

Market Manager Report
Presented February 18, 2016

Partnerships

- Fair Food Network has invited the Ann Arbor Farmers Market to participate in another pilot program, to extend the use of Double Up Food Bucks to fresh frozen fruits and vegetables at the market. Vendors selling eligible items and participating in the market's token programs will be able to accept Double Up tokens for these additional items through June 2016.
- The University of Michigan Tauber Institute will be working with the Ann Arbor Farmers Market as one of four partners for its annual Day of Community Service. The team of students with faculty and industry advisors will offer operational insight for the customer loading zones to be instituted along 4th and 5th Avenues as part of the Market Infrastructure Project.
- University of Michigan Graphic Design students at the will answer the question "What does the Ann Arbor Farmers Market mean to the community?" as part of their final semester projects. Each student will present a poster reflecting this theme. The works will be displayed at market during the May Food Truck Rally and subsequently will be displayed at the Ann Arbor Senior Center in July as a part of its Cultural Arts series.

Operations

- February 27, 2016 – the Michigan Farmers Market Association will be conducting 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 findings will be provided to the Ann Arbor Farmers Market in a final report which can then be used to enhance the market. Examples of these assessment reports are available on MIFMA's website: <http://mifma.org/rapid-market-assessment-reports/>. MIFMA will return in the summer season to conduct a corresponding RMA.

Events

- Market Manager, Sarah DeWitt, presented a Quickfire Presentation on the Market Infrastructure Project at the Annual Local Food Summit hosted by Slow Food Huron Valley on Monday, February 15, 2016.