to the initial public response about a brand new market, saying

“The expectations were so high for the first market day, the first season. We need to work on setting and managing expectations – people were so excited, they went home and told friends, and yet there was no produce for the first few weeks because of the bad weather. We didn’t have direct control over that message [that there was no food] because the market took off with media coverage.”

No safety issues were raised as a critical concern, though many participants expected some issues to arise over the contested “corner.” In fact, the diversity of people that now feel welcomed into the space inspired many visitors. Upon seeing the senior citizens mix with young families and university students, one participant noted that shopping at The Village Market felt “like Europe.” There was consensus that the leadership and volunteers helped mitigate and avoid issues as one participant said “*the leadership and volunteerism, people who helped out and supported this place, it wouldn’t have happened without that; the [theatre] doesn’t have resources to do something like this on their own.*”

4.1.4 Environmental and Food Issues

For the consumers, the educational experience on their local environment was one of the most valuable elements of the market. The chance for urban residents to engage with those who grow their food and work the local land was an expected outcome of the market; however the opportunity for the Gas Station Theatre itself to align with a more environmental focus was a pleasant surprise to the board and Executive Director. As the Executive Director said, *“[the market] was a really big strength for the theatre, good for programming, for funders...as we are funded as a cultural centre, showing that we are doing programming outside of renting the theatre, broadening our mandate. It also re-energized board, it was really positive. No downside for us.”*

4.1.5 Similarities and Differences between Vendor and Consumer Perspectives

There were a significant number of similarities that arose between certain perspectives of the vendors and consumers. Though the cost and financial accessibility of items arose often during the market season, it was not a large issue during the focus groups. Both groups shared many opportunities for the market; though the consumers tended to think ‘bigger picture’ than the vendors. Consumers spoke of partnerships and linkages with other programming at the Theatre, as well as a larger community connection. The vendors were more micro-scale oriented, thinking of opportunities they as individuals could build on. There was a shared view that weather was a threat, yet there were no real solutions to averting the possibility of rainy or cold days that kept people away from the market. Poor weather also leads to later farm seasons and, often, poorer yields. Educating the

public on the challenges surrounding the production of food (including weather and climatic issues) was emphasized from a vendor perspective, while consumers saw inviting a higher number of vendors as a solution to low quantities and diversities of foods.

4.1.6 Negative Evidence

Upon examining the negative evidence, it was evident that a number of issues had not arisen during the focus groups. From my experience with the market the previous season, concern had been voiced both by vendors and members of the Gas Station Theatre regarding environmental health standards and regulations. As these were mentioned in passing at both groups, there was far less emphasis on them than I had expected. Perhaps this indicates a sense of confidence that we had overcome these concerns or that they are of less concern than I had initially thought. Concerns regarding the economic viability of the market to vendors was surprisingly not expressed; this is an oft-repeated issue in the literature, that farmers' market do not create ideal economic environments for vendors to make a reasonable living (Andreatta and Wickliffe II 2002; Colihan and Chorney 2004). This is a surprise as the season-end surveys dispensed to the vendors indicated that few made as much money as they had hoped. This may indicate that financial gain is not as important as one may assume or that the vendors recognize that the first season of a market requires patience and time.

4.1.7 Summary

From the perspective of the participants and myself, the focus groups were very successful. I feel in my choice of method by the data outcomes. There was strong participation by all group members, with only one participant acting as a “dominant talker” Kruger (1988), who monopolized the focus group and made it difficult for others to get their perspectives heard. With such full participation, it was felt that a shared sense of contribution occurred and a stronger community of both vendors and consumers resulted. A general sense of excitement for the upcoming season was an unanticipated but welcomed outcome; both parties milled about after to discuss upcoming food and community related projects and initiatives. Hosting both events at the Theatre worked well as both groups had the opportunity for interaction with board members and the Executive Director of the organization, as well as strengthening their level of ownership and comfort within the environment. Finally, the themes that arose through the analysis have, as intended, narrowed the direction for the key informant interviews and assisted in clarifying issues from the multiple perspectives of those involved.

In retrospect, I would improve upon the initial introduction of participants. Though most people knew each other to some degree, it would have been useful to have more time to greet each participant to determine their level of comfort with the situation and seat them next to someone they would be most comfortable beside. Though the Theatre was a convenient and inexpensive location, near the end of both groups there were disturbances as groups renting the facility began to enter the venue to set up for shows. There may also have been some confusion for some

participants regarding the SWOT analysis but other participants taking the lead and getting the ball rolling with ideas overcame that.

4.2 Findings from Semi-Structured Interviews

The interview guide and related questions were developed to have the participants speak directly to their experiences with The Village Market and their opinions about key components for the future of the such initiatives. More direct questions were designed to ensure that participants spoke directly to strengths, opportunities, weaknesses and threats surrounding the market. Consistent with ethics requirements, all interviews were held in a setting appropriate, accessible, and comfortable to the participants', and endeavored to reflect history, culture and personal experiences in the most respectful manner.

As with the focus groups, three passes of data coding (open, axial and selective) was completed to the data (Strauss 1987; Newman 1997). Open coding led to similarities and differences between interviewees with the following themes arising: planning perspectives; municipal/policy opinions/experiences; and food-related issues arising. Subcategories from these initial themes were determined through axial coding; these were themes were related to strengths, weaknesses, opportunities and threats from the broader themes identified from the first pass. Selective coding led to the following themes below that illustrate the contrasts and comparisons within the data. They are compounded with negative evidence or what was not present in the data.

4.2.1 Municipal Planning Issues

It became immediately apparent that planners at the municipal level played little to no role in the design and implementation of The Village Market. When interviewees were questioned regarding the role of planners in general with municipal food issues, few respondents had anything to add. One City of Winnipeg employee said *"I [would] not even be sure where... to direct someone with food-related questions. Public Health... I guess. There is certainly no go-to person for food...gardening... markets, or anything of the like that I can think of."* One participant who had been alongside me for the bylaw struggle pointed out that if I, as a city planning student, *"had difficulty navigating the [municipal] system, it would be next to impossible... for an [average] citizen."*

All interviewees mentioned, to some degree, the difficulty in instilling change within the municipal administration and departmental system. Whether or not the interviewee was an employee of the City, a politician, or a citizen, there seemed to be a general consensus that such organizations are slow to react to change, especially change that requires re-examining the way things have been done for years. One participant called the way the City of Winnipeg operates as *"management by details, not policy."* A number of other interviewees agreed with this statement. The idea that the City of Winnipeg has a generally parochial attitude, especially regarding urban planning and environmental planning was prevalent. The notion that environmental determinism in Winnipeg is strong arose with over half of the interviewees, as the regional and provincial landscape and rural roots have influenced City planning and planning decision-making.

When questioned about the place of such markets in the future of urban planning in Winnipeg, this idea of resistance to change arose again. For example, when questions regarding changing the permits required for markets in Winnipeg, one interviewee said *“nobody wants to take responsibility for something that questions the status quo.”* This participant recommended incremental change as being the easiest way to introduce new ideas on an administration level, especially when it was regarding anything related to public health or finances. It also became clear through both the market planning process as well as a number of interviews that if the market had not had an advocate within council, it could have taken months to get an amendment. A city employee mentioned that there can be *“a lack of foresight when bylaws are rushed through,”* with some groups and interests being lost in the rush of promoting other interests if you do not have a vocal advocate on your side.

In this sense, one interviewee saw The Village Market experience as *“a learning experience for everyone involved. Thanks to [the] political advocate and [the] connections.... of the Theatre, a conversation was started which questioned why things were being done the way they were.”* Although this conversation may have been started, two interviewees were honest in admitting that no further talk or change had been discussed past the amendment. Regardless of this, it was mentioned that the *“process itself [was] critical in introducing these ideas politically”* and that *“[the Theatre] has now broadened... its relationships... and position within the City as a community health advocate.”*

4.2.2 Public Health and Food Issues

The experience with the Environmental Health Department was discussed in just over half of the interviews. One interviewee mentioned, *“when questions are raised regarding the health of the public, red flags immediately go up.”* It was recommended by three interviewees that a new perspective regarding the health of the public needs to be introduced. The current public health policy is geared towards a *“short-term, limited-vision”* of health said an interviewee from the political realm. This person gave the example of how easy it is to sell hotdogs, pop and chips to the public but how difficult it can be to sell less processed meat, dairy, and egg products at public events. Such policy is inadvertently promoting what the City calls *“safe”* but not necessarily healthy foods. A city employee recommended that a new vision of public health is required at the municipal level before any changes to individual policies can be made. A shift towards a *“more holistic vision of public and environmental health...that [focuses] on prevention... rather than prescriptive health”* was mentioned as necessary step towards creating a healthier and more informed public.

Partnerships appear to be critical in getting things done at the City of Winnipeg. Every participant mentioned in various ways that it *“is who you know, not [necessarily] what you know”* in Winnipeg. Accepting this rather than trying to do things the *“right”* way, as one interviewee put it, is the surest way of success. For example, it was recommended by a city employee that I raise the notion that *“[you] can’t even have a barbeque in this City anymore!”* to garner public support regarding health changes to appeal to the average citizen. Simplifying the complex food

regulations at the City to the individual level may assist in helping those who have not engaged directly with food regulations understand the enormity of it. The same participant suggested that I approach the City from a different perspective, with a *“more rational preventative... perspective...that illustrates the fact that even [they] have been kept out of the design of public health concerns.”*

4.2.3 Summary

As far as being successful in achieving amendments to at the policy level, it appears from the interviews that The Village Market experience has began a discussion related to food provisioning at the City of Winnipeg and within the larger Winnipeg community. Interestingly, it was very difficult to secure interviews with City of Winnipeg employees. I attribute this challenge to two possibilities- one, that the City of Winnipeg is home to more short-lived employees than I had initially assumed or two, that the associations and relationships I developed during the inception of the market may have placed me in an unfavorable light in certain individual's eyes. In hindsight, holding a focus group with City employees at their workplace may have been a good idea to provide a sense of security for them, to make it more convenient to fit into their work schedules and to generate discussion amongst themselves regarding food issues.

4.3 Conclusion and Recommendations

In the urban environment of Winnipeg, much of the residents' daily existence is spent in surroundings designed to conceal natural processes. The provision of a local farmers market can act to provide a direct connection to the food production process, including the individuals who provide for human's daily nutrition. Whether

or not this opportunity is recognized or promoted at a municipal level was explored through the focus groups and interviews surrounding The Village Market, along with the various attributes of the Market that contributed to first season.

Many of the attributes which are often cited as being critical to the success of an urban market- location, easy of access to the site, accessible by a variety of transportation methods, community support- were already in place for The Village Market. As far as taking steps to encourage more people to visit the market, ideas related to product variety, live music, food sampling, cooking demonstrations, and advertising and outreach were mentioned repeatedly by all stakeholders. Both focus group members and interviewees agreed that more municipal support is critical in ensuring the longevity of urban farmers' markets. Clearer guidelines and lower cost permits were shared desires. A one-point contact for markets or local food retailing at the City would assist with these requests along with assisting the average citizen in navigating the City of Winnipeg which can be disconnected, confusing and time-consuming. The focus groups and interviews shared similarities around the challenges and opportunities that existed but differed in their ideas of how to address them. The focus groups sought solutions internally from the Market itself and the vendors and customers, while the interviewees repeatedly mentioned policy changes and municipal and provincial changes as necessities for the Market to continue smoothly.

An urban market in this location, as one market visitor remarked, "*just makes sense.*" It is critical when thinking of sustainability to not just envision shiny new

green buildings and development, but to build upon the inherently sustainable characteristics that already exist within our own cities. Older neighbourhoods have many attractive attributes that lend them to becoming leaders in urban sustainability and adaptability and municipalities need to begin to recognize this.

Chapter 5: Case Study of The Village Market

[There] isn't much community inside a big supermarket. There, we shop as isolated individuals, each in our own private world. Gone are the relationships with the soil, the grower, and, for the most part, even the distributor. Do you know the name of the produce manager in your supermarket? Or anything about his or her family?

Art Gish, *Food We Can Live With*

Soon after moving to Winnipeg in September 2007 and settling into Osborne Village, I learned that there was no vibrant urban farmers' market to speak of within walking distance of downtown or my neighbourhood of Osborne Village. A number of small 'pocket' markets had been attempted and a few continue to operate such as the Exchange Market and the Klinik market in West Broadway; however a reliable market within the city core did not exist. Especially since moving from Victoria, British Columbia where nearly every neighbourhood is host to a dynamic weekend or evening market, the lack of one in a large city surrounded by some of the best agricultural land and communities in North America was more a big surprise. I could not help but see an enormous opportunity for the Osborne Village neighbourhood, the local and regional agricultural community and site of the Gas Station Theatre located at the main intersection of the Village. The chance to better the lives of potentially many people appealed to me as a newcomer to the city as well as an evidently smart planning notion.

Winnipeg has a reputation as an automobile-oriented, sprawling city. The City has not always been so however. The historic city centre was originally market Square in the Exchange District downtown, as Figure 4.1 shows. The Market operated as the economic and social centre of the City, as food drew every citizen to

a central place. Food has shaped Winnipeg since its inception, and not just rural agriculture. Throughout Winnipeg on Manitoba Hydro owned right-of-ways, people have gardened since 1928 (Hall 2000). The allotments were formalized in the mid-1970's as adjacent landowners were becoming land barons and renting out plots on their own accord to capitalize on the demand. During the First and Second World War, 'victory gardens' or personal gardens in front and backyards were commonplace in Winnipeg's residential areas like many other cities across North America. Farmer's markets existed in various neighbourhoods from the North End to Selkirk Street that capitalized on the endless local food available during the summer season.



Figure 5.1: Market Square in the Exchange District, Princess Street, downtown Winnipeg.

(Source: Heritage Winnipeg, date unknown).

In recent years however, there has been an obvious decline in local food resources for the every day consumer. A small market still operates in the Exchange, but unreliably and with only a handful of vendors. The West Broadway Development Corporation began a small market in their parking lot the same 2008 season as The Village Market began; however it mainly consisted of a vegetable van selling produce picked from the development corporation's community-supported agriculture share. Though the vibrant destination market of St. Norbert exists twenty minutes south of the City, there was no neighbourhood market within walking distance of Osborne Village, regardless of The Village being known as one of the only walk-able, transit accessible areas of the city.



Map 5.1: Osborne Village location in City of Winnipeg.
(Source: City of Winnipeg 2007).

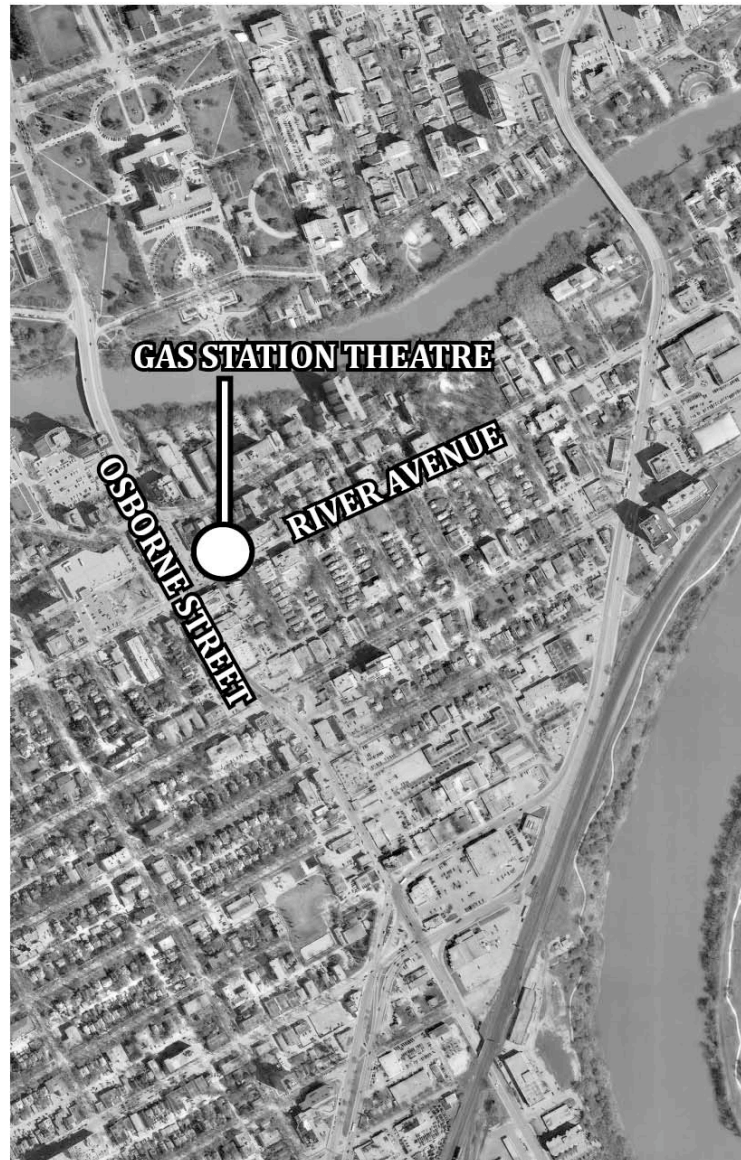


Figure 5.2: Aerial photograph of Osborne Village Neighbourhood.

