

# FARM MARKET REPORT

## *Farm Market Transformation*

March 10<sup>th</sup>, 2015 The Bugle-Observer



The expression “transformation” is used pretty casually these days, but no other word adequately describes what has happened to the interior of the Woodstock Farm and Craft Market over the last two months. If you haven’t stopped in for a while, it’s worth making the effort just to see what homegrown design and volunteer labour have accomplished.

The third phase of interior renovations are now almost complete. With new display units in the stall space around the walls, and with new and enlarged seating for the Friday Café service, the Market has been transformed in just two months without an interruption in business.

Like so much in the history of the Woodstock Farm and Craft Market, this development has been made possible by the spirit of volunteerism and cooperation. In this case, vendor, Ramona Paul began by upgrading her own stall. Other vendors saw the opportunity and engaged Ramona to design and construct new display arrangements in their stall spaces.

From these examples, the Board could see the possibilities for greatly improving the interior of the Market and solving some longstanding space arrangement problems. An overall plan was developed and, thanks to Ramona for turning her garage into a woodworking shop, the new display units were constructed offsite and moved into the Market in stages.

The Market could not have undertaken this level of renovation without the huge contribution of volunteer labour provided by Ramona Paul and other vendors who pitched in to help her. So, once again the Woodstock Farm Market, relying on its great history of cooperation and volunteer spirit, has notched up a unique accomplishment.

I was in the Market on a recent Friday when a person who had just moved to Woodstock from PEI, came up to the counter and began exclaiming what a delight it was to find a Market like this open six days a week. She said, "I'm going to do as much of my shopping here as possible." She further complemented the Market on its appearance and arrangement of vendor's spaces.

It's heartening to get this kind of feedback from people who are new to the area. It confirms that the development of the Woodstock Farm and Craft Market is on the right track.

*Keith Helmuth One of the founders and a longtime member of the Woodstock Farm Market*