

## Farmers' market changing its name

The Caledon Farmers' Market will now be known as Bolton Farmers' Market (BFM).

The change, which was announced last Monday by the Town of Caledon, took effect immediately.

The market, which operated during the summer at the fairgrounds in Bolton, will adopt the name of the community where it's run to reflect its geography; represent its primary consumer base; and to stand out from other farmers' markets operating elsewhere in Caledon, such as Inglewood and SouthFields Village.

'This change from the Caledon Farmers' Market to the Bolton Farmers' Market will allow us to serve the community better by connecting the market to the community to which it primarily caters,' BFM Manager Jith Dravin commented. 'We want to increase the community's attachment to the market and use it as a focal point for the community. The name change or 'rebranding' is a first step towards achieving that.'

The Town has also announced the market will be changing locations. The new site has not been announced yet.