(Source: Atlas Geomatics 2007; modified by Wiseman 2009).

Osborne Village is an area full of culture and vitality. The area's distinct urban form creates an aesthetic diversity unique to the city. The heritage elements evoke a sense of permanence and establishment, while the multiple dwelling types, high density, mixed-use and array of public art and cultural events all contribute to its distinctive flavour. Residential is the dominant land use in Osborne Village, as 45%

is devoted to housing; 29% are multi-family dwellings that contribute to the medium and higher density accommodations, while 16% is single-family low density (Finnigan, 2001). Commercial land-use is 12% of the area, green space 4.5% and industrial and transportation utilizes the remaining area of the land. The area is comprised of nearly 50% full-time students (42.7%), with nearly 40% of the population between the ages of 20-30 (City of Winnipeg 2007). A significant senior population exists (14%) as does married families (34%) (City of Winnipeg 2007). Osborne Street is a major arterial route with over 44,000 vehicles passing down it daily (City of Winnipeg 2007); Osborne runs North-South through two of the busiest intersections in Winnipeg, at River Avenue and Confusion Corner. River Avenue is a one-way four-lane route running East-West that meets Donald Street on the Eastern boundary of the neighbourhood; Donald Street, running North-South sees nearly 33,000 vehicles daily. The corner itself is therefore a very high traffic area at all times of the day, and not simply for personal automobiles. 25% of Osborne's residents ride transit, which is higher than the citywide average of 16% (City of Winnipeg 2007). The neighbourhood is used as a commercial route, a recreation route, and a commuter route, making it clearly a very dense multi-use area. Figure 5.2 illustrates the diversity of land uses in the area.

Commuting to the University of Manitoba daily on public transit, I passed the site of the Gas Station Theatre and the infamous 'circle' in front of it at the corner of River Avenue and Osborne Street. My first studio project during the fall of 2007 was completing a neighbourhood analysis of Osborne Village and of the site of the Gas Station Theatre in particular. I had the opportunity during this studio to learn about

the community, engage with local residents and businesses, and in particular, become familiar with the Gas Station Theatre (GST) and their non-profit affiliate, the Osborne Village Cultural Centre (OVCC).

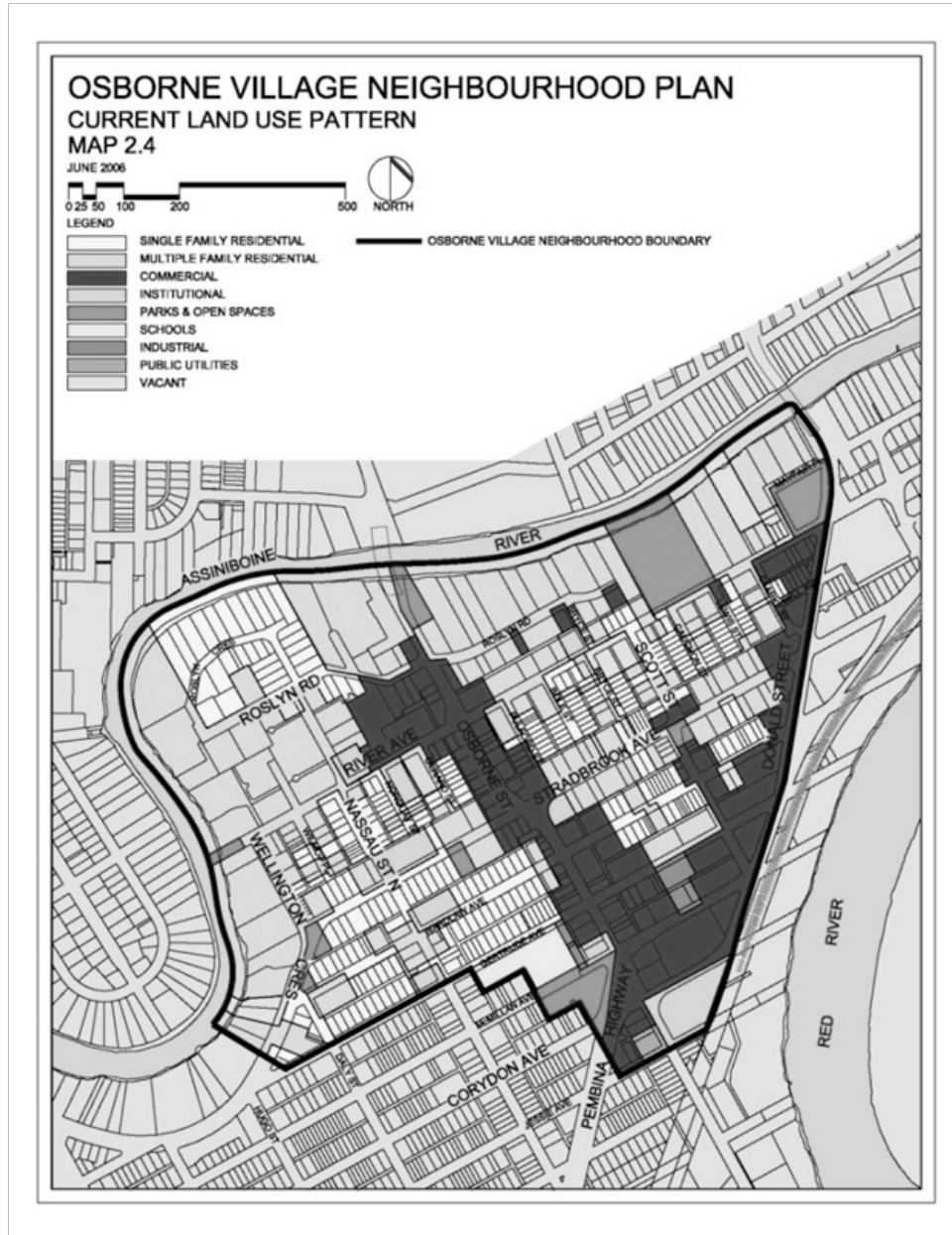


Figure 5.3: The variety of land uses illustrates the diversity of the Osborne Village neighbourhood.
(Source: City of Winnipeg 2007).

The 'circle' at the very corner of the intersection had developed a reputation

over the years as an unsafe space where street youth, drug peddling, and squeegee kids gathered. The Theatre has therefore developed a relationship with the local police to deter such negative activity, with varying levels of success. They have found through experience however that the best way to deter such negatively perceived activity is through the promotion of positive activities. Free public events such as music, art gatherings and outdoor theatre have been very successful in making it inconvenient for individuals to engage in negative or illegal activities. therefore made sense to me that the site of the Gas Station Theatre was ideal for an urban farmers' market. A weekly market would assist in this promotion of positive community events, required little resources for the already strained non-profit OVCC, and met what was to me, an obvious gap in neighbourhood and city-wide provision of local food and walk-able communities. Figure 5.4 is a Lynch Map that illustrates the central nodes, edges, landmarks and commercial districts of the area that lend it to being a walk-able, dense neighbourhood. A Lynch Map is a mental map concept developed by Kevin Lynch in *The Image of the City* (1960) that shows how users perceive and organize spatial information as they navigate through their city through five elements- paths, edges, nodes, landmarks and districts. In this case, a Lynch Map shows how the average neighbourhood resident's moves about Osborne Village and the elements they consider important.

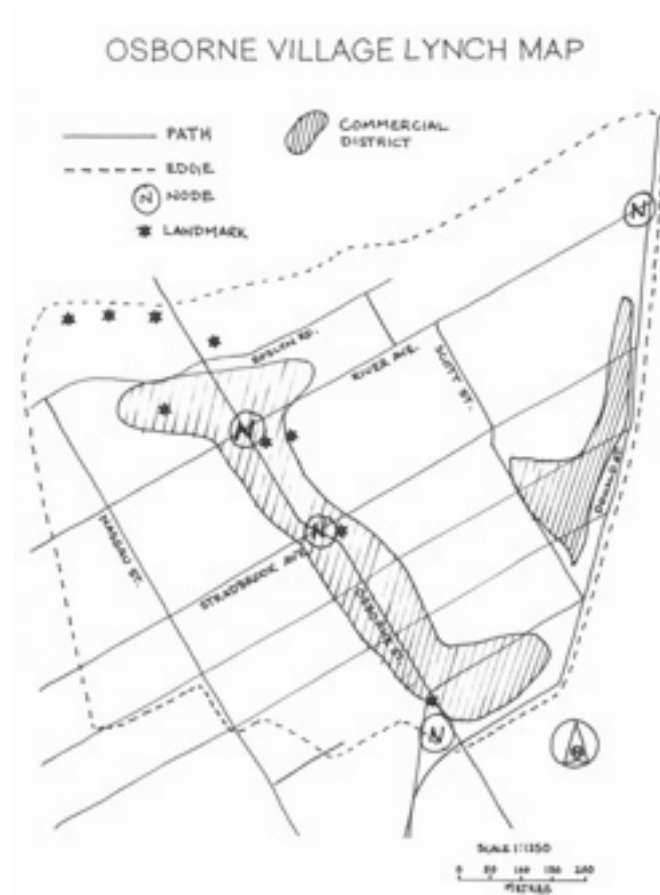


Figure 5.4: A Lynch map of Osborne Village illustrating the important paths, edges, nodes, landmarks and commercial districts. The Gas Station Theatre site falls into a central area with a transportation node, the largest commercial district and at the intersection of two paths.

(Source: Clark 2007)

After a discussion with the OVCC board in February 2008, I agreed to be the volunteer coordinator to design, plan, implement and run a market on the site beginning in June 2008. As the Gas Station Theatre itself only has two full-time employees, the board gave me free reign to design the market but could provide few resources beyond the physical space. It quickly became apparent that a few thousand dollars would be required for the market start up to purchase permits, research local producers, begin a media campaign and purchase equipment necessary for a market. This involved four months of grant writing, media and

political connections, inquiries into bylaw and permit flexibility, and negotiations with local farmers, artisans' and business people. The Village Market launched on June 24th, 2008. These issues of planning and starting a new market are discussed and explored further in this chapter. The market ran every Thursday for 14 consecutive weeks from 4-8pm, blessed with surprisingly good weather and even better support for the community and larger city. Figure 5.5 shows a few changes the market has brought, including more positive uses of 'the circle,' new graffiti art on the planters, and increased visibility of the site through passersby and market shoppers. The Village Market is currently in its second season and has expanded through ever increasing local support.



Figure 5.5: The 'circle' at the corner of River Avenue and Osborne Street during the market hours.
(Source: Wiseman 2008).

After having conducted research on farmers markets across Canada, it became clear that there was no model for this type of urban reclamation of urban

space and, therefore, if this market is a success, it can become a case study for other sites with similar challenges.

5.1 Historical Context

Osborne Village began as a suburb belonging to the Fort Rouge neighbourhood, and became part of the city of Winnipeg in 1882, the same year the Osborne Street Bridge was constructed. The population at this time was 150, but the early twentieth century brought rapid residential and commercial growth; in large part, this was thanks to the placement of Winnipeg's first electric streetcar line down the main thoroughfare, Osborne Street, in 1908. The name Osborne Village itself is from the Fort Osborne Barracks of the Second Battalion, Princess Patricia's Canadian Light Infantry, which was located at the Osborne Street Bridge. The population continued to expand after world war two, and the city added the Midtown Bridge on Donald Street in 1954 to address the increasing through traffic. This time also saw the addition of large high-rise properties to the area, which contributed significantly to the area's population and density. The area has gone through a number of changes since its inception including a hey-day in the 1960's as an eclectic and diverse community. After the decade of prosperity, the 'Village' as it is now known, had been steadily declining as businesses closed and housing fell into disrepair. The early 1980's saw Lloyd Axworthy, as a Minister for Urban Affairs for the Trudeau government, with an interest in arts and culture begin a revitalization effort with local citizens to create a once again safe and unique community. An empty gas station site at the busiest intersection of the neighbourhood, River Avenue and Osborne Street, was chosen as a location for a new arts and cultural

space in hopes it would act as a catalyst for positive change within the community. Built in 1983, The Gas Station Theatre (GST) as it is now known, began as the Riverview Corporation when it was gifted in perpetuity to the neighbourhood to become a community-based arts organization. Run by a volunteer board, the Osborne Village Cultural Centre (OVCC), the theatre has a rocky history with two “near” sells to corporate interests, regardless of the caveat in the bylaws clearly stating the property is not to be sold. Like many non-profits, challenges with board and community member reliability, government support, and funding and financial stress have placed the theatre under constant threat of closure. There is a long history of poor management and financial accounting in various forms that have prevented the theatre from growing into much more than a rental facility. A grant to offset property taxes received in 1997 continues to assist the theatre keeping its doors open; along with a grant to cover operational costs, the theatre has remained a stable if quiet entity in the Osborne Village neighbourhood over the last 25 years. Its quiet presence in the community is in large part due to its operation mainly as a rental facility. Often strained with financial limitations, it has been in the best interest of the theatre to focus on reliable rental customers rather than engage in programming itself.

A watershed event in 2002 occurred when the theatre was sold all but in title to become a Giant Tiger store. The community, which had been silent in its support for years, gathered enough new memberships, at twenty-five dollars apiece, to overthrow the decision and choose an entirely new board and executive director. With a strongly focused community agenda, the years since have seen great success

in turning the theatre from the red to the black in every sense. The theatre's comedy festival is now one of the largest in Canada due to grants from Canada Heritage and the City of Winnipeg and a partnership with the Canadian Broadcasting Corporation.

The OVCC's vision is re-examined at each annual strategic planning session. The vision is established through a diversity of community members including the board members, staff, and local professionals and stakeholders who have an interest in the future of the Theatre. The current vision states that the OVCC is *"to be a vibrant home that builds community through the creation and presentation of the arts."* The mission follows from this, saying that

"the vision will be achieved by providing a stable organization and environment for creators and presenters of art. We will foster all artistic expression and enable the creation of all arts by providing venues, presentation, production, co-production, education and support services and valuing diversity in our community."



Figure 5.6: Evening programming at GST with customers sitting outdoors.
(Source: Wiseman 2008).

Though neither the vision nor mission explicitly mention the provision of food-related resources to the neighbourhood, the notion of a market in the outdoor space of the theatre has been floated for years by the board. One of the main focuses of the new board is on improving the public perception and identity of the theatre within the larger Winnipeg community, therefore the positive activity associated with outdoor markets always seemed like a natural fit. Unfortunately, the board is entirely volunteer and theatre staff are constantly over worked and under paid, which has been a limiting factor in the ability for the theatre to organize much beyond its basic operations, let alone operating a farmer's market. Not only the inside of the theatre that has weathered challenges however. The busy intersection location has become fondly known by many as 'the corner,' a space for undesirable activities ranging from small-drug peddling, a squeegee and homeless kid hangout and a hotbed for graffiti artists. For years, the corner has been viewed as blight in the neighbourhood, deterring many residents from using what is essentially a public outdoor space.



