

THE MARKET AT A GLANCE

1919 – 2018 Rooted in the community for 99 years.

The Ann Arbor Farmers Market is proud to bring farm-fresh produce to the community every week of the year. The gathering place for more than 100 local businesses, the producer-only market offers native plants, artisanal yogurt, cheese and baked goods, fresh-picked vegetables, slow-roasted coffee beans, fermented sauerkraut and Sriracha, cut flowers, hardwood cutting boards and planters, premier Michigan fruits and nuts, maple syrup and so much more.

May-Dec., 7 a.m.-3 p.m., Wednesday and Saturday

Jan.-April, 8 a.m.-3 p.m., Saturdays

86 Market Days

VENDORS

132 vendors

of vendors selling each type of product (some sell more than 1 type):

- Fruit 8
- Veggies 39
- Artisan 22
- Meat 8
- Plants/flowers 14
- Baked goods 11
- Honey, maple syrup, jam 17
- Prepared foods, misc 22
- Dairy 3

Average number of vendors

- Saturdays 33
- Wednesdays 9

AVERAGE CUSTOMER COUNT

Saturdays in the summer average 13,000 customers. In the winter Saturdays average 3,000.

Wednesdays are about half the customer traffic as Saturdays.

FOOD ASSISTANCE

Total food assistance sales Dec 2017 – Dec 2018

Women, Infants and Children - \$4,400 (redeemed)

Senior Project Fresh - \$4,288 (redeemed)

Double-up Food Bucks - \$35,740 (redeemed)

SNAP/EBT - \$35,000 (redeemed)

Credit Card - \$206,200 (redeemed)

FOOD TRUCK RALLIES

The 2018 Food Truck Rally season was a big success, with a huge variety of food options including Mexican, Spanish, Jamaican, crepes, sandwiches, vegetarian & vegan dishes, donuts, rolled ice cream and more. This was our fourth year hosting the Rally, which replaced the Wednesday Evening Market in 2015 after 5 seasons. The number of trucks in 2015 was 6, which has grown to 14-16 vendors in 2018. The Rallies have become a way to highlight a different element of our vibrant food system: the trucks that serve prepared meals, providing unique recipes and creative ways of cooking. The Rallies create a

space that fosters growth, allowing these local food businesses to expand into a new area and reach new customers.

Give 365 hosted “Family Fun Night” during the Rallies, offering kids’ activities such as a bean bag toss, chalk, mini golf, jenga, giant connect four, a kitchen area, and more. They also recruited volunteers. Thanks to Give 365, our events were fun and included a way for the whole family to participate.

Zero Waste Washtenaw and Recycle Ann Arbor participated during each Rally to cut down on waste by helping customers sort between trash, compost and recycling. Volunteers monitored stations to facilitate the sorting process and educate customers. We were able to achieve a diversion rate of 51%. The market will continue to work with Zero Waste Washtenaw next year, making the events completely Zero Waste by requiring all trucks to use materials that are recyclable and compostable.

1-2 music groups performed live during each Rally
Face painting
Kids’ activities

Each truck sold an average of 160 meals/night, with proceeds ranging from \$800-\$2000. Staff estimates there were about 2,400 customers at each rally. All of the trucks indicated they would be interested in participating again next season. 10 people volunteered between all 6 events.

Participating trucks and carts

Impasto; Salt & Sugar Co.; Naughty Boy’s Rolled Ice Cream; Jamerican Grill; Island Noodles; Truckshuka; Hero or Villain; Delectabowl; Matt & Mo’s; Wood Fired Up; Shimmy Shack; Crepe Day Twah; Nosh Pit; Simply Spanish; Petey’s Donuts; MI Pops; Cosa Sabrosa

VOLUNTEERS

Volunteers spent a total of 194.25 hours over the year with setup, takedown, events and office tasks.

MARKET TO CHEF PROGRAM

This year the market piloted our Market to Chef Program, which connected farmers to chefs through a weekly product availability list from each of our participating vendors, including prices and the ability to order online. Farmers sold \$5,717.00 worth of produce through the program. 14 Chefs and 14 farms participated.

GOOD GATHERERS

- Approximately 34,376 pounds donated from 32 vendors.

The Market is one of the original donors, with farmers participating pretty much for the entire 30 years Food Gatherers has been around.

“it’s all really high quality, needed stuff. We love the AAFM!” – Sebastian Wreford, Food Gatherers Manager of Food Donor Relations

2018 EVENTS

Guest Chef Cooking Demos - 3rd Wednesdays, May - October, 11 am - 1 pm.

Ann Arbor Chefs performed cooking demos using seasonal ingredients from our vendors. Customers could meet the chefs and learn how to create yummy recipes using local ingredients from the market. Tastings included. Also organized by Edible Wow and Taste the Local Difference. Participating chefs included Chef Nic Simms of the Jefferson Market; Chef Joel Panozzo of the Lunchroom and Detroit Filling Station; Chef Brandon Johns of the Grange Kitchen & Bar; Chef Ji Hye of Miss Kim's; Chef Bob Bennet of Zingerman's Roadhouse; and Chefs Blake and Emilia from Eat Catering and Carry Out.

