



2024 Season

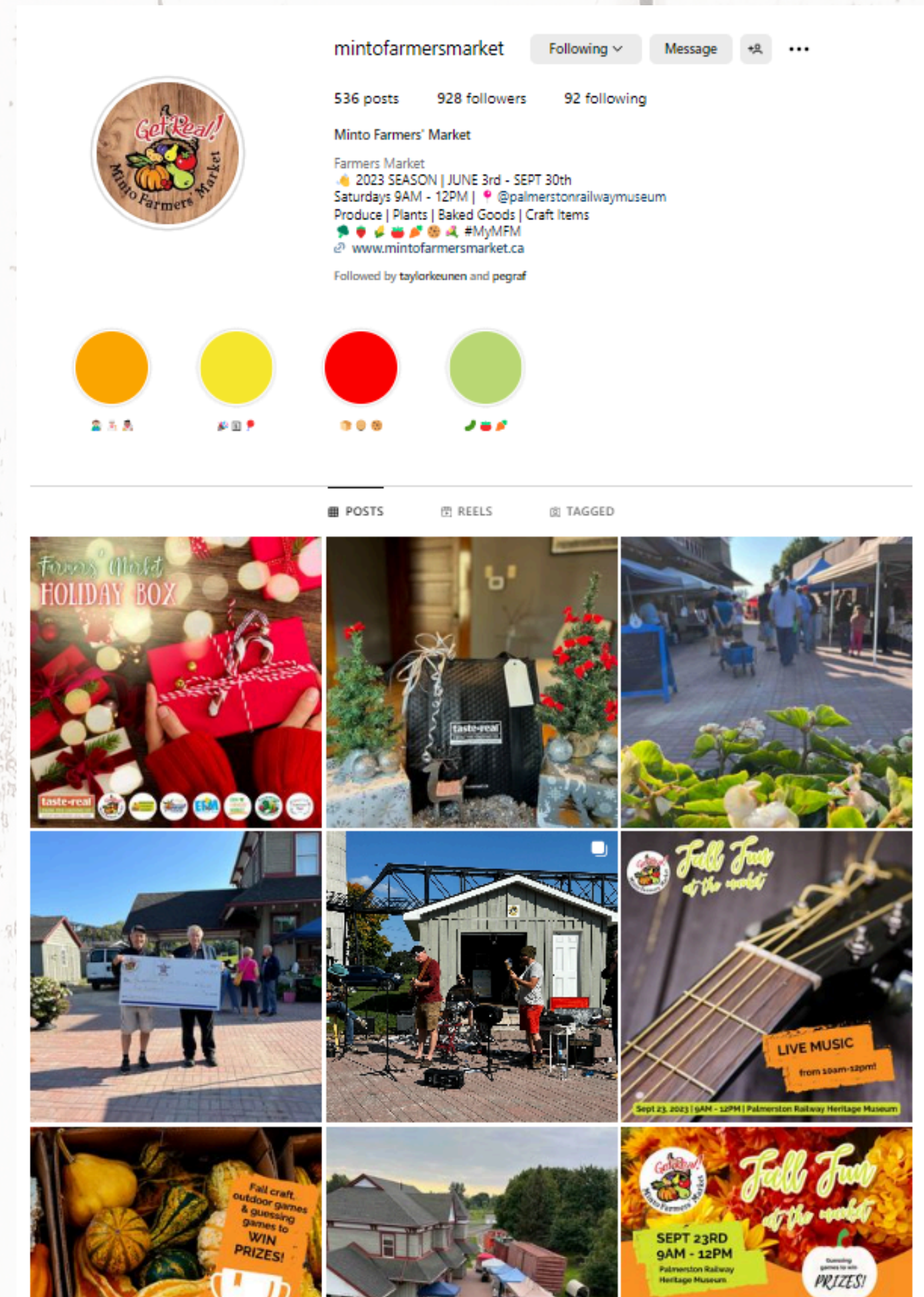
Vendors, Volunteers + Staff

- Vendor numbers growing each year - mix of farmers and local artisans
- 26 rotating vendors + 6 full season vendors
- Market Student, Sadie-Lyn Bieman, was on site each week to perform daily market tasks, such as set-up, take-down, coffee & lemonade prep, and more.

