

MEMORANDUM

TO: Parks & Recreation Services

FROM: Public Market Advisory Commission

DATE: March 23, 2017

SUBJECT: Evaluation of the Addition of Recipe Kit Vendor to the Market

The Ann Arbor Farmers Market staff and the Public Market Advisory Commission are committed to encouraging and supporting new, innovative businesses that fall within the existing categories of vendors as defined by the Public Market Operating Rules.

The Market received an application from Ana Cheong on October 19, 2016 for her business, Ai Cocina. Ai Cocina sells ethnic recipe kits, which include recipe ingredient lists and instructions, selected ingredients (such as spices and noodles), and stories about the recipes origin and development.

The Market Manager and the Public Market Advisory Commission consider this product to fall under the category of an artisan vendor and would support Ai Cocina's admittance to the market with the following stipulations:

1. Ingredients provided with the kit should be sourced as locally as possible.
2. Seasonal recipes should be tailored to encourage shoppers to purchase ingredients that are available at the Farmers Market.
3. Recipe ingredients include a list of alternatives so that purchasers of the kit could identify substitute ingredients at the Farmers Market based upon the available products, specifically produce, of that given day.

The Market would welcome a revised application that includes these features prior to the admittance of Ai Cocina to the Ann Arbor Farmers Market.