



HARD WORK EQUALS SUCCESS

The Ann Arbor Farmers Market staff is proud to present the 2017 Annual Report. It was a very good year and we're proud of our accomplishments.

"It was a very good year."

2017 FOOD TRUCK RALLIES

The 2017 **Food Truck Rally** season was a big success, with more customers and trucks than we had in 2016. This was our second year hosting the Rally, which replaced the Wednesday Evening Market in 2016 after five seasons. The goal was to build upon the community oriented, food-focused events that were well loved as part of the Evening Market, while reducing costs and focusing our energy on monthly events. The average number of trucks in 2016 was 9-12, while this year's ranged from 11-15. The rallies have become a way to highlight a different element of our vibrant food system: the trucks that serve prepared meals, providing unique recipes and creative ways of cooking. The rallies create a space that fosters growth, allowing these local food businesses to expand into a new area and reach new customers.

PARTNERSHIPS

GIVE 365 hosted "Family Fun Night" during the rallies, offering kids activities such as a bean bag toss, chalk, mini golf, jenga, giant connect four, a kitchen area, and more. They also recruited volunteers. Thanks to Give 365, our events were fun and included a way for the whole family to participate.

Zero Waste Washtenaw participated during the last two Rallies to cut down on waste by helping customers sort between trash, compost and recycling. Volunteers monitored stations to facilitate the sorting process and educate customers. September's Rally resulted in a 69% waste diversion rate, with a 53% diversion in October. The market will continue to work with Zero Waste Washtenaw next year to encourage the use of more compost friendly materials and reduce our waste.





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Each truck sold an average of 130 meals/night, with proceeds ranging from \$500-\$1200. Staff estimates there were about 1700 customers at each rally. All of the trucks indicated they would be interested in participating again next season. Thirty-six people volunteered between all six events.

WHAT CAN WE DO BETTER?

- More outreach to students and the university
- Better use of the whole market space
- More tables and chairs

WHAT'S GOING WELL?

"All the free activities for kids, the great overall turnout and support of the community, a much more reasonable fee compared to some other events we do."

"The atmosphere between everyone. Customers and even with the other vendors. It was always a happy and positive thing even the couple times it rained."

"Our sales were up 40 percent compared to last year. Good job with advertising!"

"Thanks for inviting us! It was a great experience and we look forward to an even bigger and better season next year."

#CARTS/TRUCKS | #DAYTIME VENDORS | SPECIAL ACTIVITIES

May

12 | 3 | 1 musician | GIVE365 face painting

June

13 | 4 | 2 musicians | GIVE 365 kids activities/community groups

July

14 | 3 | 2 musicians | GIVE365 kids activities/community groups

August

15 | 3 | 1 music group | GIVE365 kids activities/community groups

September

11 | 4 | 2 music groups | GIVE365 kids activities/community groups and Zero Waste Washtenaw

October

11 | 1 | 3 musicians | GIVE365 kids activities/community groups and Zero Waste Washtenaw





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86 MARKET DAYS - THE SEASON AT A GLANCE

May-Dec., 7 a.m.-3 p.m., Wednesday and Saturday
Jan.-April, 8 a.m.-3 p.m., Saturdays

Total food assistance sales Nov 2016-2017

WIC - \$4,535
SPH - \$3,174
DUFB - \$43,036
SNAP - \$44,188
Credit Card - \$263,596

ECONOMIC IMPACT

- The majority of customers spend within the range of \$20-\$50 at market (55 percent).
- Most (67 percent%) say they are likely to shop around at other downtown businesses and restaurants after visiting market, when the market is their primary reason for visiting.
- The most common (37 percent) range for customers to spend on businesses in the surrounding area was \$10-\$20.
- Average number of vendors Saturday and Wednesday = 48. Total vendors 67 + 61 = 128





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AVERAGE CUSTOMER COUNT

Saturdays in the summer average 13,000 customers. In the winter Saturdays average 3,000. Wednesdays are about half the customer traffic as Saturdays.

SPECIAL EVENTS

Family Fun Days

GIVE 65 hosted children's activities during the daytime market on the first Wednesday of every month, June – August.

10 Blocks on the Camino Royal, National Theater of Ghana live performance

The University of Michigan Center for World Performance Studies (CWPS) partnered with Ann Arbor Farmer's Market to present the National Theatre of Ghana, in an open air performance of 10 Blocks on the Camino Real, written by Tennessee Williams. In this one-act play, song, dialogue and dance were used to tell the story of how the American hero Kilroy enters the pantheon of heroes by losing his innocence.