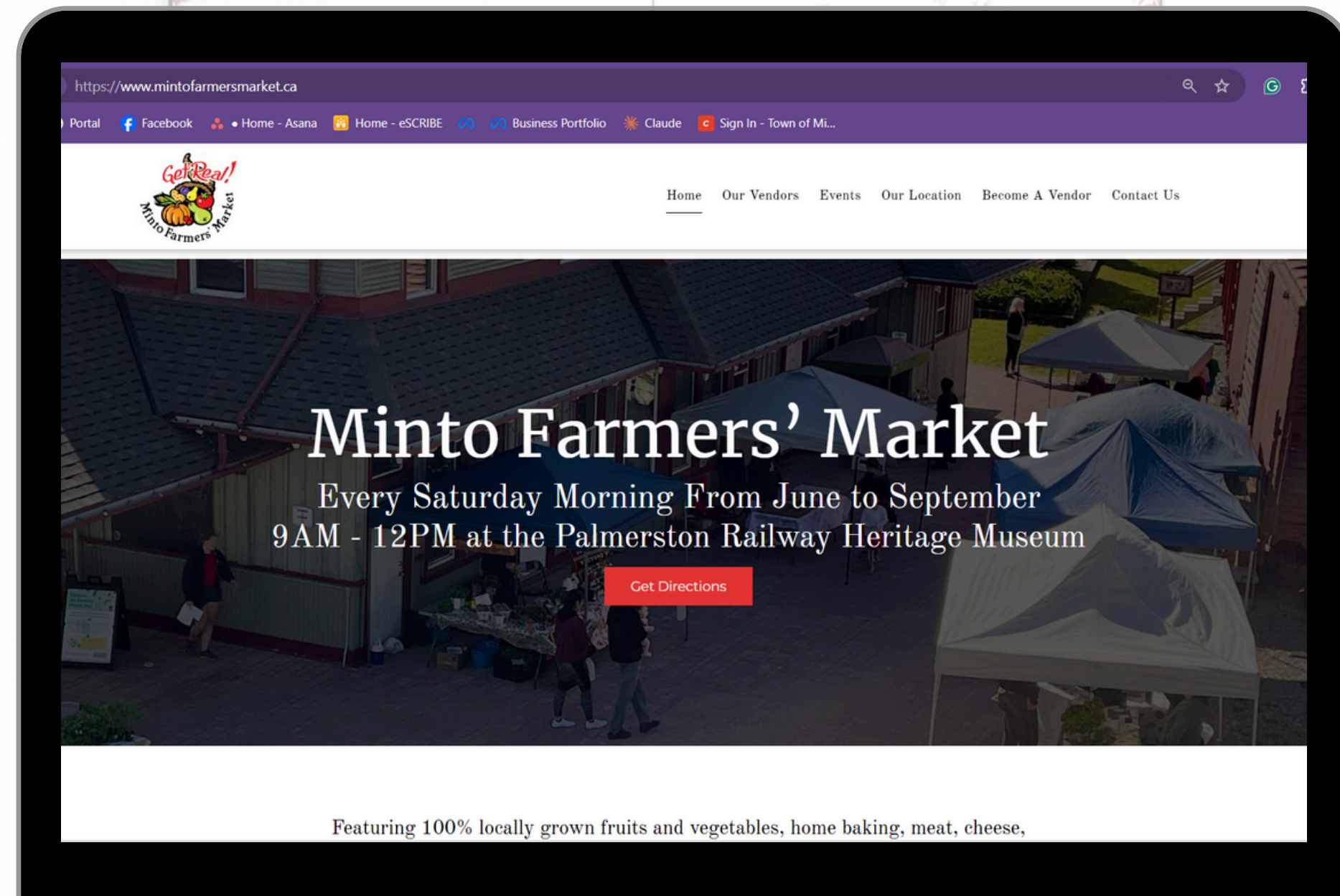


Social Media

- Instagram followers grew to 976 at the end of the 2024 season from 920 at the end of the 2023 season (+56)
- Facebook grew to 1,496 followers at the end of the 2024 season from 1,429 at the end of the 2023 season (+67)
- Active & engaged audiences!



