



www.ptbofarms.com



Who we are:

- farmers
- food entrepreneurs
- small-business owners
- food activists
- community supporters





What we do:

- farmer advocacy
- build collaborative relationships
- focus on production, distribution, and marketing of local food





Why we do it:

- to address the challenges and opportunities at the Saturday Farmers' Market
- to provide a voice for all farmers and vendors
- to raise awareness and educate the public about local food



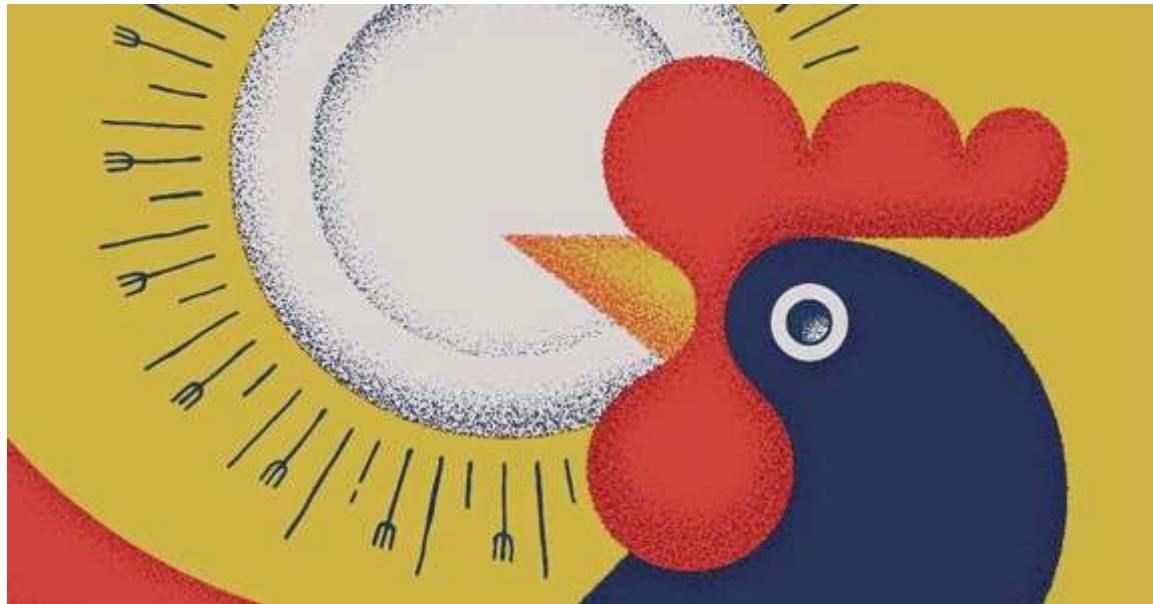
PRFN Goals and Objectives:



- cultivate collaborative relationships
- create an inclusive and viable agricultural community
- support and enhance production, distribution and marketing of local food
- improve the Saturday farmers' market

Some of our recent accomplishments:

- June 8, 2017 → Public meeting: Perspectives on Growing and Improving the Farmers' Market
- September 2, 2017 → Verified Banner initiative
- June-August, 2017 → Initiated conversations with 4 of the 8 townships of Peterborough County
- October 1, 2017 → Farm 'n' Chef Local Food Celebration



June 8: Public Meeting

- Philip Powell
- Melissa Johnston
- National Farmers Union
- Greenbelt Farmers Market Network
- The Stop
- Local Township representatives



September 2: Verified Farmer Banners



Farm Name

WE GROW **100%** OF WHAT WE SELL

 20 KM

 NEAREST TOWN

 TOWNSHIP



September 2: Verified Farmer Banners



June – August 2017: Township Conversations



October 1: Farm 'n' Chef Local Food Celebration



PRFN and Sustainability: The Land

Protecting agricultural land by:

- supporting regionally-scaled farmers
- supporting new farmers
- providing a market for alternative and sustainable agriculture
- protecting our ability to feed ourselves and our community



PRFN and Sustainability: The People

- bringing farmers together and giving them a voice
- providing farmers with viable local livelihoods
- creating a better informed public and fostering trust
- enhancing our ability to feed ourselves and our community



PRFN and Sustainability: The Economy

- protecting the livelihoods of regionally-scaled and family-run farms
- ensuring that small-scale farmers can grow their business
- educating farmers' market customers about regional food
- promoting our ability to feed ourselves and our community



PRFN: Next Steps

- formalize PRFN as a non-profit
- submit a peer-reviewed Letter of Intent to City of Peterborough
- hold a Community Conversations event with Nourish: “What do you want from your Farmers’ Market?”
- invited by Farmers’ Markets Ontario to present at the Ontario Fruit and Vegetable Convention
- create a platform for the PRFN to accept the many generous offers of promotional, financial, and organizational assistance from our supporters



Thank You!

**Questions?
Suggestions?**

Stay in touch:

www.ptbofarms.com

<https://www.facebook.com/ptbofarms/>



CBC Marketplace video: <https://www.youtube.com/watch?v=YYwB63YslbA>

Perspectives on Growing and Improving the FM video: <https://youtu.be/2fQqHVqdj6E>