

A Pilot Project by Toronto's Hare Krishna Temple



WHY DO A FARMERS MARKET

- establish friendly relationships with our neighbours
- play a role in the neighbourhood which we have been a part of for 40 years
- farmers markets are a growing trend and there are none in the neighbourhood
- help to promote congregation members' businesses and local farmers
- support healthy food habits





RIGHT ON BOXBOROUGH STREET

WHO

The Hare Krishna Temple has been the centre of a large, spiritual community for close to 50 years.

WHAT

We will be hosting a weekly mini farmers market for our neighbours with local, fresh vegetables and pastries for sale.

The mini farmer's market will be held every Friday from 4pm to 8pm until approximately the end of October.

WHERE

The location of the mini farmer's market will be on the driveway of the Hare Krishna Centre (Roxborough Street and Avenue Road).

WHY

We consider ourselves fortunate to be part of the Rosedale community. We feel this is a great way to give back to our neighbourhood!



FARMERS MARKE

beels, tomaloes, ground berries, squash, turnips, radish, zucchini, sugar snap peas and more!

We will also have pies, cupcakes and other pastri







VENDORS AND PROMOTIONS

- finding the right vendors that could work with our project goals
- promoting to the neighbours to get them to come out (mail drops, emails, posters on telephone poles, etc)



OUTCOMES

- returning happy customers
- long time neighbours taking tours of the temple
- support of neighborhood organizations websites
- increased interest in our Govinda's restaurant
- happy vendors





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