Figure 5.7: Various attempts have been made to deter negative activity in the space, including temporary fencing.
(Source: Wiseman 2008).

However these perceptions are far worse than the reality. Solutions have been found in a variety of partnerships with a number of groups in the local and citywide community. After many attempts, a long-time theatre member has engaged the youth using the corner by encouraging them to engage with the outdoor space in a manner they themselves value. A number of youth are now invited to graffiti the sites walls and planters, giving the youth an increased sense of ownership of the site through their art. Rather than fight them for the space, the Theatre has invited them to share the space in exchange for their contribution to improving the quality of it.



Figure 5.8: Graffiti art on the rear corner of the Gas Station Theatre.
(Source: Wiseman 2008).

A sense of pride is now attached to the artists' work, which changes seasonally and a new display of local artistic talent. Fencing has been used in the past to assist in delineating the public and private space on the site and to deter property damage that has been a problem in the past. Other partnerships that have contributed to the current stability of the theatre involve the Winnipeg police force, the University of Manitoba's Department of City Planning, and local city councilors and local similar-minded organizations.

There are a number of characteristics why the site has been subject to the aforementioned negative activities, characteristics that make it equally suited to hosting a farmers' market. The Osborne Village neighbourhood is the densest residential community in Winnipeg. The corner also hosts one of the highest numbers of bus routes in Winnipeg, making it easily accessible by all citizens.

Figure 4.8 shows the walkability of the neighbourhood but highlighting a 400 and 600 meter walking radius from the centre of the neighbourhood.

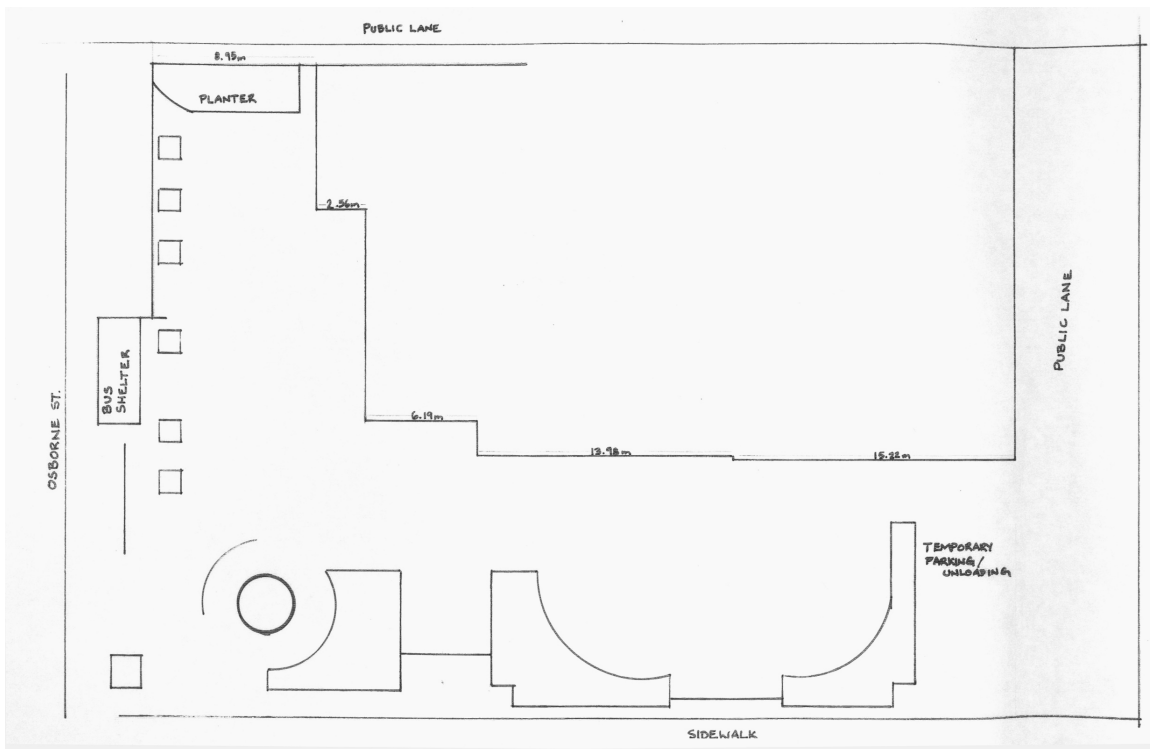


Map 5.2: Map indicating distances and approximate travel times for pedestrians from corner of Osborne Street and Stradbroke Avenue, one block south of the market site.

(Source: City of Winnipeg 2007).

Statistics Canada shows that the neighbourhood is socio-economically diverse which also has implications for a market. For example, next door to the Theatre is an eight-story senior citizens residence and further down River Avenue is Manitoba Housing sites, transitional housing, and many three to four-story apartment blocks. The Gas Station Theatre site is a unique building itself; it leases the Osborne Street side to Subway Restaurant that ensures a regular income for the GST and the Theatre itself exists in the 2-story mechanic shop part of the old gas station that faces River Avenue. The intersection is mainly one to three story

buildings, with the Theatre fitting into the scale easily. Directly East of the site on River Avenue however is Villa Cabrini, an eight-story senior's housing complex. The outdoor space remains entirely the Theatre's domain and has been maintained by various volunteers over the years. 15-year old trees dot the 4-foot high planters along with a variety of flowers. Permanent fencing has been installed between the planters on the entire River Avenue side and around the bus stop on the Osborne Street side. Regardless of the enclosure of the space, the pedestrians continue to pass through it as any public site with an East-West directional pattern. Outdoor electrical outlets, installed for outdoor entertainment purposes, have made it possible for the Market to host vendors requiring hydro such as a fish vendor and a meat vendor.



Map 5.3: Site plan for The Gas Station Theatre shows the outdoor space as a relatively tight, enclosed and yet easily accessible space.
(Clark 2007).

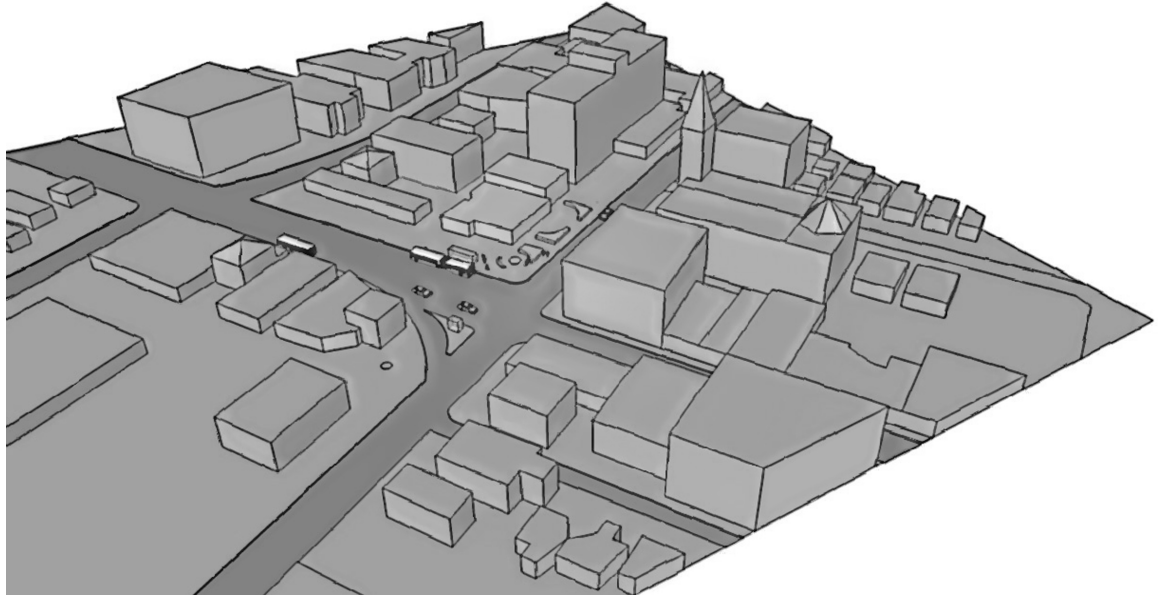


Figure 5.9: A rendering that shows the Gas Station Theatre's position at the centre of Osborne Village, at scale.
(Source: Wiseman 2007).

Building on these characteristics inherent in the site made a market seem like a natural choice for the Theatre. The corner site can capitalize on the high traffic flow the intersection provides for a strong visual presence in the community and larger City. Having a market seen by large numbers of people, from the street, sidewalk and traffic may increase awareness of the market leading to more regular attendees. Additionally, as was widely accepted and early agreed by Jane Jacobs, “the sight of people attracts still other people” (1961 p37). The more visible a market is, the more people will be drawn in and want to attend. The Theatre would be able to meet a current gap in neighbourhood provisioning by providing a local food alternative to the corporate food store that dominates the area. A local food market would also assist in connecting more viscerally with the very dynamic local community by establishing an outdoor presence throughout the day. The Theatre

primarily operates in the evening and almost never uses its prime outdoor space after dark.

The Village Market operates on the outdoor space of the Gas Station Theatre and has a mission to *“to create a safe and welcoming space to connect local producers and consumers in sharing local food and art resources, while strengthening environmental, social and economic community capacity and development.”* Figure 4.9 shows the site filled with people during a musical performance.



Figure 5.10: Positive activity in front of the Theatre attracts more residents, people passing by, or attention from passing traffic.
(Source: Wiseman 2008).

5.2 The Experience

The board of the Gas Station Theatre and Osborne Village Cultural Centre supported my proposal for a market at the site in February 2008. I began in March 2008, four months before the anticipated opening of the first market day, inquiring

at the City of Winnipeg about farmers' markets and what was required to host one. I approached the Department of Environmental Health, Community Services, the Planning, Property and Development Department, Parking Authority, and Film and Special Events. There were no specific guidelines or permits for markets and therefore employees began to pass me around within their departments and to other departments. As many of our, The Village Market's, vendors would be first time sellers in the City, I knew it would be important to have very clear guidelines for them and the particular individuals they could contact at the City if they had questions. Unfortunately, this was unrealistic due to the lack of clear municipal guidelines regarding markets, the administration changes occurring at the City that we learned about after the fact, and the City's inability to respond to individual requests in a timely fashion.

A member of the Gas Station Theatre, upon hearing my frustration in getting no confirmation of requirements for such an event, put me in touch with an employee in Film and Special Events. After a visit to their office, I learned you need to know the 'right' people to get things done. A few phone calls later from the Director of Film and Special Events, the 'correct' individuals had been contacted in the various departments and I had clarity in what was required of me. For the market to open, we needed a special events permit, a temporary food service and establishment permit, a temporary loading/unloading zone, and a list of potential mobile food vendors. Film and Special Event employees are experienced in getting events done quickly and efficiently, as is necessary in their work with extremely short deadlines. They had well-established connections with employees in all

departments and therefore got responses in a more timely fashion than myself, as a citizen and outsider to the City administration.

Approximately two months after I began, the paper work was in order to apply for the required permits. The Village Market's special event permit limited us to operating on only 14 non-consecutive days throughout the year. This proved quite restrictive, as the growing season was late and therefore extended in 2008. We were permitted to have tents smaller than 99 square feet; anything larger requires a permit as they "may restrict visibility and safety of the site" (City of Winnipeg 2008). The Market's temporary food service establishment permit allowed us to host a food event but any individual food vendor who sold "potentially hazardous food" as determined by the City was required to operate out of a commercial kitchen and to adhere to the food handling requirements laid out depending on their food product. "Potentially hazardous foods" are defined by the City of Winnipeg as

foods capable of supporting the rapid growth of bacteria or germs that cause food poisoning and include meat, fish, poultry, eggs, milk, dairy products, cooked cereals and cooked vegetables. Bacteria grow best on food held at temperatures ranging between 5°C (41°F) and 60°C (140°F). This temperature range is called the Danger Zone (2008).

Few vendors sold products deemed as 'potentially hazardous.' Most had sold at other markets in the City and had experienced no issues with health officers. As far as I knew and anybody at the City could tell me, we were ready to operate on June 24th, 2008. It therefore came as a shock when, on the first market day, an environmental health officer came to the site just before closing and informed us we were going to be shut down. We were lacking a business license as stated in the

'Doing Business in Winnipeg' Bylaw (91/2008) and were required to pay the \$300.00 a day fee to operate. This cost was the same as it would be for a mobile food vendor, such as a hot dog cart, that required constant inspection from a health officer. As we were collecting only ten dollars a day from each vendor, we could not even come close to paying this fee. The bylaw was passed on April 23rd, 2008, however none of the employees at the City had given any indication that this bylaw may be in effect. The 'Doing Business in Winnipeg By-Law' is designed to "regulate by licensing the activities of certain businesses" (City of Winnipeg 2008) and no caveat was made for non-profit organizations. Luckily, the Theatre has always had the support of Fort Rouge local City Councilor, Jenny Gerbasi, who immediately presented the situation to the standing policy committee. The Council agreed that an amendment should be made for non-profits. The 'Doing Business in Winnipeg By-Law,' No.91/2008 was therefore amended to waive the license fee in "some situations." The amendment states "the designated employee may waive or reduce the license fee imposed...for an event that will not be or has not been conducted for the preponderant purpose of earning a profit; or a business that has not been or is not being operated for the preponderant purpose of earning a profit." As The Village Market was the first to appeal this bylaw, the amendment now saves all non-profits from experiencing similar difficulties.

That same first market day, the health officer informed a number of the vendors selling prepared food that they were also operating illegally. Many of these vendors sold at the large destination market in Winnipeg, St. Norbert Farmer's Market, and were surprised to learn that the enforcement of some City regulations

depended on the health officer in the district. The following week, the director of the Environmental Health Department arrived to attempt to clarify things with us as a host and the vendors. It was evident that few people, including the health officer designated to us, were clear on what the rules were for farmer's markets within the City boundaries. St. Norbert Farmer's Market, it turned out, was not within the City of Winnipeg's jurisdiction and therefore followed provincial guidelines that are more lenient. As there was no single person contact at the City for farmer's markets or similar events, the vendors and myself had been given vague and even conflicting directions regarding food handling and preparation. The director clarified these for us and proceeded to amend the relationship between the health officer and us the previous week.

Establishing a new farmers' market in Winnipeg was a lengthier and more challenging process than initially expected. I found it surprisingly difficult to navigate the city departments and get a clear answer from a number of employees. As a city planning student I contemplated how difficult and daunting it would be for a citizen of Winnipeg to navigate it without the training I was lucky enough to have. I also discovered, later in the year and well into the market season that there were a variety of internal changes occurring that may have contributed to the confusion in the environmental health and bylaw department. In essence, nobody was comfortable answering my questions with 'I don't know,' so they continually just passed me on to another city employee.

The last market day was on Thursday September 25th, 2008. The weather had been fantastic the whole season and we had no red flags raised from the City after the initial challenges. The partnerships were critical in establishing this market and it appears that this experience paved the way for others. Without the help of the local Councilor Gerbasi, the required amendment to keep us operating would not have been possible. Regardless of the assumed car culture in Winnipeg, parking was never an issue and few people had complaints that we provided only for pedestrians and cyclists.

Many of the vendors were new business start-ups; the market provided them with high exposure and the opportunity to test out the retail market with little expense and risks. The relationships that developed between the vendors themselves were apparent to anyone involved. As the second season continues, these vendors have remained in contact and enjoy this new type of community as much as the selling at the market itself. The larger community has taken note of the market as well and people are constantly commenting on the lack of negative activities occurring in the space; it is strongly agreed that this type of positive activity has deterred much of the previous negative activities.

