

2016-17



RECAP

18 Guest Demonstrations

have been held showing customers how to utilize ingredients at the market

Bath Elementary Presentations

to 22 Classrooms implementing \$1 coupon program

Fall to Farm Fork Feast

had approx. 75 people attend, 10 student volunteers and silent auction

Weekly Kids' Activities

promoted monthly through Friday Folders at Bath Elementary

\$2,804 in Food Assistance Sales

Accepted SNAP, Double Up Food Bucks, WIC project FRESH coupons, Senior Market FRESH coupons

2 Teaching Kids to Cook

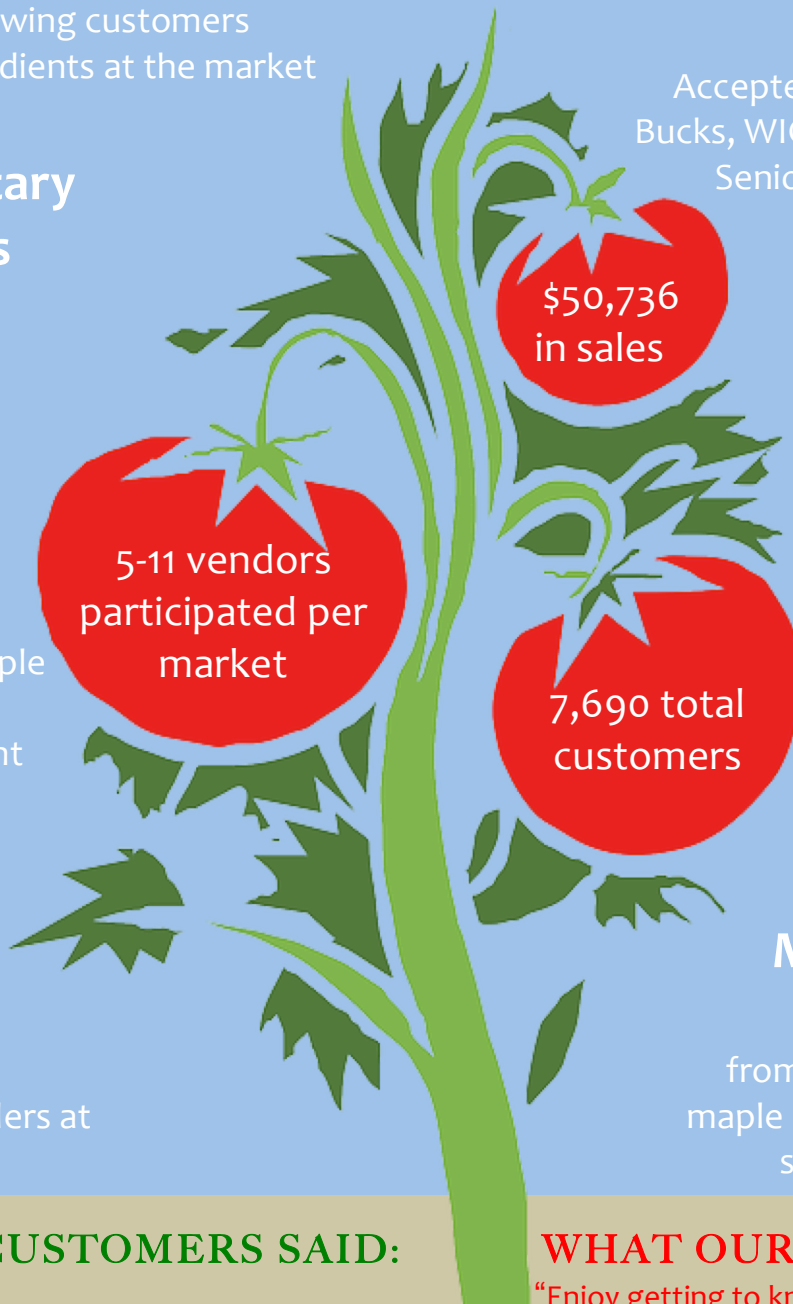
programs for 11-13 year olds led by MSU Chef

5 Vendor Trainings

provided with the expertise of Michigan Farmers Market Association

Market Featured a Variety of Goods

from produce, breads, honey, maple syrup, apple cider, spices, soap, and prepared foods.



WHAT OUR CUSTOMERS SAID:

"Our family likes the fresh food and good atmosphere."

"We like buying real food that does not have a lot of additives because of our food allergies."

"My favorite part of the market is the kids activities."

"I learn a lot from the vendors about food and their process of growing it."

"I like to buy fresh food that is good for me"

WHAT OUR VENDORS SAID:

"Enjoy getting to know the customers and their preferences."

"Enjoy getting with other vendors and discussing "business."

"Bath Farmers Market has a wonderful hometown feel to it."

"I enjoy the conversations I have with other Bath residents and the opportunity to sell our produce miles from where it is grown."

