

Market Manager Report

Presented May 15, 2014

Market Updates

Marketing

- Wednesday Daytime & Evening Market marketing: yard signs, banners, posters.
- The following publications have featured the Ann Arbor Farmers Market in recent articles:
 - MLive
 - Photo gallery: Wednesday Ann Arbor Farmers Markets begin season: http://www.mlive.com/news/ann-arbor/index.ssf/2014/05/images_from_the_first_wednesda.html
 - Ann Arbor's Wednesday market starts this week as the farmers market season heats up: http://www.mlive.com/news/ann-arbor/index.ssf/2014/05/ann_arbors_wednesday_market_st.html
 - Which vendors are at the Ann Arbor Farmers Market today?: http://www.mlive.com/news/ann-arbor/index.ssf/2014/05/who_is_at_the_ann_arbor_farmer.html
 - New York Magazine
 - Discover the Arty Side of Ann Arbor: <http://nymag.com/travel/weekends/annarbor/index4.html>
 - Pure Michigan
 - Ann Arbor in Full Flavor: <http://www.michigan.org/news/ann-arbor-in-full-flavor/>
 - Crazy Wisdom Journal, Issue #57 May thru August 2014. Copyright © Crazy Wisdom, Inc., 2014
 - Perk Up Your Ears: Two Programs Offer New Harmonies and Languages at our Farmers' Markets (see pdf attached)
- Engagement Numbers:
 - Twitter: 4,045
 - Facebook: 9,142
 - GovDelivery (Email Listserv): 1, 963

Operations

- Inspections update: 24 inspections have been completed to date in 2014. We are on target to reach our goal of inspecting every market vendor within the appropriate timeline by December 2014.
- Vendors will be receiving their annual payment invoices and forms within the next week. All payments are due by June 28, 2014.
- Local Food Promotion Program USDA Webinar Information.

Events

- Wednesday June 4th, Know Your Farmer. Know Your Food. The Farmers Market staff will take city employees participating in the city's wellness incentive program on a tour of the produce options and talk about different ways to incorporate produce items into a weekly meal plan. City staff will learn about how local foods can be utilized in recipes and what health benefits they have to offer.
- Wednesday Evening Market returns June 4th
- Double Up Food Bucks returns June 4th
- Wednesday, July 9th WIC Project Fresh education classes and the Ann Arbor Symphony join together at the Wednesday Evening Farmers Market
- Wednesday Evening Market June Programming Calendar (see attached)

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