Challenges to address for the future are easily identified and align with the literature and what other market managers have mentioned. The self-perpetuating circle of vendor-consumer relations continues, whereby vendors stop attending when they make too little money and customers stop showing up when vendors begin to peter out. Educating the vendors on basic business practices such as this

proved a challenge. As the market manager I was constantly re-evaluating what my role was or should be. I am certainly no business or retail expert but there were basic business principles that were easily identifiable that some vendors failed to see themselves. Displaying their wares in a desirable, accessible and attractive manner seemed to be difficult for some vendors and it was difficult to express this to them in a comfortable and polite way.

Lucky for us, the sense of community that evolved between the vendors themselves helped encourage some to regularly attend regardless of their sales. For many of them, this benefitted them socially and economically. The most reliable vendors established the strongest and most faithful customers. One vendor has established a new community-shared agriculture (CSA) out of the customer base from this market. It quickly became apparent that asking farmers' to attend more than one market a week is unrealistic. Us urban consumers appear not to appreciate that every day at the market where we want to 'meet our farmer' is one day away from the necessary farm work for the producer. Finding a balance between consumer desires and the producers reality is important.

Without prepared foods on site it was difficult to keep the customers at the market. Especially with the ability to sell beer when there is entertainment occurring, it is necessary to have ready-to-eat foods available. It was out of the scope of the first year of the market to raise this concern with the City however. Similarly, having to regularly alert the media to take an interest in local food and neighbourhood level initiatives was difficult after the market's launch. This became

too much work for the first season with only myself running the market and the Theatre staffed by a single person throughout the summer.



Figure 5.11: Temporary signage at the ‘circle’ along with a banjo musician invite consumers into the site.
(Source: Wiseman 2008).

5.2.1 Public Education

By establishing a weekly community market and gathering place, a greater social connectivity amongst neighbourhood, city-wide and rural individuals has been established. Knowledge sharing, cultural exchange, educational booths and mutual experiences has drawn citizens together and created new awareness and comprehension surrounding sustainability and food resources.



Figure 5.12: A customer discusses his purchase with the local honey producer.
(Source: Wiseman 2008).

The market created a number of partnerships related to public education in the first season. Partnerships with community and environmental development organizations and charitable groups such as the Manitoba Food Charter and the Harvest Moon Society led to a more direct relationship between community needs and responses and encouraged a stronger sense of civic pride. Increasing awareness of like-minded organizations has created relationships that are not only useful to market customers and vendors but help embed the Gas Station Theatre as a community-based institution. A list of organizations and vendors who participated in the first season are provided in Appendix 6 to illustrate the assortment of choice for customers.



Figure 5.13: All ages and interests are encouraged at the market, where educational booths invite visitors to learn about local initiatives.

(Source: Wiseman 2008).

5.2.2 Sustainability Promotion

Sustainable practices were promoted at the market through community booths and tables, brochures, and interactive installations; groups such as the Climate Change Connection, the Manitoba Food Charter, and the Compost Action Centre have all participated in educating market visitors. Such groups highlight community initiatives revolving around local food resources, water, land and wildlife conservation and management, and dietary health issues. Further sustainability was promoted by encouraging vendors and visitors alike to utilize non-motor powered transport to access the weekly market, expending less fossil fuel emissions and reducing congestion that, immediately benefits the health of the local ecosystem

and city population. Environmental benefits of creating a weekly community market are not only the reduction in fossil fuels in consumer transportation but also that used in conventional agriculture and food transportation systems. By supporting local producers through a direct marketing avenue, customers are indirectly protecting agricultural land reserves, ensuring quality farm land remains viable for future generations. Through consumer interaction with local producers, it is the hope that market visitors will become increasingly keen on urban backyard gardening themselves; or, at the least, more aware of the need for conserving land, water, and food resources. Consumers will be exposed to a wider variety of foods and introduced to more local and native foods. Finally, the market operates as a plastic-bag free shopping area, the first collective effort to do so in the city.



Figure 5.14: The Landless Farmers' Collective use this bicycle, here shown transporting a rototiller, to transport produce from their urban agriculture plot at the Pan Am Pool on Grant Avenue to The Village market.

(Source: Wiseman 2009).

5.2.3 Local Food Promotion

According to community nutritionist Gail Feenstra (1997), local food systems “are rooted in particular places, aim to be economically viable for farmers and consumers, use ecologically sound production and distribution practices and enhance social equity and democracy for all members of the community.” Through direct marketing, the reasoning goes, family farmers can receive a larger proportion of the income generated by their crops, even out their cash flows, and reassert farm-level control over their production decisions (Maggos 1987; Welsh 1997).

Consumers obtain fresh, high-quality farm products at reasonable prices, as well as unusual local specialty foods (Lockeretz 1986). For every dollar spent at the market, another two dollars ripple through the provincial economy; in Ontario alone, sales at Farmers’ Markets total almost \$600 million, leading to an overall economic impact of \$1.8 billion (Farmers Market Association of Ontario 2004). For every one person selling produce at a market, another two are working back on the farm. 60 to 70 percent of visitors to markets also make their way to other businesses within the same neighbourhood (Farmers Market Association of Ontario 2004).

The diversity of vendors at The Village Market represent a range of local food production. One vendor operates a small-scale organic family farm and also a community-shared agriculture site (Figure 4.14). Community shared agriculture consists of a group of individuals who pledge support to a farm operation so that the farmland becomes, in essence, the community's farm, with the growers and consumers providing mutual support and sharing the risks and benefits of food

production. CSA's focus is usually on a system of weekly delivery or pick-up of vegetables and fruit in a vegetable box scheme, but also could include dairy products and meat.



Figure 5.15: Blue Lagoon Organics is a certified organic small-scale family farm that also operates as a community shared agriculture site and uses The Village Market as their weekly pick-up point for their urban members.

(Source: Wiseman 2008).

There is a group of individuals who sell their excess produce grown in a municipal community garden plot (Figure 4.13). Community gardens provide opportunities for individuals and groups to grow their own food, strengthen neighbourhood connections, add to the enjoyment of green space, and promote an awareness of the local environment. These two vendors participate in the market as they feel it is a great educational and social vehicle and demonstrate the potential food production from a city plot and educate consumers on buying and growing local organic produce. They also enjoy talking to other organic farmers to share information and

knowledge; participating in the market has become a rich learning experience for them.



Figure 5.16: A vendor sells produce grown in her municipal community garden plot.
(Source: Wiseman 2008).

The University of Manitoba Student Farm also sells their excess produce at the market at non-profit prices (Figure 4.16). The U of M Student Farm is a '*cooperative initiative that seeks to steward a student managed, organic, sustainable farm that provides food, a place for community building, multidisciplinary education, research and outreach.*' The Student Farm is establishing a place to foster the growth of ecological literacy amongst the University and wider community as students often lack the means and opportunity to access reliable fresh produce, especially organic; to engage with students and community members from a diversity of backgrounds and disciplines; to experience local food products associated with a distinct locale;

to participate in hands-on experiential learning and skill generation; to participate in student-run cooperatively driven projects; and to share knowledge with the local community.



5.17 The University of Manitoba Student Farm sells organic produce grown on a 2-acre site on the Fort Garry campus. Their prices reflect their goal of public education and community outreach.

(Source: Wiseman 2009).

5.2.4 Small-scale Business Enterprise

The market at the Gas Station Theatre is particularly keen on encouraging new businesses by providing commercial space for those producers and artisans who do not have access to a commercial market. This is helpful to both young and experienced entrepreneurs alike who may grow into store-front or larger-scale businesses of their own. Vibrant and busy markets are also great places for entrepreneurs to form stronger partnerships with other business interests, as well

as their consumers. The benefits of a local community market can be seen by the sheer number of vendors, visitors and participants attending weekly. Further, the number of individuals trying new environmental and social practices or participating and volunteering for the organizations attending the market are all indicators of a successful market program. Community markets also support an older, more traditional way of life: the family farm. While large scale agriculture corporations and expanding suburbs are threatening smaller scale farming, markets preserve an integral part of Manitoba's heritage.

From the Theatre's perspective, the Market was an inexpensive way to significantly change their role within the community and City. Though time consuming, it was worth the Theatre's time to send out 'Calls for Support' to local businesses, political supporters and other like-minded organizations. Major sponsorship came from four organizations who donated \$500.00 each to help the start up of the market. As the market coordinator, I also successfully applied for a provincial grant from the Sustainable Development Innovations Fund and a local credit union, Assiniboine Credit Union. Without a market employee, getting volunteers to write grants and knock door to door for support may be difficult. As a non-profit organization, the OVCC and GST does not have to make money; however without these kinds of support the first year of the Market would not have been possible. We also chose to charge 10.00 a table per week to ensure almost anybody could afford to participate in the market. The first year funds assisted with permit fees, hydro expenses, purchasing tables and chairs, and honorariums for musicians. Partnerships with other Winnipeg events such as the Fringe Festival allowed us

access to other equipment such as tents, and were essential in helping making the first season a success.

4.2.5 Public Space

As mentioned, the site of the Gas Station Theatre itself is known within the city and within a wider national context for being a contested outdoor space. We found after the first season of the market, that the best way to deter negative activity was to fill the space with positive activity. Figure 4.17 shows a local massage therapist using the space as a temporary massage room; many customers find her space a welcome calm from the noise and traffic of the busy neighbourhood.



Figure 5.18: Creatively using the space, one vendor sets up a temporary massage room every week at the market.
(Source: Wiseman 2008).

Capitalizing on existing yet underutilized urban spaces is an important strategy in promoting more resilient and sustainable cities. Too often, sustainability efforts focus on new projects that require new resources, ignoring the spaces within cities

that have inherently sustainable characteristics such as good location, population density, accessibility and high visibility. The choice of this corner site for the market builds on the potential inherent in the space, requiring no new infrastructure and minimal adaption. The site has many characteristics, including outdoor hydro access, a small parking lot for vendors with trailers, evening lighting, water facilities and washrooms that lend it to hosting a food event such as a market. Though there were no changes made to the site that required a change in designated land-use, it was still surprising that nobody directed us towards the Planning, Property and Development Department. The site has been contested for years and a change in weekly use that moves it towards a more safe, public space could have been cause for the Planning Department to take note.



Figure 5.19: An impromptu dance performance at the 'circle' invited curious pedestrians into the market, and questions of where one could get dance lessons.
(Source: Wiseman 2008).



Figure 5.20: Girls practice hoola-hooping at the 'circle' while a graffiti artist's new work on the planters.
(Source: Wiseman 2008).

5.2.6 A Model Market

The Village Market is unique within the City of Winnipeg where there are very few weekly farmers' markets, and none that directly address issues of safety and contested open space. As previously mentioned, no models for this type of reclamation of urban space exists, lending the market to becoming a best practice for other similar sites. There are also no other projects such as this which create so many partnerships between various groups- the coordinators and most of the weekly volunteers are from the Department of City Planning at the University of Manitoba as many of the students were involved in a re-development studio based on the Gas Station Theatre in 2007. The involvement of a wide array of social and environmental community organizations along with the musicians, vendors and

artisans participating are largely people who currently do not perform or sell their wares commercially. Providing a space for all of these groups and individuals to come together and consistently exhibit their wares or talents is a new concept in the neighbourhood and larger Winnipeg area. The diversity of individuals who assisted with the start-up, from the City, community, and Theatre itself, has helped solidify the Theatre's position in the city as an advocate for community needs. It is hoped that this market will become a precedent for other spaces in other municipalities across Canada and North America who have faced similar obstacles.



Figure 5.21: Long-term friendships and partnerships developed during the first season of the market between vendors, amongst vendors and consumers, and urban and rural residents alike.

(Source: Wiseman 2009).

Further, innovation in environmental and social sustainability goes beyond just reducing carbon footprints and using new technologies. Providing citizens with the opportunity to directly contribute to the long-term sustainability of their

neighbourhood is finally being recognized as just as important as encouraging sustainability at the larger policy level. Recognition of the importance of these initiatives at the neighbourhood level is increasing; the new LEED Neighbourhood program is a good example of this. LEED for Neighborhood Development emphasizes the planning, design and construction of compact, walkable, vibrant, mixed-use neighborhoods with good connections to nearby communities. The LEED for Neighborhood Development Rating System integrates the principles of smart growth, urbanism and green building into the first national system for neighborhood design. LEED for Neighborhood Development communities are: locations that are closer to existing town and city centers; areas with good transit access; infill sites; previously developed sites; and sites adjacent to existing development (U.S. Green Building Council 2009). Markets fit perfectly into the notion of smart growth, urbanism and green building. Most occur on infill or already existing spaces, have few new infrastructure needs, and must be walkable and easily accessible.

After the first few markets, consumers and vendors began to inquire more into the potential of a market at this site. With the help of a number of vendors and board members, a mission was established for the market that aligned with the OVCC's vision so as to ensure it was continued in the future as it had been planned from the onset. The mission of the Village Market is to:

...create a safe and welcoming space to connect local producers and consumers in sharing local food and art resources, while strengthening environmental, social and economic community capacity and development.

The Village Market therefore gives preference to producers and artisans who reside within 100 miles of Winnipeg or operate as a cooperative. Objectives to meet this goal include: providing local residents with local produce within walking distance to their homes; providing local food and art producers with inexpensive, safe and reliable commercial space; creating a safe and welcoming outdoor space at the site of the Gas Station Theatre for the community to use and engage in; to educate urban citizens on rural ways of life, environmental and social resources, and environmental conservation; providing volunteer and educational opportunities for youth and students; and assisting individuals and groups in connecting and collaborating on local projects.

5.3 Lessons Learned

The demonstrated need for more local food options and walk-able neighbourhoods can be seen in the increasing popularity and awareness of food security issues. Most citizens are now aware and most likely concerned about the affordability of quality food products as well as their ability to access them from a reliable source. In the last two years alone, the media, books, academic literature and films have been consistently bringing issues of living more locally, such as the newly popularized term for a local diet being coined as a “locavore,” to the forefront.

There are number of lessons that have been learned from The Village Market experience that I argue can be transferable to other markets across Canada. First, signage is an important factor in creating a highly visible site. Signage is a determining element for attracting new customers and reminding returning customers of a market’s presence. With not easily visible signage, permanent or

otherwise, The Village Market lacked the opportunity to establish the Market as a well-known event within the community. The significance of the building with which a market is associated with can also contribute greatly to a market's engraining itself in an area. Unfortunately, the Gas Station Theatre itself has a history of poor signage; the Theatre site is often mistaken as being home only to a fast food venue it leases commercial space to. Nonetheless, the Gas Station building site has the potential to emerge as a landmark within the City if the Theatre continues to strengthen its social and architectural presence in the community. Simple things like sidewalk advertising with chalk, temporary vinyl signs strung around the neighbourhood and Facebook groups attracting many people for the second season of the market, but we failed to recognize this in the first year.

Surprisingly, few issues arose regarding the provision of consumer or vendor parking. It is often said that the development of a farmers' market in an accessible location can assist in creating an energized area where the major transportation concern becomes not the vehicle, but the pedestrian (Johnston 2002). A neighbourhood like Osborne Village, though dense and already quite pedestrian friendly, is an exception in Winnipeg where personal vehicles dominate the roads. There is no doubt that the market's proximity to a number of major arterial routes contributed to consumer's traffic and assisted in producer's easily accessing the space. It appears that when provided with multiple alternatives, such as bus, cycle, and walking, Winnipeggers parted easily with their vehicles. In contrast to the automobile, which separates people from the environment, and, consequently, each other, farmers' markets tend to invite leisurely walking and sociability among the

customers and vendors, creating an intimate relationship between the pedestrians and the urban environment. Making people feel safe and comfortable in the space encouraged them to linger and repeatedly visit; the longer they visited, the more reason to leave the car at home. To further encourage alternative transportation methods, new bike rack facilities will be installed at the end of the second season and rewards for those who do not drive a personal vehicle are being considered through a partnership with the Transit Authority.

