



# Improving Access to Fruits and Vegetables in Pointe-Claire

Neighbourhood Market  
Report 2022





The Neighbourhood Market is part of a pilot project which aims to improve physical and economic access to fresh fruits and vegetables in the West Island. Residents of Pointe-Claire are the focus of this project, specifically those living in the heart of the city.



The project is funded by the *Mesure 1.2 and 13.1 - Programme de soutien à l'accès aux fruits et aux légumes à Montréal 2018-2022*, from the Direction Régionale de Santé Publique (DRSP).

Centre intégré  
universitaire de santé  
et de services sociaux  
du Centre-Sud-  
de-l'île-de-Montréal

Québec 

Direction régionale de santé publique

# Timeline of the project

## **Winter 2019 - Summer 2019:**

Portrait of the situation regarding access to fresh F&V in Pointe-Claire. ([Let's Talk food](#))

## **Fall 2019 - Winter 2020:**

Creation of a resident group to help develop a local initiative. ([Mobilization report](#))

## **Spring 2020:**

Planning of the pilot project. Farmers' market initiative proposed. Change of plan - pandemic!

## **Summer 2020:**

Pilot project implementation: fresh F&V box distribution with the pandemic in mind.

## **Fall 2020 - Winter 2021:**

Evaluation of the pilot project with resident group. Planning for sustainability and strengthening of partnerships. ([2020 season report](#))

## **Spring 2021:**

Planning the project on a larger scale - a public market! Development of a communication plan.

## **Summer 2021:**

Implementation of the pilot project 2.0: The Neighbourhood Market, a solidarity market open to the public!

## **Fall 2021 - Winter 2022:**

Evaluate the future and sustainability of the project with partners. Planning for next season.

## **Spring 2022:**

Development of a communication plan to attract new market clients.

## **Summer 2022**

Second year of the Neighbourhood Market



# Context

The Neighbourhood Market came to life after a portrait of the food security context in the Pointe-Claire was developed in 2018. Below are some of the findings from the portrait, as well as recent Statistics Canada data that show evidence of resident's need for the market.

The population of Pointe-Claire by household income (after tax)



(Statistics Canada, 2021a)

The low income cut-off for Canadians is \$26,503 for a single person and \$53,005 for a family of four per year (after tax) (Statistic Canada, 2021b).

39.1% of low-income households in the Pointe-Claire portrait said they do not eat a sufficient amounts of fresh fruits and vegetables daily.\*

The West Island is a food desert whereby 83.5% of the residents have very limited access to fresh fruits and vegetables. (Agence de la santé et des services sociaux de Montréal, 2014).

When asked what their challenges accessing fresh fruits and vegetables were, people said: price (69.9%), time (23.3%), distance (22.4%), and mobility (13.7%).\*

When asked what services would improve their access to fresh produce people said: street markets (53.1%), collective farm (23.1%), shuttle bus (15.4%).\*

\*data is from the Let's Talk Food report, 2018



## Neighbourhood market

The Neighbourhood market is a non-profit solidarity market that offers local fruits and vegetables at affordable and equitable prices. We are located in a central area of Pointe-Claire.



Bob-Birnie Arena parking lot  
58 Maywood Ave,  
Pointe-Claire



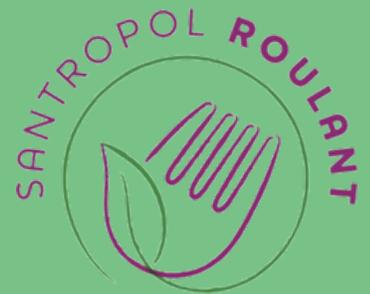
July 6  
July 20  
August 3  
August 17  
August 31  
September 14  
September 28  
October 12



4:00 pm - 7:00 pm

# Local Food

The fresh fruits and vegetables sold at the market were acquired directly from local farms on and around the West Island. We also sold other products such as honey and maple syrup from local producers, as well as prepared foods made by the kitchen team at Corbeille de Pain.



The short circuit model resulted in an average distance of 25.8 Km from farm to market.