CSA Day – Saturday April 21

The Market hosted its first ever "CSA Day" to help inform customers what a CSA is, and which is the right fit for them. The crux of the CSA, which stands for Community Supported Agriculture, is that the consumer purchases a share of a particular farm's harvest upfront for the season, to be picked up regularly, and becomes a member of that farm. To help customers find their perfect match, vendors offering CSAs were present to answer questions, provide information and explain what makes their CSA unique.

Flower Day- Sunday May 27 (Memorial Day Weekend).

"Flower Day" was on Sunday of Memorial Day Weekend. This day was all things FLOWERS AND PLANTS. We combined with the Sunday Artisan Market to offer a special event, which also included food trucks, live music, backyard beekeeping tips, gardening how-to advice from Master Gardeners, kids activities with Triangle Cooperative Pre-school, and tons of fun! Kerrytown neighborhood businesses also hosted flower themed activities that day.

The Market's 99th Birthday Celebration and Instrument Petting Zoo - Saturday, August 4th.

Hands-on fun with instruments! Children had the chance to get up close and personal with the orchestral instruments they see professionally played on stage. Customers joined the Ann Arbor Symphony Orchestra as it hosted the Instrument Petting Zoo at market.

Glass Blowing Demo and Harvest Festival - Saturday, October 20th

It was a glass pumpkin fest. The Glass Academy was at the market all weekend making glass pumpkins. Customers had the opportunity to watch glassblowing demonstrations all day, and could commission that perfect pumpkin too.

Halloween Bash - Saturday, October 27th.

Fun for the whole family. Kids could trick or treat at our candy stations around the market, or practice their art skills with pumpkin painting. All visitors young and old were encouraged to wear costumes.

NEIGHBORHOOD IMPACT

We found that 85% of customers also shop at nearby businesses when they visit the farmers market, increasing the impact that the market has on our neighborhood. The market was the primary reason for visiting the area for 83% of visitors.

ECONOMIC IMPACT

Most customers (46%) spend between \$20 and \$50 at the market. Produce was purchased most often, followed by baked goods and eggs. Over half (66%) of our customers shop weekly at the market, as opposed to monthly or yearly.

IMPROVEMENT PROJECTS

Repared the parking lot with a grant from the DDA. Also added more lighting for the lot.

Installed new LED lights in overhead canopy.

Paving the Way: Fifth and Detroit Street between Catherine and Kingsley was under construction this summer, "paving the way" to a safer and improved landscape. The project installed picnic tables, landscaping and lighting along 5th Ave near the Market. It also replaced brick on Detroit St, installed new lampposts and bike racks, replaced the concrete on Detroit and 5th, added an island and crosswalks in 5th, redid electrical and storm drains, and improved the sidewalks.

GREENBELT

The goal of Ann Arbor's Greenbelt Program is to protect open space, farmland, natural habitats, and the City's source waters surrounding the City of Ann Arbor. It is funded by the Open Space and Parkland Preservation Millage, a 30-year millage approved by Ann Arbor voters in 2003 that also funds the acquisition of parklands for the City's parks system.

The Greenbelt Program protects land by purchasing the development rights on properties within the Greenbelt District, which is comprised of portions of eight townships surrounding the city limits. The Greenbelt Program, in partnership with the County and other partners, also funds the acquisition of natural lands for publicly accessible parks. Benefits of the Greenbelt include providing opportunities for Ann Arbor residents to enjoy nature, protecting scenic viewsheds surrounding Ann Arbor, and increasing access to fresh and local foods by enabling young and beginning farmers to afford farmland in the metropolitan areas near Ann Arbor. The Open Space and Parkland Preservation Millage has protected over 5,200 acres of farmland and open space surrounding the City of Ann Arbor, acquired over 98 acres of parklands, and has leveraged over \$24 million through grants, landowner donations, and other locally funded programs.

WE ASKED OUR CUSTOMERS...

What do you like best about the farmers market?

- Getting it right from the farmer
- Local food. I can bike or take a bus to it
- I like that it's open in the winter. The cider doesn't go bad as fast. Fresh produce. Community.
- I like the new layout. Local economy. Yummy veggies.
- Meeting and talking to the farmers
- Social aspect, supporting local
- Buying fresh local foods, location, ambiance

- Location, supporting local growers, prices, great diverse selection
- Supporting local, buy local, fresh foods
- Variety of produce and products from farmers I know
- Coffee at Roos and community
- Local organic farmers
- Great food and community and supporting local

What can we do to improve your experience?

- Covered bike parking
- Bike parking. Organic apples. Music
- Pesto guy. Affordable grocery stores in walking distance of central campus neighborhoods downtown Ann Arbor
- Building facility
- Winterizing the market. Wind and rain protection
- Outdoor seating. Singing (not rehearsed music)
- Need dairy (cheese). Need mushrooms. More meal vendors and hot food
- Better numbering of stalls
- Wind net. Food trucks every week.
- All vendors when fall and winter
- Winterized market
- Food trucks (b-fast burritos) and live music
- Parking!
- More child stuff to do
- Nothing. It works well. Please invest money in upkeep/maintenance (which is all in good order anyway)
- Build the indoor market!
- Nothing!