One of the elements that arose with all market members was the promotion of public health at the City of Winnipeg. Though we made no groundbreaking changes at the City or directly challenged the Environmental Health Department, every individual who came in contact with the Department is now questioning the concept of health the City is promoting through its policies and food guidelines. We are clearly biased towards food that are unhealthy. For instance, a permit is not required if we were to only sell pre-packaged hotdogs, pop and chips. However a costly permit is required for anything involving local product, especially organic product, which is not produced in a designated commercial kitchen. The City's health promotion therefore passively encourages high-fat highly processed foods by putting restrictions and barriers for selling anything else. Farmers' markets are beginning the shift towards larger public health goals that take a holistic vision of public health by encouraging more local, more fresh produce, more organic and more transparency in where foods come.

The importance of establishing good working relationships with all related individuals concerned, whether it is municipally or within the community, cannot be over emphasized. A strong connection with the local councilor saved us from paying fees far beyond the Theatre's means. Being at the table for this change was a way to connect the non-profit world with the municipal one, building trust between them and helping each side see the value in the other. Seeking support from departments not seemingly at all related to a farmer's market, in this case the Film and Special Events Department provided valuable insight into how to efficiently navigate the municipal system. Food is not an inclusive interest or a single entity's mandate. It is difficult to separate food from nearly any other community value, whether this is health, planning, events, transportation or infrastructure as food so deeply affects all aspects of human life. In the case of the bylaw amendment, we initially felt deflated and had nearly given up when we first heard of the enormous weekly fees. However, rather than seeing the fees as a threat, we saw them as an opportunity. We were a case that the city had just failed to see when they had draw up the bylaw. By persisting, we have saved countless other community initiatives from giving up in the face of financial adversity.

5.4 Conclusion

Beyond the local and regional details of The Village Market, it is clear that there are larger implications that local markets have for food systems. Most importantly, the establishment of a new market brought food culture back into community discussions. Market visitors and vendors have begun the discussion related to local and global food issues, a discussion that is critical if we are to make a

transition to a more sustainable food system. For example, the choice to not provide parking began conversations around transportation planning, bike routes, and potential partnerships with the transit authority for those shopping at the market and more. The notion that a market had never been attempted in the densest and busiest neighbourhood in Winnipeg arose constantly; many now know the barriers involved in beginning a new market as well as the ability to change these barriers that allowed us to launch. Though various interviewees and market participants mentioned that the City of Winnipeg manages by detail rather than policy and cost is put above most else, people have begun to get excited and involved in the limitless possibilities than their city spaces have and their role in helping create them.

The diverse elements of this market emphasize the holistic nature of food systems. The environmental, social, economic, educational, health and land-use elements of this market alone help urban inhabitants better understand and engage with the complexity that is the environment, urban and rural. There is no one-size-fits-all solution for communities to deal with these issues, but it is planners role to help people grapple with these complexities and to see how the interconnected parts fit together. Planners have a real opportunity, both professionally and personally, to embrace the public excitement for local food and to help communities figure out what can be done. Communities are unique and diverse and there is no one-size-fits-all solution, but starting the discussion is half the battle. The Village Market is clearly an experimental market as it was necessary to question and explore other possibilities than the ones the City presented as 'the way' to do things. If we had not pushed the boundaries and raised questions, no change would have

ever come about. With no precedent of an urban farmers' market with prepared foods within the City itself, employees who had no experience with starting up a market, making it was a learning experience for everyone involved and therefore a valuable case study.



5.22: A transition to more sociopetal space. The Gas Station Theatre's many events compliment the market as they draw new visitors who may otherwise never have known of the markets existence. The enclosed space fills quickly as people line up from the door of the Theatre, utilizing the moveable concrete tables and creatively using the 3-foot high planters as seating.

(Source: Wiseman 2009).

Approaching municipal regulations as possibilities rather than restrictions appears to be, in my opinion one of the best ways planners can contribute to the development of more sustainable cities. Regulations and bylaws are put in place to direct growth and change; the direction in which these changes go need to be established not just by the municipal representatives however, but by us as citizens and community groups as well. Agencies such as food policy councils, for example,

provide an opportunity for established shared visions between citizens, professionals and city representatives that may lead to more realistic, appropriate and mindful policies.

Chapter 6: Conclusion

Food is the most devalued commodity in the industrialized West, because we have lost touch with what it means. Living in cities, we have learnt to behave as if we did not belong to the natural world; as if we are somehow distinct from 'the environment.' Rather than see ourselves as part of it, we see it as something to exploit or control from the outside, or (once we have messed it up enough) to try and save. We forget that we are animals bound to the land; that the food we eat links us directly to nature. We stuff ourselves with chicken without a second thought, but if we were locked in a room with a live hen and a sharp knife, most of us would probably starve. We have forgotten the ancient lesson of sacrifice; that life is part of a cycle, and that effort and, ultimately, death are necessary in order to renew it.

Steel, Hungry City

This research project sought to examine how urban inhabitants have become disconnected from their local and regional environment and how food can assist in rectifying this disconnection. It would appear that today, cities are slowly coming full-circle from their historical past as more people are recognizing the importance of having natural system processes visible and accessible to the urban inhabitant. Urban agriculture and aquaculture, community and rooftop gardening, farmers' markets and local food retailing are all examples of a burgeoning movement towards reclaiming urban spaces as places to produce and engage with what humans require for survival.

The small but thriving urban farmers' market movement has been presented as an opportunity for planners to assist in re-engaging urban inhabitants with their local and regional natural environment. This final chapter seeks to synthesize the research results and their implications for the planning practice as well as providing a 'road map' for the future of food in urban environments. On the left of Figure 6.1, the dominant issues facing the current food system are shown and the future of food

systems for a more sustainable city, on the right. Markets can act as the fulcrum in these systems by finding a balance between the current system and its associated weaknesses and the opportunities that a local food system offers. Markets provide an alternative to the dominant industrial food system by actively addressing the inherent weaknesses and supporting those who are committed to an alternative. They allow urban inhabitants to explore and engage with the stewards of our land and resources. The outcomes of this research all fall within one of the opportunities listed; the literature supports these opportunities as both historically and currently, these alternatives have proven themselves as a dramatically different and more sustainable approach to food provisioning.

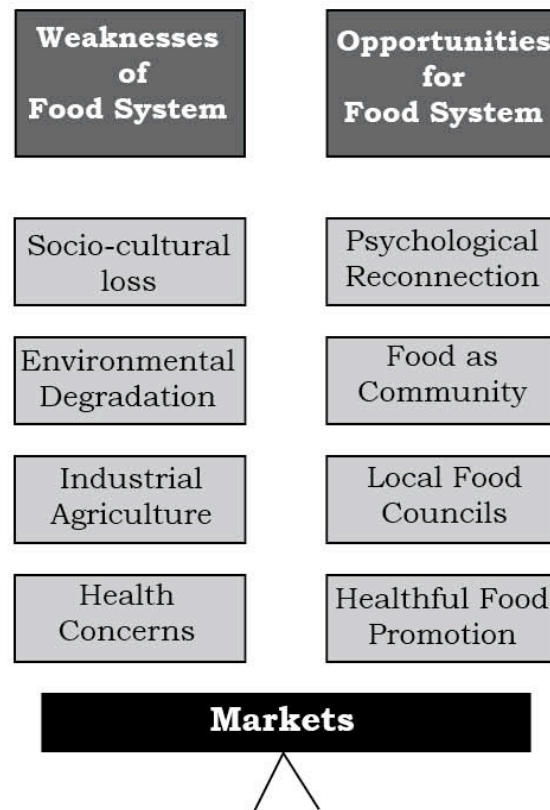


Figure 6.1: Finding a balance in the food system with the industrial food system on the left and a opportunities that a more localized food system offer.
(Wiseman 2009).

6.1 Synthesis: Implications for Planning Practice

The following section revisits the research questions stated in the introductory chapter of this document. The subsections below seek to synthesize the findings from this research as they directly relate to these questions.

6.1.1 In which ways do cities disconnect urban inhabitants from food production systems?

The sense of anomie that Hester (2006) discusses, a feeling of placelessness or lawlessness, is becoming a commonly known consequence of the increasing urbanization of the world's population. Fewer and fewer opportunities are available for urban inhabitants to actively engage with the resources upon which cities depend; parks are places of recreation and relaxation and backyards remain firmly within the private realm and overwhelmingly exist for purely aesthetic reasons. Urban infrastructure hides the natural processes that support both urban and rural environmental processes by paving fields and re-directing streams and draining marshes. Activities that were once necessary for everyone to engage in -- managing one's wastes, growing food to feed one's family-- have been pushed further from urban areas as they have deemed incompatible with an urban way of life for their sounds, smells and lifestyles. The result has been an increased separation between rural agricultural way of living and urban living. The town and country disconnection has led to an urban population that knows little of the resources required to feed it. And now, as threats to rural agriculture escalate from environmental degradation, industrial and corporate agriculture and a declining rural population, people are beginning to reexamine opportunities for cities to enter into food production once again. Further, as suburban development draws human

life away from many cities downtowns, activities surrounding food such as vibrant public markets are being presented as possibilities to regenerate and invigorate urban cores.

The Village Market exemplifies the possibility for community members and planners to reverse the trend of corporate decision-making around food by taking back the spaces that already exist within their own backyards. Though the bones of the urban fabric may already be laid, there remain endless possibilities to look more creatively at what already does exist. Further, as food becomes an increasing concern to citizens, the mobilization surrounding local food movements will only grow in strength. Food has always shaped cities, and continues to. However today, there is a difference. Today, it is overwhelmingly in corporate hands where goals are very different than the promotion of public and environmental health.

“Supermarkets enjoy the same monopoly over food that markets once did, but unlike markets, they have no civic role to play” (Steel 2008 p145). Arguably, urban citizens are required to follow them to wherever they build their stores, leading to the notion that control of food gives control over space and people. If a consumer is to choose otherwise, they are faced with the prospect of spending more time and therefore money on a trip that may have, once, been met by visiting the neighbourhood market.

The Village Market shows that innovation in environmental and social sustainability goes beyond just reducing carbon footprints and using new technologies. Providing citizens with the opportunity to directly contribute to the

long-term sustainability of their neighbourhood is finally being recognized as just as important as encouraging sustainability at the larger policy level. The Market has spurred discussion of the role neighbourhoods can play in Winnipeg's future as a sustainable city; individual's and community organizations are brought together in one space to discuss and share their visions for their own city. Food is at the forefront of this discussion. Food transcends research fields, municipal departments, and individual interests as it is a basic necessity of life. After the conversion of the Gas Station Theatre site into a bustling urban market, conversations about other city spaces as sites for food provision and places for rural and urban citizens to engage have become common. Food conversations almost always naturally lead to discussions of the resources necessary to produce it- few urban inhabitants have the chance to learn exactly how producer's grow their food and the resources and expertise it requires. Food has been recognized by the market customers and vendors alike as one great opportunity to re-engage with their local and regional natural environment.

6.1.2 In what ways can urban farmers' markets assist in reconnecting urban inhabitants with their food?

Though small in size, the diversity at The Village Market has exposed urban inhabitants to a broad range of local food products. Market consumers can obtain produce and fish harvested that very morning, meat slaughtered the day before, and preserved and canned foods from their own regional environment. The Village Market is deeply connected to the local and regional environment of Manitoba through its 100-mile diet policy, similar to other markets 'buy local, sell local' policies. Though producers that wish to engage in direct-marketing have few

choices but to sell at the nearest market as travel distances limit their mobility, it is important to make a market as convenient and accessible as possible to every producer. Most of The Village Market producer's, for example, have little experience traveling within a large urban centre and are uncomfortable navigating a city like Winnipeg. They are further deterred from attending by the fact that every day at the Market is one day away from the necessary work of the farm. As this face-to-face interaction is one of the strengths of true farmer's markets, being attentive to the unique needs of the rural vendors as much as the urban consumers is critical. At the same time, it is important to recognize the seasonality of some producer's products and be cognizant of the need for vendors that specialize in only one product and require different treatment than regular producers. It is the producers after all, that create the opportunity for this face-to-face interaction for urban citizens; this was one of the most often cited strengths of The Village Market. Ensuring continuity in this was a challenge; avoiding the cycle of consumers not attending, leading to vendors failing to show up, was an obstacle in the first year. However the few vendors that showed up every week were rewarded as their reliability fostered strong consumer followings. One of vendors even began a community-supported agriculture (CSA) membership from his vendors at The Village Market.

The mutual learning that arises from the connection of rural and urban lifestyles is imperative for value and respect to be placed on individual's role in society. The producers that frequent The Village Market are responsible for more than just feeding us however; they are the stewards of the environment for future generations, both human and non-human life. They have inspired many customers

to play a more active role in what they eat and realize that their food choices matter. Vendors such as the group that sell excess produce from their community garden on a City owned plot participate in the market exclusively to education customers on urban agriculture and organic methods. Blue Lagoon Organics, the small-scale organic family farm, distributes recipes along with bags of produce that have an entire meal in them. Stefan, the main Blue Lagoon producer, grows four or five varieties of every vegetable and encourages customers to purchase one unknown species each week. These species tend to be more bizarre to the average urban citizen and usually generate a flurry of discussion over the product's history, growing requirements and nutritional value. The Landless Farmer's Collective grow their produce, as previously mentioned, on the Pan Am Pool site, a public recreation centre. They invite any customers out to visit their site and help out in the garden in exchange for free organic produce. All of these vendors have challenged and reframed the notions of 'agriculture' and 'rural' in the minds of many market consumers. These vendors are creatively re-establishing food production as a sustainable and intriguing way of life and work, piquing the interest of consumers.

The Village Market has shown that food can play a significant role in drawing people out of their homes and into their public spaces. How people arrived at the Market was one method explored in promotion of the Market. The Market encouraged alternative modes of transportation for all market visitors, vendors and customers alike. Not only does this expend less fossil fuel emissions and reduce congestion, it promotes modes of mobility that embed people more deeply to place. Walking, cycling, running and even taking public transit are place-based activities

that necessitate a more detailed knowledge of one's locale than driving a private motor vehicle. Opportunities to interact with the local environment through travel can therefore be promoted passively, as is this case, or more actively; it is the hope that in future years, the Market will develop a partnership with the Transit Authority to make it easier to arrive at the Market than in a car. Though the Gas Station Theatre site has few natural environmental features of its own, food has invigorated the space by drawing human life into it. Elderly residents from the Villa Cabrini next door to the Theatre feel safe to venture beyond their doorstep and into the market that makes all of life's processes clear, from germination to birth to death.

6.1.3 What can be learned from the experience of The Village Market in Winnipeg?

The concept of an outdoor market was initially born out of a desire to reclaim the hotly contested and poorly viewed patio space at the Gas Station Theatre. Though the space in which The Village Market is held is technically private, it is like many such outdoor spaces and has always been viewed by the community as a public area. Encouraging the public to use the site as their own space has been critical in ensuring a safe market and maintaining a positive public perception. Rather than fighting against the public using it, inviting them to make it their own through graffiti art, public seating, free events and music, and the provision of a diversity of events that cater of all tastes and styles, the Gas Station Theatre has successfully created a stronger and safer community space. Such initiatives have in turn strengthened the community bonds and cohesion by a diversity of ages, backgrounds and interests into the space at various times and days.