launched Updated Website



- Updated by OSiM Interactive
- Increased usability for both users & staff maintain website
- Added integrated online application form

Promotions



- Various Ads in the Listowel Banner & Wellington Advertiser Community News
- Radio Ads on The Ranch 100.1 FM
- Increased signage
- Coffee & Lemonade by donation
- Weekly Gift Basket Draws
- Farmers' Market Tote Bags for sale
- Musicians
- Events
- Activities and Giveaways
- Vendor Shout-Outs
- Collaborations with Taste Real
- Collaborations with Community Groups

Promotions

- New this year - starting selling Farmers' Market Tote Bags to promote the Market.

Farmers Market Tote Bag

\$10

IN STOCK NOW

Get Real!
Minto Farmers' Market

MINTO FARMERS' MARKET

PEPPER, ONION, MUSHROOM, CARROT, PEAR, CORN, POTATO, APPLE, PEAS

MINTO GROWN

SATURDAYS | JUNE - SEPT | 9AM - 12PM
PALMERSTON RAILWAY HERITAGE MUSEUM

Trivia Night Fundraisers

- Raised \$2970 for the Minto Farmers' Market
- Donated \$1130 to the MRI Campaign



2024 Grand Champions—Trivia Newton John
Our first ever back-to-back Grand Champions!

Events

- Strawberry Social
 - Featured the Minto Makers' Market
- Family Day & Breakfast
 - Partnered with the Grove Youth Hubs & the Owls Nest
- Library Day
 - Partnered with the Palmerston Library
- Fall Fun Day



Events all
featured local
musicians &
activities!

Initiatives

- New! Offered a Market Meal Box to celebrate Food Day Canada
- Filled with all the ingredients needed to make dinner for four



- Featured Ground Bison from Northwind Bison
- Carrots from Full Circle Farms
- Potatoes from Glenlee Gardens
- Zucchini from Glenlee Gardens
- Kale from Glenlee Gardens
- Garlic Bread made by Full Circle Farm

Collaborations



- Parade & Corn on the Cob Eating Competitions at the Palmerston Fair



- Free Vendor Spots for youth in the Student Start Up Program
- Free Vendor Spots for Non-For-Profit groups



- \$400 donation to the museum for the use of their space each week

Taste Real Partnership

Minto is one of seven farmers' market in Guelph and Wellington County working together to provide fresh food to the county.

MARKET BUCKS

- Market Bucks continued through the 2024 Season, as a partnership with Wellington County Social Services
- Over \$2740 spent in Market Bucks between June - September that directly benefit vendors

MARKET TRAIL

- Trail passports that promoted each market, rewarding those who attended different markets in Wellington County with a chance to win a prize
- Also used as a promotional booklet



MARKET BOX

- 4th Annual Market Box
- Delivered across Wellington County & filled with goodies curated by Minto Farmers
- Minto sold 47 boxes leading to an additional \$2,798 directly to Minto Farmers.



HOLIDAY BOX

- 3rd Annual Holiday Box
- 138 boxes sold resulting in over \$12,282 going straight to 22 different local businesses in Wellington County!
- 1,672 went to Minto Farmers directly



- Combined, 539 boxes were sold, supporting 102 vendors, resulting in \$35,941 direct revenue.
- \$1000 was raised through donations from the Market Bucks programme.

2025 Season Dates

Next Trivia Nights at the
Palmerston Legion

- Mar 28th

Season Events

- Grand Opening: June 7
- Strawberry Social: June 28th
- Library Day: July 5th
- Food Day Canada: August 2nd
- Family Day + Breakfast: August 16th
- Fall Fun Day: September 20th



Get Real!

Minto Farmers' Market

Thank you! See you June 7th, 2025!