

Market Manager Report

Presented July 20, 2017

Partnerships

- Once again the market will be partnering with Food Gatherers, the food rescue partner of the market since the organization's inception. On Saturday in August 5, Food Gatherers will be at the market to promote its mission to distribute healthy food to those who need it most, and highlight its relationship with the market and its vendors.

Food Gatherers will have a booth to collect donations of fresh produce and other healthy foods from market goers. Donations of whole produce and unrefrigerated commercially-produced foods can be purchased at the market or brought from home or garden, as a convenient donation drop off point for the downtown community.

- Senior Project Fresh distributed coupons for their food assistance program on Wednesday July 12. WIC Project Fresh will distribute coupons for their program on Wednesday July 26.
- Zero Waste Washtenaw will be working with the Market to recycle and reduce waste during future Food Truck Rallies.

Marketing

- The market will be adding a new social media tool to highlight individual vendors each month, post events, and share pictures. It will be a mobile web app, downloadable to your phone or accessible online. Another way to promote and showcase all the wonderful things we have to offer.
- A recent MLive article covered the July 5th Food Truck Rally

Operations

- The Annual Stall Move Up has been scheduled for Saturday July 29, after the daytime market.

Events

- The July 5th Food Truck Rally was a success, with 15 mobile food vendors, 2 musicians, and kids activities with Give 365. Our next rally will be Wednesday, August 2.