

**2018 Annual Report to Board of Trustees
Bath Farmers Market**

**Stephanie Reuter
Market Manager**

Introduction

The Bath Farmers Market was created out of response from members of the community after several public conversations were held by the Township centered around highlighting local farmers and the community’s desire for locally grown produce. The Bath Farmers Market was started in 2010 and our mission statement and guiding principles are as follows:

MISSION STATEMENT

The Bath Farmers Market promotes healthy lifestyles, encourages entrepreneurship, supports our local economy, and provides opportunities to celebrate and market the talent, knowledge, and skills of farmers and artisans.

GUIDING PRINCIPLES

- Provide the opportunity to connect local farmers with consumers
- Strengthen our community through education and skill sharing
- Promote and grow our local economy
- Increase access to a variety of healthy food choices
- Provide a gathering place to build a stronger sense of community

Role of the Market Manager

- Recruit, review applications, train vendors, assign vendor spaces and collect fees.
- Recruit volunteer to do educational demonstrations and manage the market activities calendar.
- Advertise and promote weekly market and special activities.
- Keep and analyze data and evaluate growth and efficacy of the market.
- Be the “face” of the market to the community at large.
- Work with the Farmers Market Board to enforce policy, evaluate data, implement special events, monitor budget, etc.

Bath Farmers Market Key Data Points

Month	Customer Count	Vendor Count	*Cash, Credit & Debit	Food Assistance	Total Customer Spent
March 2015	529	7	\$3,610.00	\$282.00	\$3,892
April 2015	613	8	\$2,843.00	\$286.25	\$3,129.25
May 2015	624	9	\$6,759.00	\$95.00	\$6,854.00
June 2015	652	9	\$6,972.00	\$279.00	\$7,251.00
July 2015	938	10	\$9,969.61	\$490.00	\$10,459.61
August 2015	806	8	\$7,548.93	\$483.00	\$8,031.93
September 2015	737	8	\$7,066.00	\$374.00	\$7,440.00
October 2015	730	7	\$7,417.00	\$523.00	\$7,940.00
November 2015	237	7	\$2,366.00	\$17.00	\$2,383.00
December 2015	289	10	\$3,238.00	\$66.00	\$3,304.00
January 2016	170	6	\$2,895.50	\$107.00	\$3,002.50
February 2016	157	6	\$1,218.00	\$130.00	1,348.00
Total	6,482	95	\$61,903.05	\$3,132.25	\$65,035.3

*There is not 100% participation in the anonymous cash sales reporting.