By exclusively ordering local products, the Neighbourhood market brought \$9,834 in revenue to local farmers and producers.



Some items offered at the market were generously donated by local residents. This includes mint and rhubarb!

While local food means the variety and quantity of produce may be affected by weather conditions, it also means you can expect the freshest seasonal food!

# Affordability, Solidarity

Fair and affordable pricing are important acts of solidarity, with neighbours and with farmers, at the market.



At the market, all prices are suggested. This means shoppers who need to pay less, can, and those that can pay more, can round up their bill. Shoppers who pay more than the suggested price create a balance so their neighbour can pay less!



Over the course of the season, clients rounded up their bill 82 times, and paid less on 29 occasions



Fair pricing means that we buy produce from farmers at their asking price, and we sell the produce with low margins to keep it affordable for shoppers.



A poster we had up at the market to inform people of the pay-what-you-can option



They run another solidarity market in À-Ma-Baie!



**Corbeille de Pain's mission is to promote food security in the West Island through programs that provide education, build community, and increase access to nourishing food, in collaboration with community partners.**

Corbeille de Pain has been our collaborator on this pilot project since 2020. Their support in terms of expertise, and resources are pillars of the market's success.

They have developed strong relationships with the local farms, and they are responsible for the purchase and sale of all the produce at the market. Corbeille de Pain prepares ready-to-eat items from market produce surplus, which are then sold at the following market.



 **CARREFOUR**  
**SOLIDAIRE**  
centre communautaire d'alimentation

**The Carrefour Solidaire Community Food Centre strives to promote the food autonomy of the residents of the Centre-Sud neighbourhood, centering their work around social inclusion, well-being, popular education, healthy eating, and the power to act.**

The pilot project *Carte proximité, fermière et solidaire* helps to make fresh food more accessible for all while supporting local farms and strengthening short supply chains. It is a rechargeable gift card that can be used at markets to purchase local food, and is given to people who have trouble affording fresh food.



Recipients of the card receive \$25, \$50, or \$100 per month (depending on the size of their household) from July to October.



We distributed cards to 35 households. That is \$6,800 to shop the market!





# Pointe Claire

Our partnership with the City of Pointe-Claire is strengthening over time. This year the City helped us with a number of things including:



Lending us the space to hold the market. This year we had more space than last.



Lending of physical materials (tents, tables, chairs, waste bins, safety cones).



Providing safety for market clients with semi-permanent concrete barriers.



Communications - displaying posters in municipal buildings and publishing on electronic billboards.



Helping with the set-up and takedown of the market.

# The Market Team

The Neighbourhood market team was made up of coordinators and other staff from Corbeille de Pain and TQSOI, Summer interns from each of the organizations, and a dedicated team of volunteers.



**4 volunteers** collectively shared **66 hours** of their time with the Neighbourhood market and their community



# People visited the market from all over the West Island and even from surrounding areas. We had visits from:

- Pointe-Claire (81%)
- Pierrefonds-Roxboro (5%)
- Dorval (3%)
- Beaconsfield (2%)
- Kirkland (1%)
- Dollard-des-Ormeaux (1%)
- L'Île-Bizard
- Île-Perrot
- Vaudreuil-Dorion
- Lachine
- Hudson
- and more!

Percentages indicate the % of clients that came from each area (at least 1%).



Most people heard about the market through Facebook, on a promotional poster, or just by passing by



# The Market in Data

Average clients  
per market

116



Last year

85

Average # of  
new shoppers

23

# of Carte  
Proximité  
distributed

35





**Total # of  
transactions**  
**660**

**Average bill**  
**\$18.39**

**Average # of  
transactions per  
market**  
**83**

**Transactions  
with Carte  
Proximité**  
**218**

**Average total  
sales per market**  
**\$1,508**



# End of Season Evaluation

At the end of the season we asked clients to fill out a questionnaire to help us evaluate the market. The responses help us to see shoppers' satisfaction and gives us pointers for how we can continue to work on improvements for clients. Below are the main findings.

