

# Wakefield Market Growth Plan 2019-2021

January 27, 2020

Since its founding in 1997, the Wakefield Market has grown, and it will continue to do so in a managed way. Our rate of growth has averaged 5-10%/year, both in terms of numbers of customers who attend the market and in terms of numbers of vendors approved by the Board to sell to them. The Market will continue its efforts to grow customer demand for the Market, through active promotion and by maintaining the highest quality overall market experience and it will accept new vendors as demand grows.

Assuming demand grows at 5-10%/year, by 2021, we expect to increase the number of full-season vendors by 2-4 members, half-season vendors by 2-4 members and casual members by 3-6 members. To ensure that the Market continues to serve existing members well, the Board plans to limit growth to these numbers and reassess at the end of each season at the market's Annual General Meeting.

Note: The above numbers do not include returning vendors who wish to increase attendance (e.g. move from half-season to full-season). Such changes will not be considered as new additions.

Note 2: This document serves as a guide for the market's board of directors.

## **PRIORITY 1: Increasing Diversity of Products**

In selecting new members of the Wakefield Market, a first priority will be to fill gaps in products not currently available to customers. These priority products include (but are not limited to):

- Cheese
- Fruit other than apples
- Berries (e.g. cranberries, blueberries)
- Mushrooms
- Asparagus
- Teas (brewed and bulk)
- Artisans featuring original products not already available at the market

Existing members of the Market (i.e. returning vendors) will be first to have the opportunity to fill these gaps and should list them on their applications. After the application deadline has passed, the Board will consider applications from new vendors prepared to offer these products (in keeping with Market Rules and Regulations).

## **PRIORITY 2: Increasing Number of Vendors**

The Board's second priority will be to attract vendors who sell products in categories already present at the market. The goal is to have one new member in each of the following categories by the end of 2021:

- Beef
- Lamb
- Pork
- Vegetables
- Baked goods other than bread
- Honey

Once again, if existing members of the Market (i.e. returning vendors) can supply these products over the full season, they will be first to have the opportunity to do so and should list the products they wish to supply on their application forms.

### **Wakefield Market Member Selection Process**

- 1) Member acceptance is at the discretion of the Board of Directors with consideration of the success of the Market as a whole.
- 2) Committee decisions are made in consideration of existing Market Rules and Regulations.
- 3) Returning vendors will be first to have the opportunity to introduce new products according to the Market Growth Plan 2019-2021
- 4) The Board of Directors shall make decisions on new member applications, with attention to the following considerations:
  - a. Does the product offered fill a gap?
  - b. Is the product different from what is currently offered (e.g. organic vs. conventional)?
  - c. If the product offered is the same as what is already sold at Wakefield Market, does the product offered fit within the Market Growth Plan?
  - d. Can the applicant demonstrate they can supply their product on a sustained basis over the number of weeks they ask to sell at the Wakefield Market?
  - e. The past relationship between the applicant and the Wakefield Market (if applicable).
  - f. The overall balance between primary food producers, prepared foods, and artisans.
- 5) Decisions regarding new members are made by the Board of Directors by consensus or by majority vote where consensus is not obtained. The Market President only votes in the case of a tie.
- 6) Members of the Board of Directors who are in a position of conflict of interest with any new applicant (e.g. are family members, or sell similar products as the applicant) may

participate in discussions concerning the applicant but will be required to abstain from voting on the application.