



McLeese Lake Farmers Market

Activity Report for the CRD (2021 season)

As a Farmers Market, we are able to provide a venue that supports local farmers, ranchers and small business operators. It is also our intention as a Market to provide a community gathering place where neighbours can come together and take advantage of the excellent quality local produce and value-added products that our vendors have to offer. We also provide a venue for local community groups such as the McLeese Lake Volunteer Fire Department, the Invasive Plant Council, the Cariboo Chilcotin Conservation Society with their "Waste Wise" Program, and the Emergency Community Liaison Program.

As our location is highly visible to highway traffic, we also offer Tourist Information. We have a display rack, built and donated by a local woodworker, that is stocked with brochures from the Discovery Center. Our site (McLeese Lake Tourism Kiosk site) is on lease to the MLRC and used by the Market in agreement with the MLRC. Local information or knowledge is greatly appreciated by tourists in addition to the publications available.

We generally average 20 Markets per year with an average of 8-10 vendors per market. As expected, we had fewer vendors in 2021 due to covid and illness. Our 2021 season ran from June 6th to September 5th, with four winter markets held at the Alexandria Hall in November and December.

The annual McLeese Lake Car Show is held on one of our market days in September and is a great complementary activity. The McLeese Lake Farmers Market is not just an outlet for farmers and crafters but an important resource for the whole community with neighbouring businesses (Café, Pub, General Store, Resort) experiencing higher customer volumes from the farmers market spillover.

In 2021 our market joined the Farmers' Market Nutrition Coupon Program. Through this program we are able to accept coupons distributed by partnering programs for vegetables, fruits, eggs, meat and vegetable bedding plants. Though we do not have any coupon distributing partners in McLeese Lake, we accepted several from William's Lake and Quesnel partners. We are able to participate in this program, in large part, because of our market's Food Hub initiative that provides a space for produce vendors who are not able to attend the market for whatever reason, a place to sell their food.

Our 2022 season will start in July. We regularly acknowledge support of our Market by the CRD with signage displayed at our Market Booth and on our storage shed. In 2021 we added new sandwich board signs to display along the highway. They worked well to advertise our markets.

Thank you for your continued support of the McLeese Lake Farmers Market.