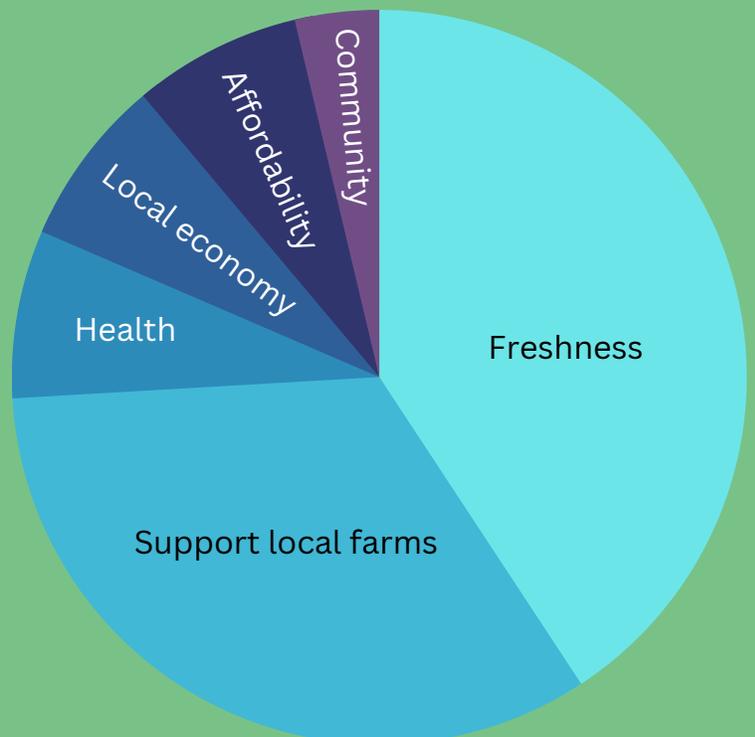
**100%** said their fruit & vegetable consumption increased because of the market

**71%** knew about the pay-what-you-can option

**88%** were satisfied with the opening hours

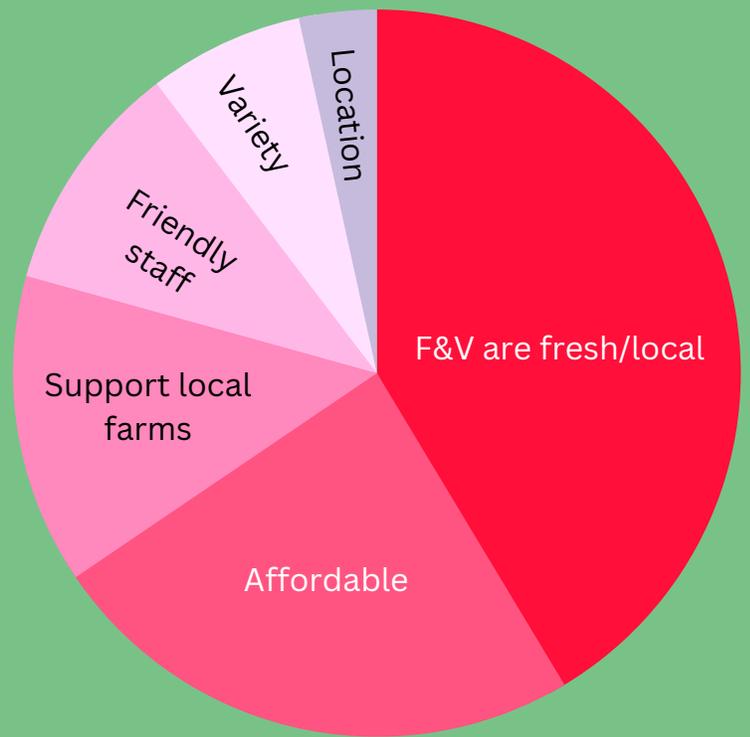
Reasons it is important to shop local

Proportion of themes mentioned



# How to convince someone to visit the market

Proportion of themes mentioned



Clients would like to see more:



As well as:

- meat & fish
- leafy greens
- baked goods
- tropical fruits
- rice
- prepared meals

Clients mentioned wanting a quicker checkout



# Comments from Shoppers

Clients were welcomed to share their feedback through a number of ways throughout the season. The following comments come from a comment box, a question and answer sticky note activity, and the questionnaire mentioned previously.