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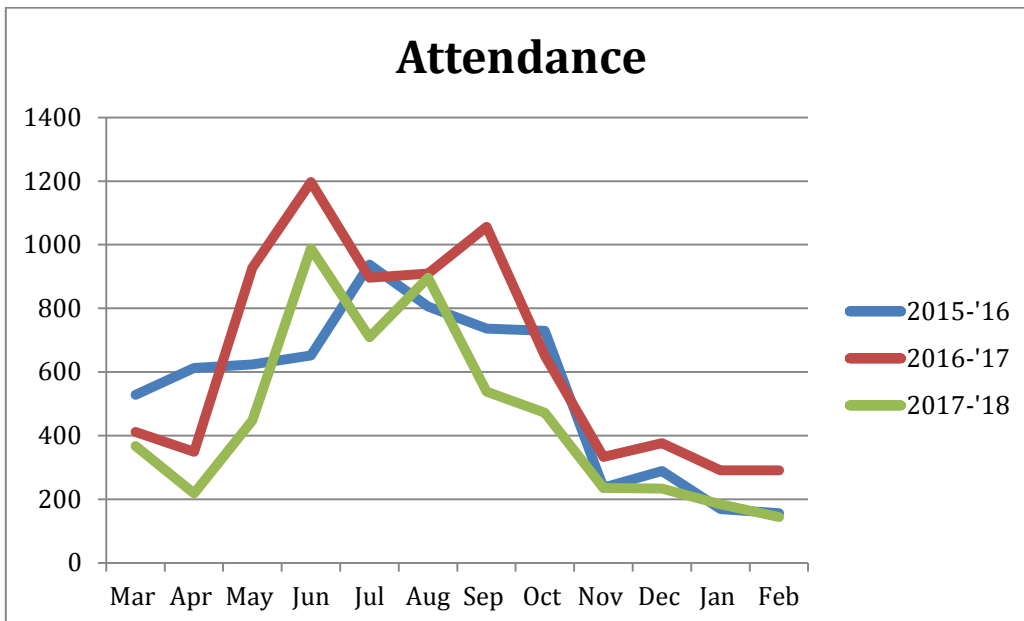
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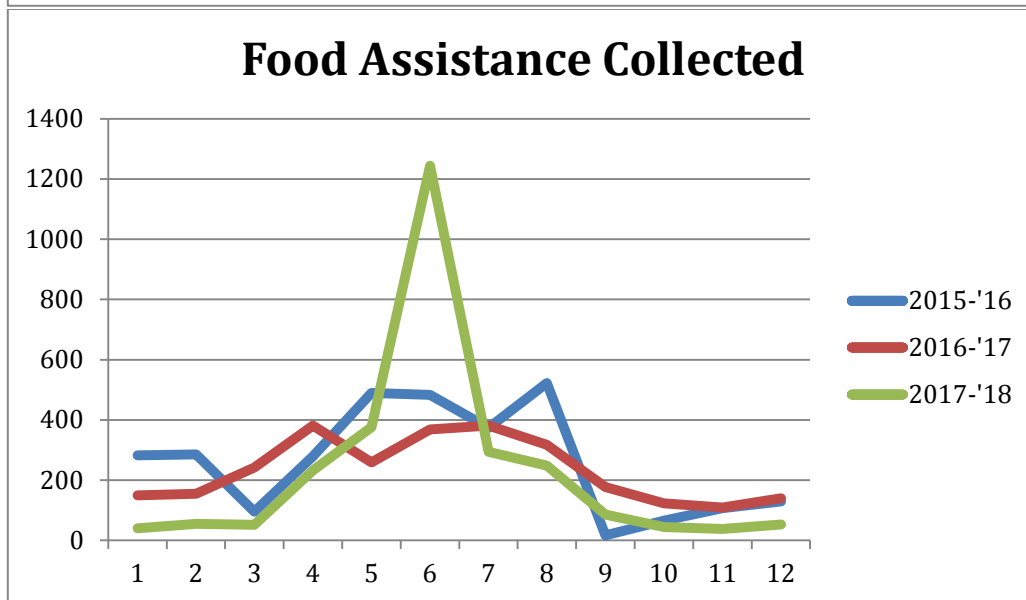
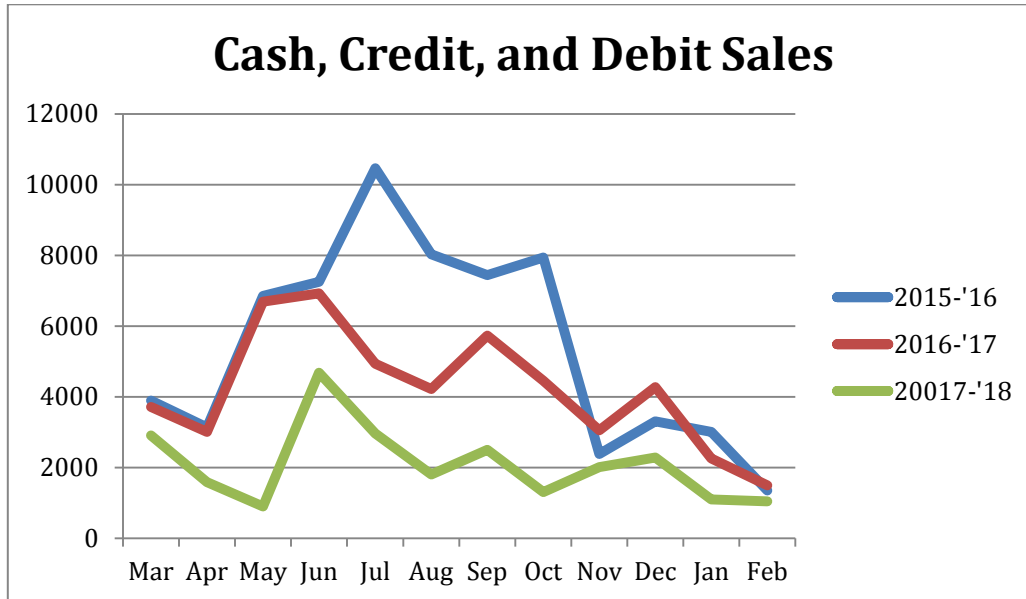
Month	Customer Count	Vendor Count	*Cash, Credit & Debit	Food Assistance	Total Customer Spent
March 2016	412	7	\$3,565.00	\$150.00	\$3,715.00
April 2016	350	8	\$2,848.00	\$155.00	\$3,003.00
May 2016	928	10	\$6,446.50	\$242.00	\$6,688.50
June 2016	1,197	11	\$6,546.50	\$381.00	\$6,927.50
July 2016	896	10	\$4,670.25	\$259.00	\$4,929.25
August 2016	910	8	\$3,848.00	\$369.00	\$4,217.00
September 2016	1,056	9	\$5,351.00	\$381.00	\$5,732.00
October 2016	651	9	\$4,134.00	\$318.00	\$4,452.00
November 2016	334	10	\$2,871.60	\$177.00	\$3,048.60
December 2016	377	9	\$4,148.50	\$123.00	\$4,271.50
January 2017	291	7	\$2,146.25	\$109.00	\$2,255.25
February 2017	291	5	\$435.00	\$140.00	\$1,497.00
Total	7,693	98	\$47,010.60	\$2804.00	\$50,736.6

*There is not 100% participation in the anonymous cash sales reporting.

