



Ann Arbor Farmers Market 2014 Season

Sarah DeWitt, Market Manager



2014
Vendors
The Market Team
Food Assistance Programs
Wednesday Evening Market
Partnerships & Events
Press
Public Market Advisory Commission
2015



2014

- 12 months
- 12 national & local media articles
- 16 musical performers
- 26 community partners
- 109 markets
- 141 local businesses
- 15,540 social media followers
- 21,400 credit card tokens
- 50,051 lbs of donated produce
- 67,032 food assistance dollars





141 Vendors

- 38 diversified farms
- 29 artisans
- 22 specialty foods
- 21 produce farms
- 13 plant producers
- 8 bakeries
- 3 apiaries
- 3 livestock farms
- 1 creamery
- 1 fishery
- 1 mushroom forager
- 1 seed company



The Team

- | | |
|---|--|
| Sarah DeWitt
Market Manager | Kaitlin Lapka
Evening Market Intern |
| Carrie DeWitt
Assistant Market Manager | Michaëlle
Rehmann
Market Inspector |
| Julia Hickey
Market Office Assistant | Jan O'Neill
Market Inspector |
| Alyssa Galvin
Market Office Assistant | |
| Jasmine McNenny
Market Office Assistant | |



Summer Staff Presentations

The GMO Debate
Washtenaw County Food Hub
Future of Food Assistance

Educate
Enliven
Empower



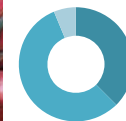
\$31,752 SNAP
 \$30,300 Double Up Food Bucks
 \$2,800 WIC Project Fresh
 \$2,180 Senior Market Fresh

\$67,032 TOTAL

- 205 New SNAP Users
- 50,051 Lbs of Donated Produce
- Onsite Distribution
- iPad Translations



Wednesday Evening Market



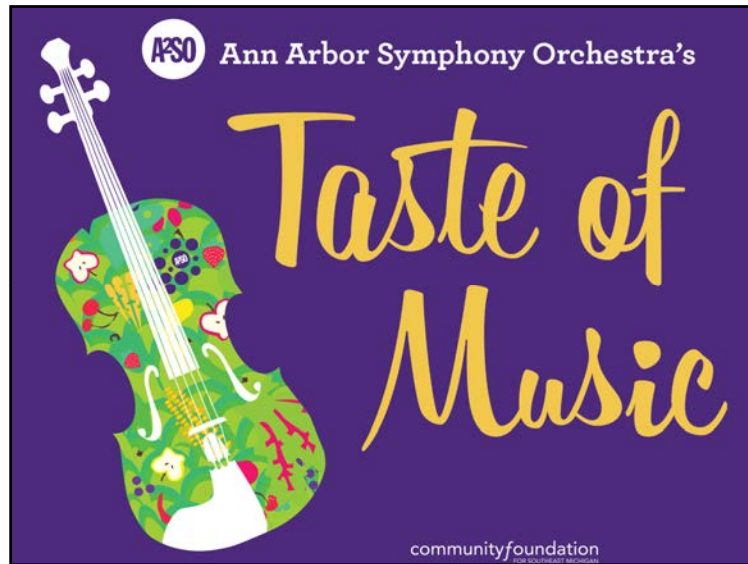
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Number of Years in Business

“The relaxed feel, nice time of day, sense of community among the vendors.”



30% Woman-Owned Businesses



Ann Arbor Symphony
WIC Project Fresh
826 Michigan

Systems Planning
Human Resources
GIVE365

The block contains three images: a display of various pastries, a young boy playing a trumpet, and a pair of hands holding a small green plant. Below the plant image is the text 'CITY OF ANN ARBOR 2014 Sustainable Ann Arbor Forums' and a row of six green icons representing different sustainability themes.

95th Market Birthday
Halloween Celebration
Holiday Carols

Food Truck Rallies
Preservation Series
Kids' Nights

The block features a large image of fresh vegetables on the left. In the center is a logo with three stylized radishes and the text 'UNITED IN THE COMMUNITY FOR 95 YEARS'. On the right is a photo of a food truck with a person standing in front of it.

Food Truck Rally coming to Wednesday evening
Ann Arbor Farmers Market

James Earl Jones

Famous actor grew up in
Manistee County
community

Childhood friends: 'He was just James
In search of Jones' real 'Field of Dreams'
Hear his memories of Michigan

Get the latest updates

The block is a screenshot of a news article. The main headline is 'Food Truck Rally coming to Wednesday evening Ann Arbor Farmers Market'. Below it is a photo of a white and green ice cream truck with 'HELLO! ICE CREAM' written on the side. To the right is a sidebar with a photo of James Earl Jones and the text 'Famous actor grew up in Manistee County community'. At the bottom, there is a byline for Jessica Webster and a 'Print' button.



Market Buzz

Today Show
Fall Travel Destination

Pure Michigan
Seasonal Produce

New York Magazine
Travel Destination

Better Homes & Gardens
Present & Past Vendors

Crazy Wisdom Journal
iPad Translation Program

MLive
Events & Seasonal Hours



Public Market Advisory Commission

- Transfer of Seniority
- Market Stall Fee Increase
- Infrastructure Analysis
- Vendor & Customer Surveys
- Winterization
- Parking Strategies
- Operating Rules Updates





2015

Daytime Programming
Fieldtrip Pilot
Mobile Food Vendors
Parking Planning
Winterization
Infrastructure Projects
Food for Thought
Evening Market Growth



Thank you for your support
of the market!

Questions?