

Market Manager Report

Presented April 21, 2016

Partnerships

- Approved Food Truck/Cart vendors of the Ann Arbor Farmers Market are being invited to participate in additional events throughout the Ann Arbor Parks this summer. Ann Arbor Civic Band Concerts in West Park and Fuller Pool will both be open to these vendors. This partnership expands local food opportunities for these producers within Ann Arbor.
- Market vendors currently donate more than 50,000 pounds of produce annually to Food Gatherers. Through an expanded partnership during the month of August, Food Gatherers will be on site during Saturday market hours to share information about their programs, food rescue, and invite customers to donate fresh produce.

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 will be available in May.
- This winter, structural engineers evaluated all existing canopies, columns and downspouts at the market. In the next few weeks bids will be accepted for repair work on columns, downspouts, and roof framing at the market. Deteriorating concrete will be replaced; rust will be removed at identified column bases; leaking downspout joints will be replaced. Repairs will be made to sections of the roof framework. This project is being paid for through The Parks Maintenance and Capital Improvements Millage. Work will not take place on market days and is estimated to be complete within a couple weeks after work begins.

Events

- Wednesday Daytime Market returns May 4th, 7 a.m. – 3 p.m.
- First Wednesday Food Truck Rallies begin May 4th, 5 – p.m. Participants include:

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

Pita Post
Shimmy Shack
Wild Violet
Bigalora

- University of Michigan Graphic Design student posters will be displayed at market during the May 4th Food Truck Rally and subsequently will be displayed at the Ann Arbor Senior Center in July as a part of its Cultural Arts series. Posters attempt to answer the question "What does the market mean to the community?"