



Story of Great Greens Farm Market

Our Vision:

To be the best in the world at reducing the distance food travels to reach our customers.

Our Mission:

Elevating the level of health of our community by providing food that is straight from the farm to your fork.

Our Values:

- Exceptional customer service.
- Quality, local products at competitive prices.
- Rock steady performance.
- Provide product that exceeds established product quality standards and consistently beats performance expectations.
- Provide staff with the tools necessary so that they can provide expert product knowledge and service.
- Remain locally owned and operated.

Who owns Great Greens Farm Market?

Ryan and Kim Smith are the founders and owners of Great Greens Farm Market. Ryan was born and raised on Vancouver Island and Kim moved from the mainland to the Island to attend the University of Victoria where they both met in 1997. They started their first business together in 2002 and have since gained significant experience in retail and commercial real estate.

Why go into the specialty grocery business?

Both Ryan and Kim have a passion for cooking, providing healthy choices for their family and supporting the amazing variety of locally farmed and locally produced food. Ryan and Kim also own the Cowichan Liquor Store, which opened in 2012 and is located on the same property as Great Greens Farm market. Great Greens Farm Market compliments Cowichan Liquor Store, which supports and promotes locally crafted wines, beers and spirits.

Where did you come up with the name Great Greens Farm Market?

A friend recommended the name “Great Greens” to both Ryan and Kim and it stuck! The name communicates our high standard for quality produce and extends to all products that the store carries. The property also used to be the location of an outdoor farmer’s market that was open Sundays during the summer months. With significant growth and development in the Cowichan Bay area the farmers market was very busy and there was an obvious need to create something permanent.

Where did you get the idea for a tractor for a logo?

The site on which Great Greens Farm Market is located is the former site of an old tractor repair shop. You can still see where the old tractor bay doors used to be on the original building. After kicking around many different ideas for the logo the idea of using a tractor communicated the connection to the agricultural community, it’s heritage as well as the connection of being fresh from the farm to your fork. It also... well... just looks cool. The logo at the beginning of this document is a registered Trademark.

Are you offering customers product that is available within 100 miles, also known as the 100 Mile Diet?

In order to best serve our customers we do not explicitly follow the 100 Mile Diet. We strive to work with local producers and local business to support our communities.

Great Greens Farm Market’s product is sourced out locally first and if it is not available or there is no local option to meet demand we will expand our boundaries. For product that can only be imported we work with companies that are locally owned and operated.

Buying local allows us to elevate the level of health in our community by providing food that is straight from the farm to your fork!

What are the principles behind supporting Vancouver Island based farms?

Buying local has a direct and immediate impact on sustainability, the local economy and the health of our community. Buying local is sustainable as it significantly reduces the number of miles food travels to get onto store shelves. Buying local means local companies are more successful and are employing more people in the community to meet the increased demand. It also means a greater percentage of earnings are spent in our community. Eating locally produced food is healthier. Knowing the farms, knowing the products and the contents of food whether organic, free range or hormone free provides consumers with healthy alternatives so that they can live a longer, healthier life.

How does Great Greens Farm Market help local food producers?

Great Greens Farm Market supports local Vancouver Island based farms by providing a successful business model that increases their local market share by getting more product to existing customers and by gaining exposure to new customers who have not tried their product before. Within Great Greens Farm Market local products will be highlighted, marketed through our 'Farm to Fork' demonstration program and will be a part of the conversation between staff and customers. Local products will also be highlighted and cross-marketed with local wineries, beer & spirit producers, through Cowichan Liquor Store (www.cowichanliquorstore.ca), Great Greens Farm Market's sister company. This will involve pairing recommendations and evenings where tastings are held with food served or cooked from local products. A percentage of Great Greens Farm Market Inc. profit will also be redistributed back into the community through the local charity Providence Farm.

What is the "Farm to Fork" Demonstration Program?

The Farm to Fork Demonstration Program is designed to showcase the great local products made by local farmers and producers to customers at Great Greens Farm Market. Local farmers and producers will be able to set up a table inside or outside the store, provide product samples to customers and to educate customers on the benefits of buying their local product. Local suppliers and producers can register with the Farm to Fork program by contacting us at customercare@greatgreens.ca