Cooking demo w/Nic Simms of the Jefferson Market

For Harvest Week at the Market, chef Nic Sims of the Jefferson Market conducted a cooking demonstration using seasonal ingredients from the vendors, featuring samples and get recipe ideas for fall. Ann





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Arbor Farmers Market partnered with Edible WOW and Taste the Local Difference to present this very special event.

Halloween Bash

The market celebrated Halloween with face painting, pumpkin decorating and other festivities in celebration of the harvest season. Children were encouraged to wear their costumes.

ACCORDING TO OUR CUSTOMERS

- 88 percent of customers agree the market has increased their access to fruits and vegetables.
- 88 percent of customers report they eat a wider variety of fruits and vegetables as a result of shopping at the market.
- We asked our customers to rate our quality of products on a scale of 1 to 10. You gave us an 8.7!

ZIPCODES

47909, 1 | 48067, 1
48101, 1 | 48103, 46

48104, 27 | 48105, 17
48108, 9 | 48109, 1
48111, 1 | 48116, 1
48130, 3 | 48154, 1
48168, 1 | 48169, 1
48170, 1 | 48176, 2
48178, 1 | 48198, 1
48192, 1 | 48197, 1
48215, 1 | 48335, 1
48374, 1 | 48375, 1
48390, 1 | 48430, 1
48467, 1 | 48720, 1
48843, 1 | 48854, 1
48855, 2 | 49287, 1

VOLUNTEERS

From Jan. 1-Oct. 28 there were 101 volunteers completing 309 hours at the farmers market.





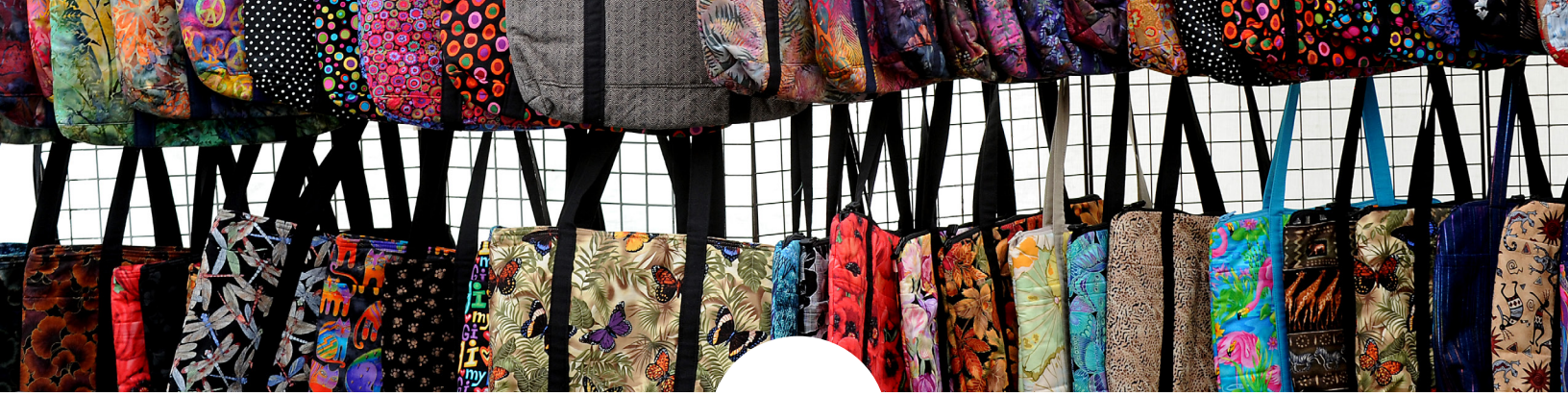
"It was a very good year."

Events that contribute to these hours are the Food Truck Rallies, "Saturday Support," seasonal decorating, and decoration take-down.

WE ASKED OUR CUSTOMERS "WHAT DO YOU LIKE MOST ABOUT THE MARKET?"

