

W.W. Boyce Farmers' Market

665 George Street, Fredericton, NB

Tel: (506) 451-1815

Fax: (506) 455-6451

Email: bycfmmk@nbnet.nb.ca

Website: www.boycefarmersmarket.com

Casual and Reserved Vendors

The Vendors of the Boyce Market fall into two categories.

Casual Vendors – Have successfully passed the application process and have been granted a permit (valid during one fiscal year only) which allows them to attend the market and sell their goods. Casual vendors may not be able to rent the same stall each week. Buskers fall under the category of casual vendor and must also pass through the application/permit process. However, there are limits to most classifications of vendor type within the casual vendor status. The goal is to have the largest percentage of vendors be from the classification of farmer.

Reserved Vendors – Have stalls rented on a regular basis and have usually “done their time” so to speak, in the casual vendor system. Their rental time is based on a thirteen-week period. The goal here is also to have the largest percentage of vendors be from the classification of farmer.

W.W. Boyce Farmers' Market is privately owned by York County Properties Inc. – a non profit organization.

Quotes from the Boyce Market Rules & Regulations

“The offering for sale, exhibiting or display of produce, goods, wares, animals or merchandise of any kind in or about the market or in the adjacent parking lot without permission is prohibited.”

“Unauthorized fund-raising, solicitation for money, or panhandling is not permitted on market property.”

“No live animals or fowl except seeing-eye dogs may be brought into the market building by vendors or patrons, or sold at the market.”

Cover Photo: **JOHN DEWITT PHOTOGRAPHY**
Design: **ALLEGRO VISUAL COMMUNICATIONS**
Composition: **EVELYN FILLMORE, MARKET COORDINATOR**

W.W. Boyce Farmers' Market

Since 1951

Market Hours
6 am - 1 pm Saturday



(P) = Possible Parking



Did You Know...

Event Rentals

The Boyce Farmers' Market can be rented for evening events from Saturdays to Thursdays and occasionally for day events. (special restrictions apply)

Some events that have taken place at the Market are:

- Harvest Jazz and Blues Jazz Festival & Mardi Gras
- Botanic Gardens Assoc. Annual Plant Sale
- Annual Two Day Christmas Craft Sale
- S.P.C.A. Rummage Sale

And numerous wedding receptions.

Note: catering service is available.

If you would like to inquire about renting the Market for your event, please call 451-1815

Capacity

Approximate capacity for Events:

600 standing only

330 seating/standing combination

Fund Raising

Fundraising spaces for non profit organizations:

In the spirit of community the Boyce Market allocates several stalls for the purpose of fundraising. These spaces are available to Non Profit Organizations to carry out fundraising activities over and above their day to day operations. These spaces are always in demand and must be booked in advance.



665 George Street
Fredericton, NB

W.W. Boyce Farmers' Market

By Ruth Scott

Published in The Daily Gleaner 28/09/98

The W.W. Boyce York County Market on George Street is a colourful and popular weekend attraction for both locals and tourists.

Opened in 1951, the market came from the estate of rich businessman William Walter Boyce, who emigrated to the Fredericton area in the late 1800s.

Boyce, a market gardener in his English hometown, was distressed with a lack of a proper markethouse in Fredericton and hoped to do something about it. Unfortunately, he never lived to see his dream come true.

Today, the "market" as it is affectionately known around town, is a mainstay in the weekend activities of many city residents.

However, the importance of a market to the Fredericton area predates even the city's incorporation.

While leave was obtained from the legislative council to establish market house in 1789, it was 1814 before it became a reality. That year, James Taylor, aided by a grant from the provincial government, erected "a commodious" markethouse on Queen Street between the Soldiers' Barracks and the Provincial Hall (later the site of the present legislative assembly).

In 1817, the Court of Sessions bought the markethouse for 1,400 pounds sterling. Part of the property was retained to accommodate the farmers' market.

When Fredericton became a city in 1848, one of the first motions put before the fledgling municipal council was to ask permission to build a new markethouse in the area above Carleton Street.

The area known as Phoenix Square was chosen as the site of a new indoor central market.

The Phoenix Square market did not go indoors until after 1876 when City Hall was built for the community. The farmers' market occupied part of the first floor.

This was the situation when 16-year-old Walter Boyce first visited Fredericton with his father in 1888. Walter's father was a cattle buyer from the north of England who travelled to Fredericton to buy cattle for the English market. After a few years, young Walter decided to stay in Fredericton to see if it was possible for a young Englishman to make his fortune in the colonies.

After a few years of working as a labourer, Walter married May Leonard of Salamanca. The young couple bought a farm in Lincoln where they harvested garden produce. Turnips were a specialty and it is said that May Boyce could weed and thin a row of turnips faster than any man.

The Boyce's sold their turnips at the Phoenix Square market and at markets in Boston and Montreal.



Walter Boyce proved to be a real go-getter. Working with a partner, he bought a lumber mill and shipped New Brunswick lumber all over the world. After a few hectic years, he sold his interest and returned to his first love, market gardening.

Boyce built a warehouse on York Street in Fredericton where he sold feed and fertilizer to area farmers. In return for these services, he took the yield from their produce as pay, then sold it in markets in Boston and Montreal.

As Boyce became more active in various businesses and corporations in the city and province, he and his wife sold the Lincoln farm and moved into town, residing at what is now 677 Churchill Row.

Boyce, who died rich and childless in 1950, was a philanthropist. During his lifetime, many organizations and foundations benefited from his generosity, including the Veterans' Wing of the old Fredericton Hospital. On his death, most debts against his estate were forgiven, allowing more than 200 area farmers to benefit from his generosity.

When Boyce's will was probated, it was learned that he had left \$40,000 to the Municipality of York to build a market. The government promptly sent the money back to his widow, stating that \$40,000 was not enough to undertake such an expensive project.

May Boyce refused to accept it, saying the gift was her late husband's wish and she did not want the money back. York



County reluctantly agreed to carry out Walter Boyce's wishes.

However, as it turned out, the Municipality of York had little trouble raising more money. The only question was – if the market left Phoenix Square where would it go?

The province now came to the rescue with a grant of an acre of land. This land, the greater part of a city block, extended from the corner of Regent and George streets to the corner of Regent and Brunswick streets. On the space provided, there would be room for a markethouse and room for the parking of the vehicles of patrons of the market.

The building, constructed of bricks and concrete blocks, opened in 1951 and was named in honor of its main benefactor.

As the number of patrons and vendors increased, a small section was added to the east wall in the late 1970s. In 1991, a new west wing was added.