It is important to recognize that in starting a farmer's market in this space, the Theatre has chosen to cater to a certain demographic and interest with the community. The 'negative' activities that had plagued the space for years, though perceived as unsafe and undesirable, were activities for a certain group nonetheless. The local food movement has been called by some, including Barbara Kingsolver in her recent book, *Animal, Vegetable, Miracle* (2007), elitist. Though it was out of the realm of this project to provide for every citizen who has used the space in the past, it does need to be noted that by promoting an event such as a farmer's market, we are serving a certain demographic and population who can afford to shop there. The Theatre's doors are always open to any community member who respects the space and for a long time the focus of the Theatre's programming has been on more high-risk and at need groups. Whether they need a respite from the sun, washroom facilities or otherwise, the underlying belief of the Theatre is that it is, above all else, a community facility. In the first season we had contacted Winnipeg Harvest, a local food bank, to provide them with fresh excess produce after the Market. They required the Market to deliver the produce however and we lacked the resources to do so in the first season. Therefore in the future of the Market, it would be important to examine opportunities to have more food options to serve wider populations and interests. I think a focus on providing *options* for all community members would be an appropriate future goal of the Market and various partnerships could assist with this. A pilot coupon program from Manitoba Agriculture, Food and Rural Initiatives and the Farmer's Market Association of Manitoba was supposed to launch in 2009. The program would have provided

coupons to a number of community organizations that supported lower-income and single parent households to encourage them to visit local markets and purchase healthy, local foods. The program never occurred however.

The notion of community and who constitutes community therefore comes into question. The Village Market truly sought, within its abilities, to become a weekly community market and gather place. Customers mentioned the social connectivity and interaction that has occurred at the Market amongst neighbourhood, citywide and rural individuals. The cultural exchange and sharing of knowledge that can occur in a safe, comfortable and inviting space such as the Market can only be fostered through attention to the unique needs of an individual community. Much of the success of The Village Market is in its strong but reliable community following and this is, in part, due to the Gas Station Theatre's commitment, outreach and inclusive attitude towards its neighbourhood. From the Theatre's perspective, the Market was an also an inexpensive way to significantly change their role within the community and City by broadening their mandate and changing their public perception.

For planning and land-use, The Village Market experience illustrates the importance of well-planned public spaces that are easily accessible, visible to all community members and that contribute to increasing the quality of life in cities. Many cities are no longer planned around the basic necessities of life as they once were; London's medieval plan, for example, "may seem irrational with its crooked streets, crowded spaces and lack of geometrical clarity. But seen through [a] food

[perspective], it makes perfect sense” (Steel 2008 p120). The streets of London were laid to ensure the efficient and swift transport of food from the rural hinterlands to market or processor, rather than be designed with only the private individual in mind. “Food shaped London, as it did every pre-industrial city, and as a way of engendering life and urban order, few things work half as well” (Steel 2008 p120). Mixed-use and flexible zoning, encouraging the creative use of spaces in ways perhaps unforeseen by initial planners and designers, and locating public squares at transit and transportation hubs are all necessary in promoting the adoption of more food secure cities. Capitalizing on the inherent attributes of a space, such as the Gas Station Theatre site, is also as important as focusing on new developments for promoting sustainability and more food secure cities. Allowing for such spaces at both the fine-grained neighbourhood level as well as the larger citywide level is key in ensuring self-reliant and resilient cities; The Village Market as a small urban market and the larger destination market of St. Norbert Market 20 minutes south of the City is an example of fine-grained and citywide initiatives that compliment one another.

Finally, The Village Market experience has promoted change in challenging well established beliefs in the way things operate at the municipal level. Anyone involved in the first season of the Market has learned that there are many interpretations for assumed terms, including that of public health promotion. Though food concerns should transcend city departments, at the City of Winnipeg it was falling through the cracks. Raising questions about long existing policies and regulations has promoted inquiry into the validity of them. Though the Market only really changed one bylaw

through an amendment in its first year, it certainly played a larger role in challenging issues that have never been challenged before. The Market played the role of an advocate for farmers and urban consumers alike through its start up and existence.

6.2 Policy Directions

Most importantly from a planning perspective are the relationships between urban growth and the subsequent effects on the surrounding environment. There is a general consensus that recent growth of human settlements has created a competition between the traditional urban land uses and agricultural ones (van Veenhuizen 2006). There is a need to maintain the potential for local food production while limiting the extent to which cities encroach on lands which currently, or in the future, may serve as agricultural spaces, both within and outside of city limits. Cities such as Winnipeg, Manitoba have not been designed in a manner that takes advantage of their local agricultural resources; this includes Winnipeg's geographical location on some of the most productive agricultural lands in Canada. "Cities could save billions of dollars in energy, food, drinking-water costs, and waste disposal while providing recreational amenities, local identity, and a sense of place" (Hester 2006 p2) by capitalizing on regional characteristics. Instead, cities often grow in a manner ignorant of local and regional characteristics. This has resulted in the creation of cities with little to differentiate one from another.

The following section seeks to answer the final research question of this project: *How can this case study inform future planning partnerships and policy directions towards more sustainable cities?*

6.2.1 Municipal Tools

The disappearance of food from urban planning concerns is of no surprise; “unlike, say, the demolition of a beloved landmark, food’s disappearance from cities leaves the urban fabric virtually untouched” (Steel 2008 p116). The loss of neighbourhood and larger central urban markets across North America is credited as one of many actions to contribute to urban degeneration and decay. Old Market Square in the centre of the Exchange District in downtown Winnipeg is a perfect example of this; the covered market building was demolished in the 1970’s though it had been the heart of downtown and an exceptional civic space. Once these food resources are shut down, people who preferred to shop there have no choice but to switch to the corporate supermarket. “What begins as a seemingly harmless ripple becomes a powerful and destructive wave” (New Economic Foundation 1992 p15) of community and urban change. Many, including Barton (2002), Johnston (2002), and Steel (2008), consider markets to be the original nuclei of cities. The Village Market has been considered such a success in large part due to its re-use of an already existing and contested urban space. The Market builds on the inherent potential of a long-standing community space with high visibility, safe and easy transportation access, a history of neighbourhood outreach and within the densest neighbourhood in Winnipeg. Originally a gas station, the site is now home to an art space and market; a better initial reclamation of a space is difficult to imagine. While more long-term possibilities to return the space to the community and further promote more sustainable urban lifestyles exist, this reclamation required few resources and was able to occur within a period of months.

Education and Advocacy for Food Choice

Returning some control to the consumer, the citizen, can be assisted by environmental planners in a number of ways. In the case of The Village Market, a blend of regulatory and non-regulatory tools would have been needed to support the Market start up; this includes recognition of food systems in official city plans, flexibility in bylaws and zoning for non-profits and new enterprises, tax-increment financing for brand new market start ups, public-private partnerships between local food businesses and the City or province, and food system planning approaches that connect all the necessary individuals towards a shared vision of a food secure city. Movements towards any of these tools show a city places a value on its local rural lifestyles and natural environment. Ensuring the feasibility of these tool's in the short-term is equally as important as ensuring their sustainability in the long-term if city administration is to become invested in the long-term quality of life of their residents.

For the lessons learned of The Village Market to become recognized and incorporated at the municipal level, the City needs view the market experience as an opportunity to include the food-related lessons in the next update of the City bylaw and recognize food in the visionary document, Plan Winnipeg. Identifying local food promotion and access as a priority in the City's official plan will lead policy directions and a long-term vision of where and how the city should develop, following broad level citizen engagement. Official plan visions that can be translated into city bylaws or neighbourhood plans can assist in identifying and capitalizing on the inherent environmental or natural characteristics of a community, city, and

region. If this were the case, for example, the Gas Station Theatre would already have been identified as a potential site for a community initiative such as this as the inherent potential the space holds is hard to miss in even a quick suitability analysis. Alternatively, establishing community markets on corner sites that formerly housed neighbourhood grocer can also meet a need that still exists yet was unable to sustain an individual business enterprise. Building on the existing strengths of an area or creatively re-using spaces such as urban greyfields, minimizes the resources required to build from scratch, supports existing transportation and urban design and can assist in transforming and regenerating older neighbourhoods. For the Gas Station Theatre site, a long-term goal to build on its inherent strengths may be to ensure local food provisioning is consistent throughout the year. Though leasing to Subway on the Osborne Street side of the site ensures reliable revenue for the Theatre, transitioning to a more similar-minded business that provides local food year round would help embed the values of the Theatre more firmly within the community. For the Market itself, more protection from the unpredictable threats would be useful; permanent sun and rain shelter such as awnings would help the vendors protect their food and make it a more comfortable environment for the consumers. Permanent signage that is highly visible from both Osborne Street and River Avenue is an absolute necessity for the Market and the Theatre. Many visitors to the Market mentioned not even knowing the Theatre was there, *"behind the Subway."* If the Market were to continue in the long-term and grow with the Theatre, a complete reconstruction of the site would be required. As the gas tanks from the original gas station remain under the site, an environmental remediation is

required for any construction to occur. The costs of this are prohibitive, but there has been discussion at the board level of launching a Capital Campaign to begin raising funds for a large-scale renovation of the Theatre. The success of the Market has helped the board and the community gain confidence in the future of the Theatre and dream of large projects such as this.

There are multiple policies that can aid in increasing individual's access to food sources that are local, affordable and culturally appropriate. Proximity is the single largest deterrent against healthful food choices (APA 2008) and most individuals will not walk more than 400 meters from their residence before utilizing motorized transport for a shopping excursion. One solution to this is to approach local food planning from a holistic perspective that includes examining transportation, land use, and urban design at the neighbourhood level in order to work with rather than against human habit. The Village Market case contains all of these key issues making it an informative case study. In this case, many of the ideal elements for a highly accessible urban site came naturally, and yet the site had never been identified, beyond the Giant Tiger fiasco, as having much possibility. Policies need not only encourage certain paths, but they may act to deter less desirable paths. For the Gas Station Theatre, that could have meant a strategy within the city plan that recognizes it as a desirable site for public use. Further, policies may support the assessment and mitigation of the negative environmental and ecological effects caused by and affecting food system activities, acting to phase out undesirable food practices. Methods to encourage citizens to frequent the market, such as public transportation discounts, food coupon programs or even a waive of

permit fees to help us limit charges to vendors would have been additional ways the City of Winnipeg may have supported the local food system and community.

Alternative Regulatory Categories and Partnerships for Markets

Supporting and assembling alternative regulatory categories for markets within bylaws or city plans is another way to promote their presence. Specific categories for markets such as guidelines for environmental health regulations, event permits, parking, liquor and food service establishments assist in clarifying requirements for potential producers and vendors as well as recognizing markets as a unique entity with different values than other city or business event. If the City of Winnipeg, for example, had specific food regulations for markets that recognized their open-air and temporary characteristics, educating consumers on the preparation and cooking side of buying local would have been much easier. Further, the promotion of local at the municipal and regional level is just getting off the ground in Manitoba through local food maps and buying local food guides. For the first season of the market however, few tools to education consumers existed forcing us as a new market to play that educational role. At the end of the second season, the Market produced a local food map through funding from Heifer International. The map details the values and missions of five of the Market's produce vendors and provides educational tools such as a seasonality chart and more ethical shopping advice for the urban consumer (see Appendix 5).

Public-private partnerships, or P3s, and other municipal, private and public relationships can be developed to support local and regional food production, processing and retailing. With no already established partnerships, The Village

Market and its vendors were forced to be innovative themselves. If one vendor, for example, does not sell out at the end of the market day, he bikes his produce down the strip of Osborne Village and sells the excess to local restaurants. Though questions of public health and corporate monopolies arise, he usually sells out his produce by the time he reaches the end of Osborne Street. To encourage market business start up in underdeveloped areas that we clearly were not, tax increment financing or TIFs can be used to encourage as TIFs create partnerships with local food retailers and community-based non-profits. TIFs may also act to encourage the development of temporary market or farm stalls where they previously may have not been possible. Encouraging public agencies and institutions that already hold public mandates and missions to more actively engage in food activities and provisioning is a first step for many cities as The Village Market illustrates.

Local and Regional Food System Planning

Quantifying the, traditionally, unquantifiable aspects of a local food system needs to be addressed. The development of local food system inventories and their economic, social, and environmental impacts at the neighbourhood, city, and regional level can provide a comprehensive recognition of their importance. An inventory of what already exists is the first step towards the creation of a community and regional food system that makes visible the links between the production, processing, distribution, consumption and waste management of food. The Manitoba Food Charter, which has a goal *to educate Manitobans about food security and sustainability of the food systems in Manitoba*, has started the movement towards a provincial food system inventory through its recent publication

“Manitoba Provincial Food Security Report: Manitoba’s Local Food System, Growing Healthy Communities.” Though provincial in its scale, the document outlines opportunities for action from the provincial government that will have implications for the City of Winnipeg as well.

A regional food system provides the opportunity to encourage a broad range of directives towards food security, including: the conservation of regional agricultural land and open space; the creation of marketing networks for local farmers, processors and retailers and consumers; the inclusion of principles of sustainability into planning processes to promote healthful food production and distribution that can lead to clean water, air, healthy soils, habitats and ecosystems; and lay out incentives and special zoning to integrate locally supported agriculture into all possible areas. Manitoba Agriculture, Food and Rural Initiatives (MAFRI) Department at the Province now has an Urban GO Centre with a mission to “promote understanding and appreciation of agriculture in an urban setting and increase public awareness about the impact of agriculture on the lives of Manitobans living in urban centre” (MAFRI 2009). Though little concrete initiatives have yet to be seen from the centre, opportunity exists for a regional food system policy and guide to develop from a department geared towards bringing the rural and urban together.

A Food Planning Precedent

The first planning policy guide adopted in North America that recognizes such control and seeks to encourage alternatives to it was the May 2007 policy of The American Planning Association (APA). The ‘Community and Regional Food

Planning' policy guide encourage[d] its members to "help build stronger, sustainable and more self-reliant local food systems" (Rich 2008). Adopting this guide was a progressive step as planners have rarely had the opportunity to conserve agricultural land for local food production rather than as a method of protecting open space. Though these are guidelines rather than enforceable policy as they come from the American Planning Association, planners such as Amit Ghosh, chief planner at the San Francisco Planning Department, believes they carry significant weight. He says that "among the basic necessities of life- air, food, shelter, and water- only food has been given short shrift by the planning community" (Ghosh in Rich 2008). Ghosh continues, stating that cities and planners need to recognize that food is a pillar of sustainable policy. The APA guidelines emphasize that a city which can supply and control its own food needs will have more say in what it eats, opportunities to eat fresher, healthier foods, and will be insulated from disruptions in national and global food distributions. Additionally, food grown nearby carries a significantly smaller ecological and carbon footprint and the food dollars spend on locally produced food have a greater chance of cycling back through the local economy (Rich 2008).

APA's Community and Regional Food Planning policy guide exemplifies the expanding work mandate of planners and the gradual incorporation of environmental planning concepts into every day policy. The role of the urban planner has changed from that of an "expert, technical designer of the future urban form to a facilitator of community needs and aspirations, often pushed or pulled by policy makers through various declarations" (van Veenhuizen 2006 p55). This role,

combined with the fact that planning is now widely recognized as the legitimate authority for managing land use within the constraints of democratic government (Kaiser et al. 1995) means that planners are well-positioned to initiate the dialogue necessary to advance real environmental change in urban contexts. The promotion of local food production at public, professional and bureaucratic levels through the advocacy of alternative and non-traditional use of urban space is very much now within the mandate of the urban planner. Encouraging the conversion of underutilized space to eventually become urban farmers' markets sites, for example, providing prescriptive schemes of urban, rural, and peri-urban connections and the inclusion of community food planning within a city's official community development plan, strategic plan, and visionary framework are all actions planners can assist in initiating and promoting.