Continue the program please

Great staff,  
small market  
atmosphere

I meet people,  
it is a great  
project

Well organized.  
Fresh  
products!  
Friendly  
people.

I like all of the  
staff members  
they are always  
helpful and  
friendly.

Good variety,  
prices, quality

# What else was at the Market this Year?



Corbeille de Pain hosted a pop-up Empty Bowls event at the Neighbourhood Market. Empty Bowls is a fundraiser where local potters donate bowls which are sold to raise money. All funds raised from this event go directly into programming at Corbeille de pain. People who bought a bowl received a \$5 voucher to use at the market.



**L'Équipe  
Entreprise**

L'Équipe Entreprise visited the market twice this Summer to share information about their programs with clients.

They offer social and professional integration programs for adults living with mental illness.

# New This Year at the Market

As this was our second year as a public market, we were able to learn and make some changes from our first season. Below are some of the new and improved features of the market.

We had help with setup and takedown of the market thanks to the City of Pointe-Claire. This was a huge help for us this year.

We had more space at the market, allowing more people to shop at once.

We tried different layouts until we found what worked best for us and for clients.



# Next Year at the Market

An important transition is happening at the Neighbourhood Market. Next Summer the TQSOI will no longer be involved as coordinators of the market. Instead, our collaborators at Corbeille de Pain will take over as the main project lead. Not only have they already been a huge part of this market, but they have also run a market in À-Ma-Baie for a number of years. We are confident of the market's success in their capable hands.



## Things to consider for next season

- Addressing the long wait line at the cash.
- Evaluating the possibility of more frequent markets or other pop-up market locations.

# References

Agence de la santé et des services sociaux de Montréal. (2014) Étude sur l'accès aux aliments santé à Montréal-Regard sur le territoire du CSSS de l'Ouest-de-l'île. ISBN 978-2-89673-371-2. Retrieved from: <https://santemontreal.qc.ca/professionnels/drsp/publications/publication-description/publication/etude-sur-lacces-aux-aliments-sante-amontreal-regard-sur-le-territoire-du-csss-de-louest-de-lil/>

Statistics Canada. (2021a). Census Profile, 2021 Census of Population. Profile table: Pointe-Claire, Ville (V) Quebec [Census subdivision]. Income of individuals in 2020. Retrieved from: <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/page.cfm?Lang=E&SearchText=pointe%2DClaire&GENDERlist=1,2,3&STATISTIClist=1&DGUIDlist=2021A00052466097>

Statistics Canada. (2021b). Dictionary, Census of Population, 2021. Table 2.4: Low-income measures thresholds (LIM-AT and LIM-BT) for private households of Canada, 2020. Retrieved from: [https://www12.statcan.gc.ca/census-recensement/2021/ref/dict/tab/index-eng.cfm?ID=t2\\_4](https://www12.statcan.gc.ca/census-recensement/2021/ref/dict/tab/index-eng.cfm?ID=t2_4)

TQSOI. (2018). Let's talk food! Results of the survey on access to fresh fruits and vegetables in Pointe-Claire. Retrieved from: <https://tqsoi.org/report-lets-talk-food-results-of-the-survey-on-access-to-fresh-fruits-and-vegetables-in-pointe-claire/>

Thank you to everyone that supported the market this year! Thanks to the hard work and support of our partners, volunteers, farmers, and clients we had another great season.



[www.tqsoi.org](http://www.tqsoi.org)



[info@tqsoi.org](mailto:info@tqsoi.org)



**(514) 505-0840**

The **Table de Quartier Sud de l'Ouest-de-l'Île (TQSOI)** is a non-profit organization that unites all residents and individuals as well as local community organizations, institutions, businesses and political life, with the aim to improve the quality of life of residents and favouring social development in the south of the West Island.