

## **Market Manager Report**

*Presented May 19, 2016*

### Operations

- On February 27, 2016 the Michigan Farmers Market Association conducted a 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 final report is attached.

### Events

- The first Food Truck Rally of the season was a huge success! Seven trucks and one cart saw long lines and happy eaters. Live music and UM Graphic Design poster displays created a lively atmosphere at the market.
- Next First Wednesday Food Truck Rallies June 1<sup>st</sup>, 5 – 8 p.m. Participants include:

Cheese Street  
Delectabowl  
Matt and Mos  
MI Pops  
Petey's Donuts  
Pita Post

Shimmy Shack  
Wild Violet  
Bigalora  
Hello Ice Cream  
Hero or Villain