

## MEMORANDUM

TO: Public Market Advisory Commission  
FROM: Sarah DeWitt, Farmers Market Manager  
DATE: June 27, 2013  
SUBJECT: Wednesday Evening Market Proposed Vendor Definition Change

Currently, the Wednesday Evening Market Operating Rules Section II.1 defines a vendor:

“Vendor: A Vendor is a person or business entity that has a complete and approved application on file with the Market Manager. Vendors can grow and offer for sale one or more of the following items: edible grains, fruits, vegetables; live plants, trees, shrubs, cut flowers; apiary products; maple syrup and sugar; general farm products such as eggs and poultry; and, food prepared from such produce, including baked goods, jams, and jellies. A vendor can also sell food items for immediate consumption that are made or prepared at the Market or prior to the Market by the vendor and offered for sale at the Market from a licensed cart.

In order to further the market’s purpose, which is stated in Section I of the operating rules:

“The Wednesday Evening Market of the City of Ann Arbor Public Market is dedicated to supporting small-scale growers and producers through the creation of a vibrant marketplace that is welcoming to all members of our community. The market aims to preserve both the region’s rich agricultural history and foster innovation, while meeting the demands of area residents for additional opportunities to purchase local, fresh food.”

Staff propose the following definition to be substituted for the market’s current definition:

A Vendor is a person or business entity that has a complete and approved application on file with the Market Manager. Vendors must produce and may offer for sale local, fresh food products and/or items that support food preparation, food consumption and our region's agricultural history. A vendor can also sell food items for immediate consumption that are made or prepared at the Market or prior to the Market by the vendor and offered for sale at the Market from a licensed cart.

These changes will allow for a more diverse product mix and greater vendor participation while furthering the market’s purpose of supporting local producers and offering a vibrant marketplace.

Prepared by: Sarah DeWitt, Farmer’s Market Manager  
Jeff Straw, Deputy Manager of Parks and Recreation Services  
Reviewed by: Colin Smith, Manager of Parks and Recreation Services  
Sumedh Bahl, Community Services Area Administrator

RESOLUTION TO RECOMMEND IMPLEMENTATION OF PROPOSED CHANGES TO THE  
ANN ARBOR WEDNESDAY EVENING FARMERS MARKET VENDOR DEFINITION

Whereas, City staff have submitted changes to the vendor definition in Section II of the Evening Market Operating Rules in order to further carry out the Wednesday Evening Market's purpose.

Whereas, the updated definition allows for more product diversity for shoppers and more opportunities for local businesses to participate in the Wednesday Evening Market.

RESOLVED, that the Public Market Advisory Commission recommend that changes to the vendor definition be implemented as proposed.

June 27, 2013