



Making Food Matter

Putting Food and Food Policy On the Table

News Bites

IS THERE A POCKET MARKET IN YOUR COMMUNITY'S FUTURE?

This is the question posed at a recent community market workshop hosted by the CR-FAIR/CRD Roundtable on the Environment Healthy Community Sub-committee. Over twenty people from communities across the region attended the session, which was held at the Vic West Y on the same evening as the Vic West Farmers Market. The participants toured the Vic West Market and community gardens then got down to the business of learning about “pocket markets”.

Pocket markets are neighbourhood or community based markets focused on local food and farm products. These markets offer opportunities for neighbourhoods to directly access locally produced food and farm products and for local farmers and producers to sell their products locally to the community. Pocket markets can be run in many different ways and in diverse locations that make sense for the local neighbourhood. They can be held beside community gardens (as in Vic West); local neighbourhood houses or community associations; in office buildings, schools, recreation centres, hospitals, care homes, condo developments, church yards and halls; on vacant lots or in parks. They have the potential to be as diverse as the neighbourhoods or communities which support them. The primary focus of a pocket market is to provide a venue for locally grown and produced food to get to local communities and create a place for people to gather, around food.

Currently, there are four active pocket markets: Vic West, Camosun Interurban, Camosun Lansdowne and U Vic. Representatives of several groups (see list) have expressed interest in working towards establishing pocket markets or larger farmers markets:

- Prospect Lake Community Assn.
- Royal Oak Community Assn
- Fernwood Tuesday Market
- Hillside/Quadra
- The City of Esquimalt
- Oak Bay Green Committee
- Craigflower Manor Community Garden
- View Royal
- West Shore
- A provincial ministry office
- A financial institution

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