

Market Manager Report
Presented August 18, 2016

Operations

- August 20, 2016 – the Michigan Farmers Market Association will be conducting their second Rapid Market Assessment (RMA) at the market. An RMA is an intensive, one-time market-day snapshot of a farmers market. MIFMA has organized a team of farmers market experts to use simple, tested methods to count market customers, survey customers using the dot survey technique, and compile market observations and recommendations. The findings will be provided to the Ann Arbor Farmers Market in a final report which can then be used to enhance the market. Examples of these assessment reports are available on MIFMA's website: <http://mifma.org/rapid-market-assessment-reports/>. Shoppers will be asked to respond to survey questions regarding how much they plan to spend at market, at other downtown businesses, how often they come to the market May through December, and the best way to reach them to share market news (email, hard copy, social media, etc.).

Events

- Slow Food Huron Valley's Annual Homegrown Festival will take place at the market on Saturday, September 10th, 6-10pm
- The next Food Truck Rally will be held on Wednesday, September 7th, 5-8pm.

Partnerships

- This August marks the 97th anniversary of the Ann Arbor Farmers Market. As part of our celebration we are excited to announce a special partnership with Food Gatherers, the food rescue partner of the market since the organization's inception. Each Saturday in August Food Gatherers will be at the market to promote *Good Food for All*: connecting the dots between health and hunger with donations of the healthy food for those who need it most.

Food Gatherers will have a booth to collect donations of fresh produce and other healthy foods from market goers. Donations of whole produce and unrefrigerated commercially-produced foods can be purchased at the market or brought from home or garden, as a convenient donation drop off point for the downtown community.