- Childhood memories, my own and now my sons
- The produce!!! The fruit! The producers!
- Community gathering & spirit - enjoy getting to know favourite vendors, & seeing friends & neighbors.
- It makes me feel connected to the community and increase the standard of living by just being exposed to fresh food and artisans.
- I love everything, I do not miss a Saturday if I am in town all year. Every Wednesday, during the summer break.
- Visiting with the farmers when I shop. I love buying food from people who raise it or grow it.
- The local vendors that have the greatest quality produce I've ever seen, and the interesting value add items or artisanal items.
- The variety, the atmosphere, the quality of the products; everyone always seems SO happy to be there. Great place to bring out of towners, meet nearby friends, dates, even alone/quiet time on a Saturday morning.
- Meeting the vendors, running into neighbors, anticipation of great meals ahead - oh, and DAHLIAS!
- Meeting vendors, becoming aware of their stories





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and having sense that I am making a meaningful contribution to the "eat local" movement. I really believe in eat local.

- The uniqueness of the goods. I like being able to give small gifts that I got from the market, and say that it's from my city.*
- Tradition of going every Saturday for decades now*
- The prices are good and the freshness can't be beat. It's fun to interact with the farmers and the entire market is an experience.*
- The people--the relationships that I've developed over the years. Also in the spring, when suddenly, there are so many plants & food!*
- Just one thing? Oh, the smell of the herbs, the glint of the sun on the vegetables, the conversations with friends we run into, the choosing of the produce, the chatting with the vendors, the organic selections, the handmade jewelry, etc., etc.*
- Love the vendors. I've become friends with several of them. They're the best. It's a real sense of community. Love it there.*



CITY OF ANN ARBOR 2013 – 18 PARK MAINTENANCE AND CAPITAL IMPROVEMENTS MILLAGE, RECENT IMPROVEMENTS

Concrete and gutter downspouts replaced, roof framework and column bases repaired.





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MARKET INFRASTRUCTURE PROJECT

Proposed infrastructure improvements for the Ann Arbor Farmers Market focus on a new market structure to expand vendor stall capacity year-round. The project is intended to improve the experience for all users as the market evolves, continues to provide a critical outlet for local food and serves as a central community gathering space throughout the year.

In spring 2017 the project was put out for bid and came back over budget. Consequently, staff recommends delaying the project. The project's site plan is approved for a three-year period, and current funds for the project will remain available for when the project can begin. Delaying the project at this time provides staff the opportunity not only to identify additional funding, but to rebid the project and explore other opportunities for potential cost savings.



5TH AND DETROIT STREET IMPROVEMENTS

The DDA and City of Ann Arbor are planning to reconstruct 5th Avenue and Detroit St. beginning next spring. Plans include underground utility upgrades, restoration of the historic brick, adding new trees, improving the bump out area and adding picnic tables, improving crosswalks, and installing a pedestrian refuge island on 5th Avenue. The majority of the construction will be along 5th Avenue, with less impact on Detroit Street.



food gatherers

fighting hunger where we live

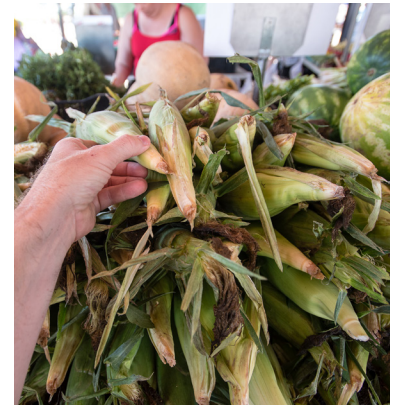


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GREENBELT

The goal of Ann Arbor's Greenbelt Program is to protect open space, farmland, natural habitats, and the City's source waters surrounding the City of Ann Arbor. It is funded by the Open Space and Parkland Preservation Millage, a 30-year millage approved by Ann Arbor voters in 2003 that also funds the acquisition of parklands for the City's parks system.

The Greenbelt Program protects land by purchasing the development rights on properties within the Greenbelt District, which is comprised of portions of eight townships surrounding the city limits. The Greenbelt Program, in partnership with the County and other partners, also funds the acquisition of natural lands for publicly accessible parks. Benefits of the Greenbelt include providing opportunities for Ann Arbor residents to enjoy nature, protecting scenic viewsheds surrounding Ann Arbor, and increasing access to fresh and local foods by enabling young and beginning farmers to afford farmland in the metropolitan areas near Ann Arbor. As of December 2017, the Open Space and Parkland Preservation Millage has protected more than 5,100 acres of farmland and natural habitats in the Greenbelt District, and has added 98 acres to the City's parks system.



FOOD GATHERERS

- 51,109 pounds donated summer of 2017 from approximately 30 donors.
- More than a quarter million pounds donated in the last four years (since 2014).
- The market is one of the original donors, with farmers in the market participating pretty much for the whole last 29 years Food Gatherers has been around.



Ann Arbor
farmers
market