

Market Manager Report
Presented September 18, 2014

Market Updates

ICMA Local Government Supporting Local Food Project

Ann Arbor, specifically the Ann Arbor Farmers Market, has been selected as one of 4 communities to be profiled as part of a new project facilitated by the International City/County Management Association and the Michigan State University Center for Regional Food Systems. ICMA and MSU partnered in 2012 to conduct a national survey to learn more about the landscape of local governments' food-related policies, programs, and plans. The survey represented the most comprehensive effort to date assessing the status of local government support for food system development; it also established a benchmark against which we can assess progress on these issues in the future. Ann Arbor was one of nearly 2,000 survey respondents; an overview of the results can be found here:

http://icma.org/en/icma/knowledge_network/documents/kn/Document/304510/ICMA_MSU_2012_Food_Policy_and_Program_Survey_Summary_Results.

In an effort to further understand and promote ways local governments engage in food system development, ICMA and MSU are now selecting communities to be the focus of case studies that will be compiled and published via [ICMA's Knowledge Network](#) and the [MSU Center for Regional Food Systems' website](#). These case studies may lead to the development of webinars, conference sessions, etc. or be distributed to other food system resource portals.

The project will profile 4 communities at different levels of engagement, highlighting interesting activities and exploring the local governments' roles in leading and/or supporting these efforts. Understanding connections between local governments and food systems is a topic of interest in communities across the country, and based on the various planning and policy activities reported in its survey response, it is believed that others could benefit from learning more about what is happening in the city of Ann Arbor (and Washtenaw County). The focus of these studies will be the motivations, challenges, and priorities influencing the steps your community has taken; case studies will consist of phone conversations and site visits with various city staff and other local partners.

Attendance Averages at the Market

The average attendance for daily vendors in FY13 and FY14 was 29 market days. The average attendance for annual vendors in FY13 and FY 14 was 36 market days.

Holiday Market Schedule

The market will be open on Wednesdays in 2014 through December 24th. The Wednesday market on December 24th will be open from 7am until 12noon. There will be no Wednesday market on December 31st. Saturdays will remain on the normal schedule (Saturday December 27th, 7am-3pm; moving to winter hours on Saturday January 3rd, 8am-3pm).