



OLD STRATHCONA FARMERS' MARKET | MEDIA KIT

OVERVIEW

- Edmonton's original, year-round, indoor farmers' market
- A local attraction for tourists and Edmonton residents
- A vibrant cornerstone of Old Strathcona since 1983
- Promoting local business - makers, bakers, and growers
- Known for fresh, organic, sustainable, and vegan options



HISTORY

The Old Strathcona Farmers' Market has been a staple event of the Old Strathcona area since 1983. It began as an outdoor market in the spring 1983, then moved indoors into what was previously a bus garage in the winter of that year.

OSFM thus became the first indoor farmers' market in the area. Since then, the iconic red brick building and the market itself have become a cornerstone and a gathering place for Edmonton residents.



AUTHENTICALLY LOCAL VENDORS

We have over 130 vendors every Saturday selling only locally grown produce, specialty foods, and handmade arts and crafts.

Our vendors have been carefully screened to ensure their products are authentically produced by them—and nobody else. The result? Confidence in knowing anything you buy was made, baked, grown, or handcrafted by a local vendor.





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OUR COMMUNITY & CUSTOMERS

Farmers' markets give customers an opportunity to access the freshest foods at the height of their season. People love to shop at OSFM for the community atmosphere, getting to know the vendors, the healthy food choices, and knowing they're supporting local businesses.

We have many regular customers who come every week to visit their favourite vendors, as well as tourists and first timers.



ALBERTA APPROVED FARMERS' MARKET

OSFM is an Alberta Approved Farmers' Market (AAFM), a distinction many people are unfamiliar with. AAFM have strict criteria for farmers' markets that promote local, Alberta goods. This means you won't find resellers of imported, mass-produced products. We adhere to an 80/20 market balance where 80% of vendors are from Alberta, with only 20% out of province, and only when their products cannot be sourced in Alberta (such as BC fruit vendors, seafood, etc).

MARKET DATES, TIMES, LOCATION

Open every Saturday (except Christmas) from 8am - 3pm
Located at 10310 83 Ave NW, Edmonton, AB, T6E 5C3
One block north of Whyte Avenue, just off Gateway Blvd

FREE PARKING



We offer 275 stalls of free parking for customers during market hours in our parking lot across Gateway Boulevard.





MEDIA INQUIRIES

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SOCIAL MEDIA

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