Field Outing Report
(Due October 20\textsuperscript{th} at the beginning of class, worth 10\% of final mark)

Goals:
1. Observe compared in food buying experiences between a farmers market and supermarket
2. Critically consider the role farmer’s markets can play in feeding Canada’s urban population
3. Gain experience collecting observational data and reporting on those observations.

There has been a significant increase in the number of farmer’s markets in the last decade. This has occurred at the same time as calls to ‘eat locally’. This assignment explores the differences and similarities between buying food at farmer’s markets and supermarkets.

For this assignment:
Step 1. The field outing assignment requires that you identify and visit a farmer’s market and a supermarket, compare produce for sale and the number of customers. Here is a list of Farmer’s markets in Mississauga (http://mississaugakids.com/farmers-markets-mississauga-2013/) and the GTA more generally (http://www.pickyourown.org/catoronto.htm#farmmarkets). Several locations are accessible via Mississauga Transit. Please note the times and season of the markets.

Step 2. During your visit to each location, complete the assignment worksheet that can be downloaded from the course syllabus. To do this, you will need to spend at least 1 hour at each location. You will also need to visit each location at approximately the same day and time (i.e. 10 am to 11 am Saturday morning).

You should bring paper copies of the worksheets to fill out by hand. You should then type your data into the worksheet, for submission.

Step 3. In one page, single-spaced address the following two areas:
1. Summarize the similarities and differences, using both the quantitative data from your worksheet and qualitative observations, between the shopping experience at the farmers market and supermarket.

2. Provide an assessment of the role you think farmer’s markets can play in feeding urban Canadians. Please address any limitation or benefits associated with relying on farmer’s markets.

Submission:
Your will need to submit a printed version of the assignment as one document.