Annual Report to Board of Trustees

Bath Farmers Market

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.
- Prevent or settle disputes and handle emergencies as they arise.
- 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

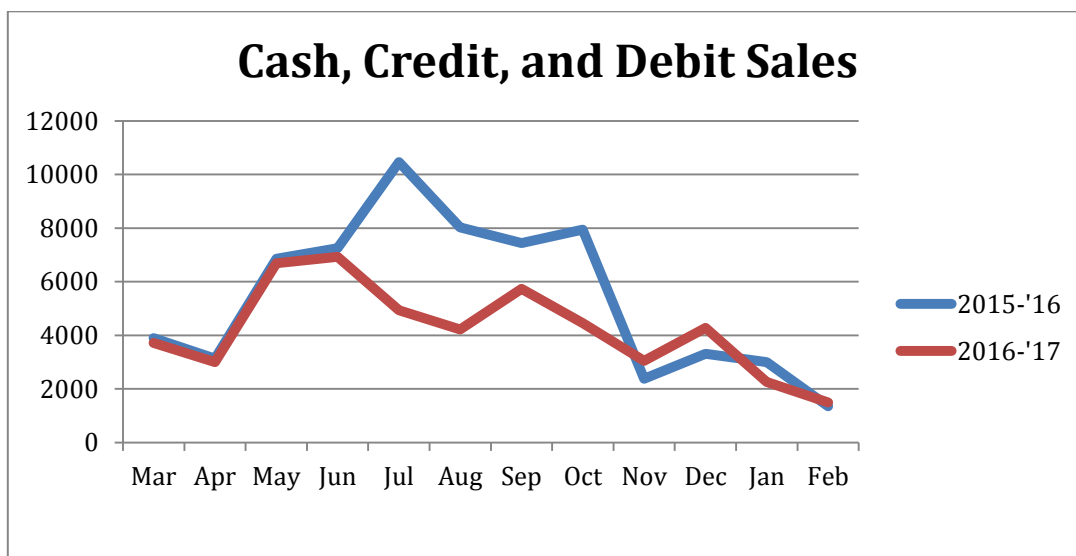
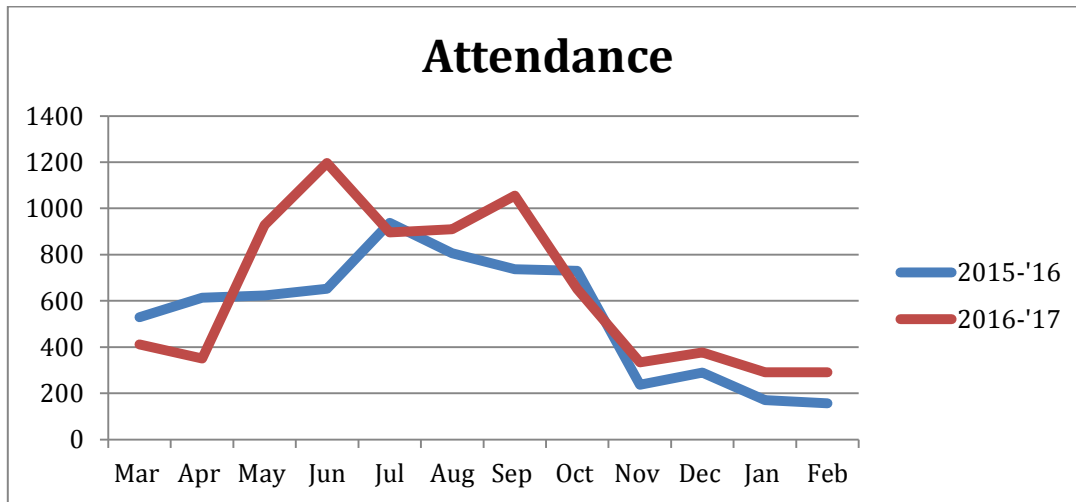
Month	Customer Count	Vendor Count	*Cash, Credit & Debit	Food Assistance	Total Customer Spent
March 2015	529	7	\$3,610.00	\$282.00	\$3,892
April 2015	613	8	\$2,843.00	\$286.25	\$3,129.25
May 2015	624	9	\$6,759.00	\$95.00	\$6,854.00
June 2015	652	9	\$6,972.00	\$279.00	\$7,251.00
July 2015	938	10	\$9,969.61	\$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.