Farmers' Market Directions

The research findings presented here can be distilled into two pathways that are critical for sustaining the farmers' market movement. The two pathways are complementary: the external (related to public policy) and internal (related to management) aspects. Externally to improve the sustainability of farmers' markets, public policy must be crafted to enhance the prosperity and security of farmers' markets. It is here that planners can assist in implementing the most useful changes for urban farmers' markets; these include secure accessible and safe public spaces, providing the necessary infrastructure and public transportation for markets, and recognizing farmers' markets as a unique entity within bylaws, permits, and the municipal fee system. At the same time however, improving the internal

management of farmers' markets by identifying and helping to resolve their issues are the other way to improve their sustainability. Compounding the local aspects of market management is the influence of national and global factors in the operation and success of markets'. For instance, internal management may identify the factors associated with the agro-ecozone of the region, while externally, provincial and federal policies and international trade agreements may either negate or support the regional food system and its participating markets. A recommended internal movement for The Village Market is the establishment of a cooperative consisting of vendors and community members. A cooperatively run market will ensure the market continues with a community-mandate, find a balance between vendor and consumer needs, and will require few extra staffing resources for the Gas Station Theatre. Externally, since the market's inception, a small urban farmer's market coalition has begun in Winnipeg. Though the Farmer's Market Association of Manitoba (FMAM) exists, it operates mainly in the Provincial realm and does little advocacy for markets within the City of Winnipeg jurisdiction. A united body that represents urban markets that face unique and different challenges to those operating in a rural setting would be an efficient way to advocate for changes within the City of Winnipeg. These two pathways, supported by Stephenson (2008), are the concrete planning directions necessary for the future of farmers' markets.

The internal and external pathways operate at various scales, as they recognize the fact that farmers' markets, from an urban ecology perspective, operate as a system. The urban ecological system referred to here, as defined by Steiner, (2002) is "a complex whole [and] a set of connected things or parts" (p21). Farmers'

markets operate as a system themselves- their parts are connected and affect one another- but they are also a part of larger systems, and so are directly affected by, and react and adapt to, influences from those systems (Stephenson 2008).

Recognition of such dynamic system change is often unmanageable from a policy perspective as municipal change can be slow or even resistant to such change.

However such systems are inherently resilient and sustainable as they are adaptable, reactionary, and flexible. The Village Market, thanks to its various levels of political and community support, was able to adapt quickly to unknown and unclear requirements from the City. The history and connection of the Gas Station Theatre within Osborne Village and the larger Winnipeg community assisted us in securing the resources, financial and otherwise, to make ourselves known and recognized at the municipal level. A newer market may face a host of issues unknown to us because of their lack of connections to a larger system. One method to solve such issues is embedding 'extension' services such as marketing education and hosting health regulation workshops for vendors, through partnerships with local business organizations or departmental partnerships at the City. Finding a balance between the internal and external issues would help ensure participants needs are being met while embedded the market itself within the larger community or municipal system.

6.2.2 Environmental Planning Directions

Environmental planning requires a rational-comprehensive and participatory framework, with elements of adaptive-incremental management and advocacy planning where appropriate. Environmental planning is rational-

comprehensive in scoping the inventory of what is already occurring; for example, the degradation of the regional connection between people and place has occurred quietly, a stream channelization here, grocery store relocation there, neither of which seem particularly harmful. “The cumulative effect is devastating on the livability of our cities and on us as human beings” (Hester 2006 p3) however, contributing to environmental and community anomie. Environmental planning challenges anomie by focusing on participatory methods that identify collective problems, objectives, and priorities. The Village Market experience including the research methods outlined here through Action Research has been an exercise in participatory environmental planning. Constant evaluation of the Market through weekly discussions with vendors and consumers, board member participation and the challenges with the City have made the Market a flexible and open system ready for change. The Market approaches the environmental disconnect from a different perspective than traditional greening of space.

For a long time, urban inhabitants had few options but to interact with the natural environment only within designed and designated green spaces, parks, or backyards that are all products of the current land-use designation or zoning system. Parks, street trees, and manicured lawns contribute very little to establish the connection between the environment and us, as they teach nothing of the capacity and potential productivity of the land (Barton 2002). Barton’s belief, which is also supported by consumer surveys, demonstrate that many people who are born, raised and live out their lives in the city simply do not know where the food they eat comes from. Most often, urbanites’ only connection with the productivity of

the land comes from packaged tomatoes on the supermarket shelf. He argues that contact with the land is a process from the past that must not let go of casually. Instead, "it is a basic part of the process of organic security. Deep down, there must be some sense of insecurity in city dwellers who depend entirely upon the supermarkets for their produce" (Ibid p54). Environmental planning is adaptive and incremental in its strategy, formulating various stakeholder alternatives to the identified impacts. Whether or not urban inhabitants themselves are aware of this insecurity is debatable; nonetheless, urban farmers' markets' are one initiative that addresses this inherent weakness of the global food system. Supporting the regional knowledge that still exists and promoting the creation and retention of new knowledge is critical in creating an informed future society. The implementation and monitoring of environmental planning solutions places emphasis on constant evaluation, modification and adaption in order to, for example, support the retention and evolution of land-based cultural knowledge in rural areas and the spatial practices that support knowledge such as that which exists within urban farmers' markets.

Such place-based connectedness is a particular way of planning and design thinking identified in environmental planning that maximizes mutual benefits by expressing fundamental associations- often unknown or unseen locally- between parts of an ecosystem, a city, or an individual site (Hester 2006; Hough 1984). There are endless possibilities for designing more ecologically transparent cityscapes. At the most basic, city landscapes that are large and open accommodate the most flexible and adaptable use of urban space. Encouraging public squares,

parks, and community spaces built with permeable edges is key in building resiliency into city design. The Gas Station Theatre space has such resiliency already designed into the outdoor space- permeable edges exist allowing pedestrians to pass through the site; outdoor hydro outlets, patio lighting, water facilities, a large open space surrounded by smaller more private spaces, shade and direct light, a small parking lot and a corner location are all attributes that lend the site to flexible, creative uses. Generally, multipurpose landscapes are more flexible than specialized, single-purpose ones as single-purpose landscape solutions to problems have been known to create additional problems.

To some extent, the existence of these single-use landscapes with the same strip malls and fast food restaurants as every other city depends on zoning guidelines and their enforcement. However, as Berry (1993) notes, the larger issue at play however, as is cultural. Berry, who the New York Times calls “a Kentucky farmer and writer, and perhaps the great moral essayist of our day,” says there are whole populations who have come of age in this cultural milieu, expecting to find everywhere easy automobile access to their desired destinations and packaged meals in convenient, inexpensive portions. And these are not behaviours and practices confined to the suburbs, for urban children are raised with many of the same expectations. As previously mentioned, educating citizens on why local food is important and why it is critical to support their farmers was one of the largest challenges of starting the new farmers’ market. Some visitors simply did not see going to Safeway was a markedly different choice or that the Market’s decision not to sell oranges or mangos was a thoughtful one. The issue therefore lies in changing

culture itself- a deeply embedded and therefore more difficult task to change than bylaws or zoning. And yet, as Berry argues, culture is the key to the long-term health of land and city alike. How to put ‘culture back in agriculture,’ as Berry says, is a challenge not just for rural livelihoods but, increasingly, urban ones as well.

6.3 Conclusion: A Road Map for Food Planning

The research process itself surrounding the Market provided the opportunity to develop an enhanced sense of community for the members participating in the Market and has contributed towards the development of a foundation for future collaborative work with those individuals. The following final section seeks to define a strategy for continuity, or a ‘road-map,’ for food planning.

Wendell Berry, in an essay entitled *Out of Your Car, Off Your Horse: Twenty-Seven Propositions About Global Thinking and the Sustainability of Cities*, argues that “the only sustainable city- and this, to me, is the indispensable ideal and goal- is a city in balance with its countryside: a city, that is, that would live off the *net* ecological income of its supporting region, paying as it goes all its ecological and human debts” (1993 p126). In the developed world, economic progress divorces humans from a consideration of the social and environmental consequences of their actions, and policy development in each sphere often occurs in isolation and independently. This is often because the connections are not easily made. Conceptually, the links between social policy and environmental protection are not clear, and the interdisciplinarity of such linkages often confound the underlying issues (Davies et al. 1991). Similarly, it often appears that policies in these areas have different objectives, particularly in their implementation, and therefore overall

strategic direction may be confused (Bruff & Wood, 2000). However, “the increasingly important concept of sustainability (and its implementation through sustainable development) calls for integration of policy development in the three areas of economy, community and environment” (Holland 2004 p286). This allows the intrinsic multiplicity of the concept to be made transparent in policy development and implementation.

Planners are in a unique position to introduce and promote the concept of sustainability through a variety of tools and avenues. Traditional planning instruments such as public-private partnerships, zoning, tax-increment financing and city plans and visionary documents can stimulate the emotional and visceral connection with food regardless of urbanization and these tools usual applications. Cities with successful food policy and plans such as San Francisco and Vancouver have realized that success is deeply tied to administrative and political will. The case of The Village Market reinforces this, as the existence of urban markets today in Winnipeg would not have occurred without the support of informed politicians and municipal employees who went above and beyond their job description. Relationships with local decision makers and the business community are also critical in maintaining a market’s position in the community, especially for smaller markets. If one can demonstrate the value of the market as a community-gathering place and as an engine of economic development for both local farmers and the associated business district, local support will come far more easily.

Regulatory barriers are an important issue for farmers' markets, as The Village Market case has also shown. Engagement of the wider community and city involvement need to be seen as opportunities rather than possible threats that can assist change in being realized. This is one of the reasons for forming municipal, provincial, and nationwide farmers' market associations. The collective action of farmers' market organizations has and can impact policy beyond the local level. The Farmers' Market Coalition in the United States exists to impact larger national and global policies related to local food and farmers' markets, for example, and has been very successful in doing so.

Planners are in a position to educate, whether it is their explicit role or not. They may encourage and assist in facilitating new partnerships between municipal departments, as well as the public and private realm. Had partnerships been previously established by the City of Winnipeg and local organizations and businesses, the possibilities for public education for The Village Market would have been enormous. For example, markets in San Francisco have partnered with the local health department to hold cooking demonstrations using fresh local produce in ways that promote healthful lifestyle choices. If visitors attend the cooking demonstration, they receive "healthy bucks" from the health department that may go towards purchasing the local produce used. With so many regulatory barriers for us to contend with, establishing partnerships such as this was out of the question in the first year. And yet, educating citizens on the importance of maintaining strong connections to their rural agricultural counterparts was one of the main goals and continues to be. Agricultural and ecological literacy must be promoted if urban

inhabitants are to understand and value agricultural livelihoods and environments. Opportunities to go beyond the face-to-face interactions occurring at markets exist. For example in London, England, the city's close-knit relationship to farming was made visible daily by way of the routes farmers drove their animals into the city. Though animals may no longer walk through residential neighbourhoods, their memory lingers in its physical fabric as the names of local streets- Cowcross Street, Cock Lane, Chick Lane- recall a time when the area was full of animal life. Conserving such reminders of humans past connections is important in developing a sense of place and connection to past and current dependencies on the local and regional environment.

The Village Market emphasizes the fact that planners can advocate for all citizens. In Barcelona, for example, an urbanist idea exists that all citizens deserve and have a right to public services. The City has identified food services and their accessibility to them as a basic public service. Citywide service provisioning is an efficient way to incorporate and add value to urban food systems. While larger destination markets that urge consumers to travel a great distance away from their neighbourhood or nearest market may be the more obvious economic drivers, the smaller community markets are equally important to support. The St. Norbert Farmer's Market exists twenty minutes by car south of downtown Winnipeg and is the largest destination market in Manitoba. It draws thousands of visitors on any given Saturday and generates over \$500,000 in sales annually. And yet many people distinguished The Village Market from St. Norbert not only due to its accessibility, but also because of its smaller, less chaotic nature. As one visitor proclaimed, "*it feels*

like my market too." It is clear that smaller markets are closely embedded to their market site as the fewer number of vendors necessitate a stronger investment and individual interest to the physical space. Smaller markets are also more reliant on local residents for continuing support. They inevitably create tight relationships between local organizations and businesses as they individual vendors are accessible and personally present, contributing towards the creation of safer, more cohesive neighbourhoods.

As a planning student, the opportunity to engage in an action research project of this size has been as critical, if not more for my personal and professional interests. The Village Market experience was, at its most basic, about starting a farmers' market; at its most complex, it was about starting a new community. The role of the "planner" has turned out to be much more than the literature states. I have had the opportunity to be an educator and advocate, but also a conflict manager, an event planner, a media representative, an urban space designer, a fundraiser and a board member of a 25-year old non-profits arts organization. There is therefore, in my opinion, no way to define a planner merely by their daily roles; the values of the individual planner themselves seems to play an equally important role. Rational-comprehensive planning may have its place, but without my belief in the importance of this space and the new vision for it, the Market really never would have come to fruition. The dedication of the vendors, the tireless efforts of volunteer board members and the unwavering support of a small but strong consumer contingent encouraged me to pursue any avenues possible to ensure this initiative remains in the community for years to come.

More than advocacy, education, or policy however, I believe that planners have the opportunity to create meaningful and lasting places. Foucault calls them 'heterotopias,' places that embrace every aspect of human existence simultaneously, places that are capable of juxtaposing in a single space several aspects of life that are in themselves, incompatible (1967). Markets are such places, for all their possible noise, mess, and chaos they make us aware of what it takes to sustain life. They embody the contradictory nature of the relationship between humans and nature. They are spaces shared by one of human's most basic needs, food, and nothing symbolizes life quite like good food does. The opportunity to create market places where farmers' and urban consumers may connect and bond over this necessary part of life is a critical one if cities are to move towards long-term sustainability.

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Appendix 1- Semi-Structured Interview Questions

These questions have been designed to explore your experiences with The Village Market in Osborne Village, Winnipeg Manitoba.

A. Introduction

Could you please describe your involvement with The Village Market?

How did you become involved?

Have you been involved with any other farmers' markets? In what capacity?

B. Logistics

What was involved in the planning process that went into this market from your organization/department? (I.e. permits, by-law amendments, etc)

Who or what assisted this process from your organization/department?

Was the assistance formal or informal?

How strongly does advocacy from the public and/or public representatives influence your organization/department?

C. Partnerships

How would you say the community responded to this initiative?

What, if any, kinds of partnerships or relationships do you/your organization have with the local or community including governmental organizations?

What kinds of partnerships would you see as being most useful in securing farmers' markets of this kind?

D. Challenges and lessons learned

What do you see as the main obstacles or challenges surrounding The Village Market or farmers' markets in general?

What role, if any, did planners (municipal, provincial) play in the market?

From your perspective, in which ways has this space changed the neighbourhood/community/landscape?

In which ways has this market played an educational role in how the consumers and/or community eat and view local foods?

Do you see markets as being part of a larger urban strategy towards long-term social or environmental sustainability in Winnipeg.

Appendix 2- Ethics Approval and Amendment

APPROVAL CERTIFICATE

28 April 2008

TO: Kaeley Wiseman (Advisor D. van Vliet)
Principal Investigator

FROM: Wayne Taylor, Chair
Joint-Faculty Research Ethics Board (JFREB)

Re: Protocol #J2008:058
“Creative & Innovative Planning”

Please be advised that your above-referenced protocol has received human ethics approval by the **Joint-Faculty Research Ethics Board**, which is organized and operates according to the Tri-Council Policy Statement. This approval is valid for one year only.

Any significant changes of the protocol and/or informed consent form should be reported to the Human Ethics Secretariat in advance of implementation of such changes.

Please note:

- if you have funds pending human ethics approval, the auditor requires that you submit a copy of this Approval Certificate to Kathryn Bartmanovich, Research Grants & Contract Services (fax 261-0325), including the Sponsor name, before your account can be opened.
- if you have received multi-year funding for this research, responsibility lies with you to apply for and obtain Renewal Approval at the expiry of the initial one-year approval; otherwise the account will be locked.

The Research Ethics Board requests a final report for your study (available at: http://umanitoba.ca/research/ors/ethics/ors_ethics_human_REB_forms_guidelines.html) in order to be in compliance with Tri-Council Guidelines.

AMENDMENT APPROVAL

16 January 2009

TO: Kaeley Wiseman
Principal Investigator

FROM: Wayne Taylor, Chair
Joint-Faculty Research Ethics Board (JFREB)

Re: Protocol #J2008:058
"Urban Farmers' Markets as a Planning Strategy towards more Sustainable Urban Spaces"

This will acknowledge your request dated January 15, 2009 requesting amendment to your above-noted protocol.

