

	Burnham Farm Market	Cobourg Farmers' Mkt	Foodland	Metro	No Frills
Was the store or market clean?	5	4	Yes	4	3
How easy was it to find what you were looking for?	5; easy as the store is small and well organized	4; a small market so to be expected	Yes	4	3; Store is logical but hard to find specialties without reading labels
Was friendly assistance readily available?	*5	* 3	Yes, but didn't have answers	* 4	* 5
How often does produce come in?	**seasonal market	** weekly	Almost daily		daily from 3-4 suppliers
Where in Canada is produce marked 'Canada' from?		**	Anywhere in Canada		** restricted to labelling country of origin only
When does Ontario produce come in?	When it is ready and ripe, on an ongoing basis	**	'Ontario Food Terminal' follows Foodland Ont. labelling	not specified and included with rest of Canada	Hot house-year round, fruits/veg. when in season
When does produce from Northumberland County come in?	see above	**	None directly		
How easy is it for you to locate organic, Fair Trade, or local items?	5; every item identified as to origin	*** 4; Artfarm clearly labeled Certified Organic	special Certified Organic Labels, description cards	4; organic, 4; local, 2; fair trade	*** Can be formidable health regulations and inspections
Were you satisfied with the variety (choices) available to you?	3; last year products from Weirsma and Bob Garthson available, no longer there	3; could have more variety	Yes, for basic shopping	4; for average shopper	5; lots of variety, many people shopping
Were you satisfied with the quality of the produce?	5; quality of the products was universally excellent	5	Yes	4; very fresh but often packaged	4; very fresh, constantly replenished due to turnover
Were you able to find everything you were looking for?	4; I found pretty much everything I would have looked for	4; in a market you go for what's available	Yes	4; organic but mostly US	4
Was local produce (within about 160km) available?	5; not only was it available, the distance was indicated on all products. Honey, maple syrup, fruit and vegetables, dairy (Sterling), Kawartha Dairy ice cream, cheese (including 5th Town), preserves. Some frozen produce. Bakery onsite.	4; about 80% of products are truly local	unable to tell	2; limited to a few products in season	Some but labelling can be confusing. Corn: McBride; strawberries: Kelly; tomatoes (Casteels), apples (Moore)-but labeling indicated Ontario, not local as so many skids come in daily, they go with the more general source for labeling
Did you expect to find a local product, (Northumberland/Prince Edward County fruit, veg. dairy) that was not available?	5; everything I checked was local	4	didn't expect to find any and didn't	only local corn available	Honey aisle. Many kinds. Buckhorn honey once monthly, but no indication
Was there a good selection of organic products?	***2; I would have liked to have seen more organic	4	* Yes	** Yes	2; says limited space
Was there a selection of Fair Trade products?	N/A	N/A	No, only Fair Trade coffee	2; coffee plus Camino cocoa and chocolate bars	1; just coffee and owner states it doesn't sell well

Notes	Burnham Farm Market	Cobourg Farmers' Mkt	Foodland	Metro	No Frills
*	Spoke with Ann Burnham who told me everything is local...even peanuts, from Niagara region	No official staff present, but spoke with a past president who provided some information, such as estimate of 80% local produce number	Veggies; Celery, carrots, onions, lettuce, spinach, plus more Fruit: strawberries (US), musk melon (Ontario), grapes (USA) Gala apples (USA) avocado Breads: Sticklands – made in Ontario, Ontario Honey and maple syrup, Organic preserves but nothing local or from Ontario No organic dairy or eggs	Assistant manager spent 1/2 hr with surveyor looking at organic/fair trade products	Producer manager helpful, tried to answer all questions. Dave, Owner, friendly, welcoming and would like to know any tips we could offer to help him with our issues
**	Open from May 24 til after Thanksgiving.	Open weekly from the first Sat. in May til the last Sat. in December although many vendors only participate during peak months. Vendors do not display where products are from but are available for questions. The market also features seafood, mostly from Atlantice Canada, and hand-made products and crafts		All organic products appear to be US, including produce but especially packaged cookies, chips/snacks, juices, teas, cereals, frozen foods, seeds/nuts, soups, canned tomatoes, rice, pasta.	Canada labels.. that's all they have to say, don't have to specify further. Inspectors will fine stores if the store has produce indicating from Canada.. whole bunch goes out and then stock guys put next cases of produce which don't originate from Canada.
***	Nothing in the store was labelled as 'organic but Ms Burnham informed me that some products, like the green and yellow beans, were pesticide free (not sprayed) but not labelled as such. Jansen's potatoes are "close' to organic.	Artfarm only vendor labeled Certified Organic, Hoskin Meats is not organic but do not use growth hormones			Organics: only pkg salads, carrots. Would need local garlic farmer who could supply 6 cases of loose garlic a week...they find local farmers don't grow enough. Organics, fair trade would all would need promoting...his customers are budget minded. Wary of local dairy products.
misc comments,	Reviewer very positive about this market. Although there is not a large selection of certified organic, many of the products are known to be grown with a minimal input of chemicals. All produce labelled to indicate the distance of its origin, and often the name of the farm it came from. The Burnhams are committed to promoting local farm products and deserve support and patronage.	The surveyor visits the market weekly and comments that he would like to see more organic produce and meat and that the market should enforce 100% local rule...or stipulate that non-local products be labeled as such			No Frills is independently owned giving owner choice in how he manages and he seems open so long as he can keep prices down. Dave would like to support local Wheetabix but few people buying.. he would sell it at cost but needs Wheetabix or someone to give it a push. Dave feels more awareness needs to be out there. He also expressed concerns about competition from Walmart with their new expanded food warehouse.

Recommendations for us: 1. For we consumers to buy local produce as much as possible and use the Farm Gate Guide.

2. We need to promote cold storage/canneries, to preserve our local food.

Recommendations for vendors: 1. Sandwich board/local advertising at the front of the store indicating local produce, where, when.

2. Link Farm Gate Guide farmers with vendors, and pickers eg blueberries at Banbury's.