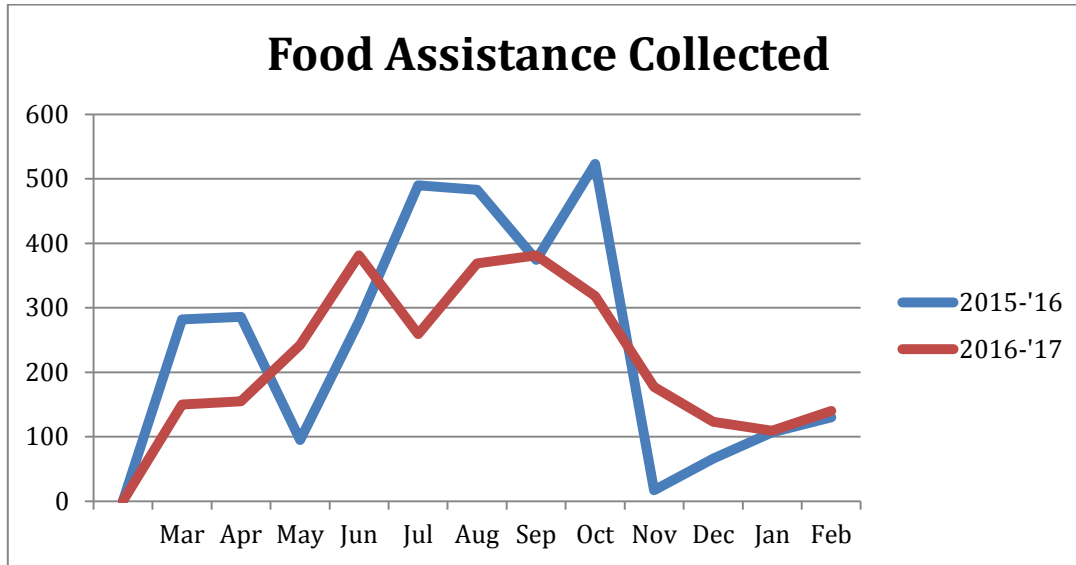
Annual Report to Board of Trustees Bath Farmers Market

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	\$2848.00	\$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	\$1497.00
Total	7,693	98	\$47,010.60	\$2804.00	\$50,736.6

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



Annual Report to Board of Trustees Bath Farmers Market



Variables that Affect Outcomes

- Unseasonably hot or cold weather affects attendance and sales.
- Less vendors decreases sales totals.
- In the summer there are two additional food assistance programs in place.
- The winter market has lower attendance and less vendors.

Recent History, Accomplishments and News

- Hired new market manager, Stephanie Reuter who has an educational and professional background in family community services and program development and management in youth development.
- Kid's activities are now weekly at the market.
- Promoted kid's activities monthly through Friday Folders at Bath Elementary. We are having new families attend the market because their children received the flyer and requested they go to the market to do the activity.
- Recruited a high school senior to volunteer who assisted with the kid's activities.
- Did presentations to all 22 Bath Elementary classrooms discussing the farmers market, did activities, and handed out a \$1.00 coupon for the Winter market and when they redeem it, they will get another \$1.00 coupon for the Summer market.
- The "Farm to Fork Fall Feast" was held on November 4. 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 75 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 27, stay tuned to www.shopbfm.org and Facebook for further details.
- Customer spotlights captured weekly and promoted on Facebook.
- Beginning to do monthly vendor spotlights in April.
- Partnering with Parks and Recreation for 4 joint programs at the Summer market.

Annual Report to Board of Trustees Bath Farmers Market

USDA Grant Activities:

- Five upcoming trainings provided with the expertise of the Michigan Farmers Market Association (MIFMA) for farmers market vendors. The trainings are in March and April on topics that include: creating a budget to support your marketing plan, best practices for engaging Facebook posts, Instagram - the power of photos, merchandising and promotions to sell your brand and getting permission and giving credit. More than 50 people have already registered.
- Bath Farmers Market has hosted monthly “Guest Chef” cooking demonstrations in December through April and twice monthly in May through October.
- The “Teaching Kids to Cook” program was held with two sessions each on July 14 and October 6. Another two programs will be held this Summer. With grant support we were able to purchase a new tent complete with walls and all the food prep and cooking supplies to make these programs possible.
- Farmers Market Advertising and Promotions
 - Facebook posts in January 2017 reached over 26,000 people and had over 1,000 engagements with those posts.
 - Semi annual postcards are sent out to Bath residents advertising the market activities.

Current Issues or Challenges

- USDA grant ending September 2017
- Turn over in market manager
- Volunteer turn over
- Low vendor numbers for Winter market
- Small budget to support programming

Short Term Goals

- Reach out to senior citizen assisted living facilities
- Develop consistent communication and market promotion with rental housing complexes in Bath Township
- Get approval for and hold a community art contest to have art pieces selected to be hung at the community center
- Booths at the Summer Solstice and Bath Days events.
- Hold a celebration in July for the anniversary of the market with many activity stations for family fun.
- Create a youth farm stand program to run after summer school lets out to teach children about gardening, nutrition, and entrepreneurial skills.
- Update and transfer webpage to Township ownership.
- Recruit more vendors for the Winter market.
- Increase amount of food assistance used at the market.
- Create a Bath Farmers Market Operating Manual.
- Create a dinner kit program involving a free recipe and ingredients from the market.
- Utilize Instagram
- Survey customers and vendors for evaluation.

Annual Report to Board of Trustees

Bath Farmers Market

Long Term Goals

- Increase fundraising through grants, sponsorships, and events to increase programming budget.
- Create a more intensive school and summer program to involve elementary, middle school, and high school youth at the market.
- 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.
- Have a community supported agriculture (CSA) share option
- Increase customer attendance.
- Utilize Twitter.
- 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.



Stephanie Reuter
Market Manager
farmersmarket@bathtownship.us