Approval is given for this amendment. Any further changes to the protocol must be reported to the Human Ethics Secretariat in advance of implementation.

Appendix 3- Participant Consent Form



UNIVERSITY
OF MANITOBA

**Department of City Planning
Faculty of Architecture**

*201 J.A. Russell Building
University of Manitoba, Winnipeg, MB
R3T 2N2 Canada
Tel: 204.474.6578
Fax: 204.474.7532
Email: kaeley.wiseman@gmail.com*

Informed Consent Form (Semi-Directed Interview) Linking Views with Identity

Research Project Title: *Creative and Innovative Planning: Urban Agriculture as a planning strategy towards more sustainable urban spaces*

Researcher: Kaeley Wiseman, MCP Candidate

This consent form, a copy of which will be left with you for your records and reference, is only part of the process for informed consent. It should give you the basic idea of what the research is about and what your participation will involve. If you would like more detail about something mentioned here, or information not included here, you should feel free to ask. Please take the time to read this carefully and to understand any accompanying information.

You are about to participate in a semi-directed interview in order to provide some information on your experiences, knowledge, and feelings about urban spaces, sustainability and urban agriculture. The 'local knowledge' you will provide is essential for better understanding the environment in which urban agriculture projects have, continue to, and may develop in the future.

Given that it is a conscious choice to engage in farming public spaces, it is unlikely that this research represents any significant risk to you.

The questions will take approximately 30 to 60 minutes. During this time, a series of open-ended questions will be asked, which are designed for you to freely speak your

mind – in a one-on-one environment - about your experiences with urban agriculture and public spaces. An audio and/or video recording device will be used while the interview is being conducted. The information captured will be used to generate a transcript of the interview. Should you wish not to be recorded, we will accommodate this request.

Given that your 'local knowledge' is embedded within your personal experience, and that your experiences have the potential to build capacity and mutual learning between individuals and institutions, we plan to link your comments with your identity.

The recording of this interview will be returned to you upon its being processed for academic purposes (approximately one year after this interview). I believe it is important that you are in control of your own information and believe you know how best to store and manage it. Should you not want your interview recording returned, I will keep it stored in a secure and locked environment, and safely dispose of it after approximately one year.

A final report and subsequent publications will be produced and be made available to you that presents the results of these data. Also, information may be posted on an internet website, which will be made known to participants and the public at large. We appreciate your participation in this study and will give appropriate credit for it in all publications where it is used.

Your signature on this form indicates that you have understood to your satisfaction the information regarding participation in the research project and agree to participate. In no way does this waive your legal rights nor release the researchers, sponsors, or involved institutions from their legal and professional responsibilities. You are free to withdraw from the study at any time, and/or refrain from answering any questions you prefer to omit, without prejudice or consequence. Your continued participation should be as informed as your initial consent, so you should feel free to ask for clarification or new information throughout your participation.

If you have any questions about the research, please contact Kaeley Wiseman (204.290.3349) or Dr. David vanVliet (204.474.7176) at the numbers provided, or at their respective email addresses, kaeley.wiseman@gmail.com and vanvliet@cc.umanitoba.ca.

This research has been approved by the Joint Faculty Research Ethics Board. If you have any concerns or complaints about this project you may contact any of the above-named persons or the Human Ethics Secretariat at 474-7122, or e-mail margaret_bowman@umanitoba.ca. A copy of this consent form has been given to you to keep for your records and reference.

Please indicate in the check-off boxes below which of the following you consent to:

1. Do you agree to have this interview recorded using AUDIO?

☐ Yes

☐ No

2. Do you agree to have this interview recorded using VIDEO?

☐ Yes

☐ No

3. Do you agree to have your identity linked with your comments?

☐ Yes

☐ No

4. If you consented to 1-3, do you consent to having your VIDEO-BASED interview screened publicly as part of a documentary?

☐ Yes

☐ No

Participant's Signature

Date

Researcher's Signature

Date

Appendix 4- Glossary

Urban Inhabitant: For the purpose of this project, an urban inhabitant is defined as an individual who resides in an area with an increased density of human-created structures in comparison to the areas surrounding it. Though Canada defines an urban area as an area that has more than 400 people per square kilometer and has more than 1,000 people (Statistics Canada 2001), a broader definition is being used in this project.

Urban Farmers' Market: An urban farmers' market a common facility or area where multiple farmers/growers gather on a regular recurring basis to sell a variety of fresh fruits, vegetables, and other farm products directly to customers (Andreatta and Wickliffe II 2002). To further narrow this, an urban farmers' market operates within a densely populated area or city.

Innovative: Innovative initiatives are defined as the successful implementation of creative ideas within planning practice (Davila et al. 2006). In this view, creativity is a starting point for innovation; the first is necessary but not a sufficient condition for the second. Creativity and innovation are not interchangeable; creativity implies coming up with ideas, while it is the 'bringing ideas to life' that makes innovation a distinct concept.

Sustainable City: A sustainable city is an entire city dedicated to minimizing the required inputs (of energy, water and food) and its waste output (of heat, air pollution as CO₂, methane, and water pollution) (Register 1987). A sustainable city can feed and power itself with minimal reliance on the surrounding countryside, and creates the smallest possible ecological footprint for its residents. This results in a city that is friendly to the surrounding environment, in terms of pollution, land use, and alleviation of global warming.

Local Environment: The local environment is a term that encompasses all living and non-living things occurring naturally in the region in which an individual resides (Christopherson 1996). The term 'local environment' includes the built environment, which comprises the areas and components that are strongly influenced by man.

Food Security: Food security is a condition in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and social justice. It is counterbalanced by **food insecurity** that is a condition in which people lack basic food intake to provide them with the energy and nutrients for fully productive lives (von Braun, Swaminathan and Rosegrant 2004).

Appendix 5- Why Your Food Choices Matter: ***A Guide to Buying Local Food at the Village Market***

Meat and Dairy:

Industrial farming of livestock is very energy-intensive and is responsible for more global warming emissions than the entire transportation industry. Manitoba Agriculture, Food & Rural Initiatives identifies local sustainable farmers: http://www.gov.mb.ca/agriculture/livestock/mbmeat/mbmeat_buyer.html

1- Look for free-range, grass-fed meat and organic dairy products.

2- Eat less red meat by substituting chicken or seafood.

3- Experiment with more vegetarian and vegan meals.



Seafood:

1- Purchase seafood that has been harvested sustainably from the ocean. A good resource for sustainable seafood is: <http://www.seachoice.org/>

2- Ask staff at restaurants to consider sourcing sustainable seafood if they do not already.

3- Ask the government to pass legislation protecting fisheries from overfishing.

For more information, email: osbornevillagemarket@gmail.com

or call the Gas Station Theatre at (204) 284-9477



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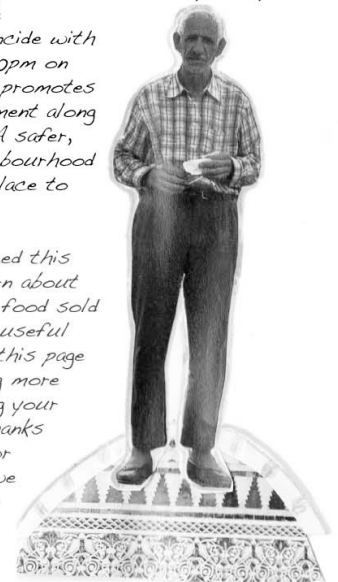
WHY FOOD CHOICES MATTER:

A GUIDE TO BUYING LOCAL FOOD FROM THE VILLAGE MARKET

Welcome to The Village Market, hosted by the Osborne Village Cultural Centre (OVCC) at the Gas Station Theatre. The Village Market operates Thursdays from 4-8pm at the corner of River Avenue and Osborne Street from July until the end of September.

The Village Market is open to producers and artisans in the Winnipeg area and in the case of producers, those who grow their foods within a 100-mile area. The OVCC is keen on increasing all types of positive traffic and participation in the neighbourhood. The market will therefore coincide with the Patio Series from 8-10pm on Thursday evenings, which promotes local music and entertainment along with a patio beer garden. A safer, busier, and friendlier neighbourhood makes Winnipeg a better place to live.

This year, we have produced this brochure to help you learn about the people who grow the food sold at the market. There are useful tools and information on this page to assist you with making more informed choices regarding your food and your health. Thanks to Heifer International for supporting this map and we hope to see you this year at The Village Market!



Sustainability is often defined as meeting current human needs without endangering our descendants. There is a broad, scientific consensus that our current environmental demands are unsustainable, causing climate change, degradation of natural habitats, loss of species and shortages of essential resources.

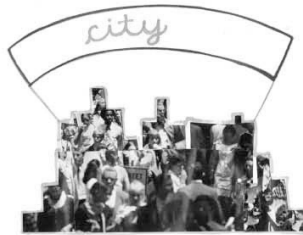
Although the problems may seem overwhelming, there are easy steps that all of us can take to help achieve a lasting, sustainable future for the Earth. What you choose to eat and drink greatly affects your health and the environment. Sustainable food choices may seem complicated but by following some of these suggestions you'll lead a healthier, greener life.

Shopping:

1- Cut down on processed foods.

2- Look for local, seasonal, organic foods. Local markets are listed at: <http://www.gov.mb.ca/agriculture/food/upick/markets.html>

3- Subscribe to a Community Supported Agriculture (CSA) program. CSA members receive regular baskets of produce from a local farmer in return for helping to fund their farm. CSA's and local organic farms are listed at: <http://www.gov.mb.ca/agriculture/organic/pdf/organicdirectory09.pdf>



Local Food Seasonality Chart

Fresh Manitoba Produce

Stored Manitoba Produce

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Asparagus												
Beans												
Beets												
Broccoli												
Brussels Sprouts												
Cabbage												
Carrots												
Cauliflower												
Celery												
Corn												
Cucumber												
Eggplant												
Garlic												
Gourds												
Kohlrabi												
Leeks												
Lettuce												
Mushrooms												
Onions												
Parsnips												
Peas												
Peppers												
Potatoes												
Pumpkins												
Radishes												
Spinach												
Sprouts												
Squash												
Swiss Chard												
Tomatoes												
Turnip												
Watermelon												
Zucchini												



LOCAL FOOD MAP OF WINNIPEG AND SURROUNDING AREA

Blue Lagoon Florascape 'Reclaiming land for the next generation'

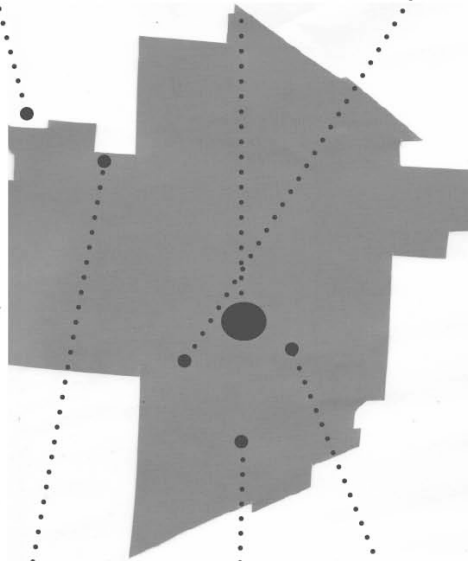
The goal of Blue Lagoon Organics is to sell fresh organic produce to local markets. Blue Lagoon aims to be good stewards of the earth by raising their crops organically without using pesticides or chemical fertilizers and delivering food from the farm to the client on the same day. They are certified organic and work diligently to erase their carbon footprint. Blue Lagoon Florascape works with nature to protect our water resources, to minimize soil degradation, to decrease pollution, and to optimize biological activity within the soil. They operate with a year round greenhouse with a solar wall.

Website: <http://www.bluelagoonorganics.com/>
Ph: (204) 864-3083
Members: Stefan, Lori-Ann and Rene Regnier. 781 Hwy. 26, St. Francois-Xavier



The Village Market at the Gas Station Theatre

River Avenue & Osborne Street
Thursdays 4-8pm



The Landless Farmers Collective 'Waking sleepy land'

The Landless Farmers Collective (LFC) is a group of dedicated farmers who transform underused urban spaces into productive, multi-purpose permaculture gardens. Their gardens are on public land at the Pan Am Pool on Grant Ave.

The LFC believes in organic farming methods that create long-term sustainable practices for food production, urban food distribution without fossil fuels transport, and in knowing your farmer.

The Landless Farmers Collective sell other produce through a Community Shared Agriculture (CSA) program where people who have bought shares of the seasons worth of veggies and receive weekly deliveries of fresh in season produce.

E: thelandlessfarmers@gmail.com
Members: Simon Hon, Danielle Mondor, Leigh-Anne Parry, Coral Maloney.



*Little Mountain Farm
'Life is good on Little Mountain'*

Little Mountain Farm is located 1 mile inside the perimeter highway in the Northwest corner of Winnipeg. This is the third year of operation for Little Mountain Farm as they engage in mixed-tree farming and growing fruits, vegetables, flowers, hay, goats, chickens, and children. Little Mountain Farm hopes to cultivate just and sustainable relationships with their friends, the land, and all its inhabitants. Jeff, Denis and Orlando participate in markets to try to make a sustainable income by doing what they love to do and meet like-minded people. Little Mountain Farm also sells directly to local retail grocers and restaurants and cafes.

Members: Jeff 'Gazag' Shinduke, Denis Julien, Orlando Dyck
E: gazag@littlemountainfarm.ca
Ph: (204) 632-8248



*University of Manitoba Student
Community Farm
'Taking farming out of the box'*

The U of M Student Farm is a cooperative initiative that seeks to steward a student managed, organic, sustainable farm that provides food, a place for community building, multidisciplinary education, research and outreach. They are establishing a place to foster the growth of ecological literacy amongst the University and wider community.

Students often lack the means and opportunity to access reliable fresh produce, especially organic; engage with students and community members from a diversity of backgrounds and disciplines; experience local food products associated with a distinct locale; participate in hands-on experiential learning and skill generation; participate in student-run cooperatively driven projects; and share our knowledge with the local community.

Website: <http://uofmgarden.pbworks.com/>
E: uofmstudentgarden@gmail.com



Riverview Community Garden

Riverview Community Garden is the largest community garden site operating on City of Winnipeg land. Community gardens provide opportunities for individuals and groups to grow their own food, strengthen neighbourhood connections, add to our enjoyment of green space, and promote an awareness of the local environment. Linda, Andy and Scott sell excess produce from their garden plots at the market for two years. They participate in the market as they feel it is a great educational and social vehicle and demonstrate the potential food production from a city plot and educate consumers on buying and growing local organic produce. They also enjoy talking to other organic farmers to share information and knowledge; participating in the market has become a great learning experience for them.

Members: Linda Olson, Andy Maurakis, Scott Harrison



Appendix 6- Participating Organizations and Vendors in 2008

Organizations:

- Organic Food Council of Manitoba
- Centre for Sustainable Transportation
- Climate Change Connection
- Manitoba Naturalists Society
- Manitoba Eco-Network Lawn Care Program
- Jennifer Howard, MLA for Fort Rouge NDP
- Canadian Parks and Wilderness Society
- Living Prairie Museum
- Bike to the Future
- Manitoba Food Charter
- City of Winnipeg Parks and Open Space Department
- Compost Education Centre
- Manitoba Wildlife Rehabilitation

Vendors:

- Prairie Flora, native bedding plants
- Blue Lagoon Florascape Organics
- Sweet and Salty Organic Catering
- Damien Gagne, East St. Paul produce
- University of Manitoba Student Community Farm
- Grinning Bear Organic Farms
- Rosemary's Health and Herbal Organic plants and chocolate
- Sunpeak Foods, local chicken
- Manitoba Bison
- Chef Karen Peters
- Massage cooperatives
- Silk Angel felted art
- Graffiti Art Programming Inc.
- EMK Clothing
- Irene's Soap Company