Month	Customer Count	Vendor Count	*Cash, Credit & Debit	Food Assistance	Total Customer Spent
March 2017	368	4	\$2,911	\$40	\$2,951
April 2017	219	4	\$1,586	\$55	\$1,641
May 2017	448	7	\$900	\$52	\$952
June 2017	989	8	\$4,678	\$223	\$4,901
July 2017	710	7	\$2,963	\$346	\$3,309
August 2017	896	6	\$1,803	\$486	\$2,289
September 2017	539	5	\$2,499	\$262	\$2,761
October 2017	472	5	\$1,305	\$146	\$1,451
November 2017	236	4	\$2,011	\$86	\$2,097
December 2017	234	7	\$2,285	\$44	\$2,329
January 2018	185	3	\$1,099	\$38	\$1,137
February 2018	145	3-4	\$1,040	\$53	\$1,093
Total	5,441		\$25,080	\$1,831	\$26,911

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Variables that Affect Outcomes

- Unseasonably hot or cold weather affects attendance, sales and possibly closing the market.
- Vendors missing markets due to vacations or illness with no replacements.
- Season changes of less product availability in the Winter months changes the products available for sale.
- In the summer there are two additional food assistance programs in place.
- Vendors going out of business, retiring, or moving to larger area markets.

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Recent History, Accomplishments and News

- The July anniversary celebration of the farmers market was a fun family event. This event involved community volunteers and collaborators to provide activities and educational material. There was an increase in market attendance of 71% at the event.
- Held community art contest and selected two winners and their art is hung at the Bath Community Center.
- Had volunteers host 10 educational demonstrations during the market from May-March.
- Successfully closed out USDA Farmers Market Promotion grant. The grant funded:
 - Vendor training
 - Guest chef cooking demonstration
 - Teaching Kids to Cook program
 - Marketing strategy from Redhead Design Studio
 - Videos created by Michigan Creative
- Held a Teaching Kids to Cook class run by a volunteer in December and another is scheduled for April 26th for younger children.
- The “Farm to Fork Fall Feast” was held on October 27th. It was a record year for attendance and fundraising. A five-course dinner was prepared by Chef Kurt Kwiatkowski, Executive Chef of Culinary Services at MSU. Each course featured ingredients that were either purchased or donated from vendors of the Bath Farmers Market. The dinner had approximately 90 in attendance. We partnered with MSU and had approximately 10 students volunteer to help out with dinner service. The dinner was held at Peacock Road Family Farm, in Laingsburg. The event also had a silent auction with items donated from local artisans, businesses, and community members. This year’s will be October 12th, stay tuned to www.shopbfm.org and Facebook for further details.
- Continuing partnering with Parks and Recreation for joint programs at the Summer market.
- Developed a vendor incentive program that would waive vendor fees for up to 4 vendors. One current vendor was allotted a spot to allow them to continue coming to the market for the remainder of the Winter market. No new vendor applications have been received as of March 28th.
- The board voted to not require liability insurance for the vendors for the Summer 2018 market season and to make reporting cash sales mandatory.
- In a 2017 survey conducted in person and online, customers reported:
 - 63% of customers reported coming to the area that day specifically for the farmers market,
 - 44% had a non-Bath zip code
 - 52% said they visited the Bath Farmers Market weekly
 - 38% spent between \$20 and \$50 that day.

Current Issues or Challenges

- Determining if the market will move to a new location
- USDA grant ended September 2017
- One of our main vendors Thimblewood Farms retired and moved out of state
- Volunteer turn over

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- Low vendor numbers and decrease in attendance
- Market saturation in Michigan with many larger farmers markets in neighboring communities

Short Term Goals

- Recruit more vendors and increase customer attendance.
- Reach out to senior citizen assisted living facilities
- Develop consistent communication and market promotion with rental housing complexes in Bath Township
- Increase amount of food assistance used at the market.
- Survey customers and community about possible location change of the market.
- Work with the Farmers Market Board to determine goals that will define success of the market.
- Constantly working to evaluate the market and success and how we can better the market and continue to make it a great community asset. The market manager and board are discussing advertising/promoting efforts, vendor recruiting, outreach programs, partnerships, market location, market hours and season, etc.

Long Term Goals

- Increase fundraising through grants, sponsorships, and events to increase programming budget.
- Recruit a consistent volunteer base and volunteer records.
- Maintain consistency in vendor count throughout the year so as to be able to offer a variety of produce and goods to our customers, regardless of the season.
- Increase customer attendance.
- Increase the number of community partners.
- Increase the number of special events at the market.

Ways the Board of Trustees can Support the Market

- Support long term funding for the market.
- "Like" the Bath Township Farmers Market page and share posts.

