

**Farmers Market Promotion Program (FMPP)  
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: [USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov); Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015 – September 29, 2017
<b>Authorized Representative Name:</b>	Dan Wietecha
<b>Authorized Representative Phone:</b>	(517) 641-6728
<b>Authorized Representative Email:</b>	dwietecha@bathtownship.us
<b>Recipient Organization Name:</b>	Bath Charter Township
<b>Project Title as Stated on Grant Agreement:</b>	Successful Vendors Make a Successful Market
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-MI-0006
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Bath, MI
<b>Total Awarded Budget:</b>	\$58,534.28

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
- Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

i. Goal/Objective 1: Increase vendors’ capabilities through a series of workshops on social media marketing, direct mail and print advertising, video marketing, branding, and mobile websites. Workshops will be advertised to the vendors at Bath Farmers Market but will be open to all direct producer-to-consumer vendors.

a. Progress Made: Goal accomplished. In December 2015, Bath Farmers Market put out a request for proposals (RFP) for a contractor to handle the vendor workshops. The contract was awarded to the Michigan Farmers Market Association (MIFMA). Local vendors were asked about their needs and preferences for the training. MIFMA conducted a series of five workshops in March-April 2016; a second series of five workshops was conducted in March-April 2017. The 2016 workshops were Branding Your Business, Developing a Marketing Plan, The Ins and Outs of Web Development, Social Media for Your Business, and The Anatomy of Social Media and Web Analytics. The 2017 workshops were 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. The workshops were advertised to farmers markets beyond Bath at no charge.

b. Impact on Community: Total vendor attendance varied at the ten workshops, but exceeded both the year one and year two goals. The lowest attendance “Developing a Marketing Plan” had 21 participants (11 in-person and 10 by webinar). The highest attendance “Best Practices for Engaging Facebook Posts” had 37 participants (7 in-person and 30 by webinar). The number of farmers markets represented ranged from 11 to 21 in 2016. In 2017, webinar registrants were from seven states (including Michigan). Fourteen attendees represented Bath Farmers Market at one or more training sessions. These included the Bath Farmers Market Manager, a Bath Township Board member, the Bath Township employee responsible for maintain the Township and Farmers Market websites, and 11 vendors. Additionally, 15 potential vendors from the immediate Bath area attended training sessions. There were no comparable trainings in Michigan that the vendors could have attended. The cost of the training was reasonable and necessary because the alternative would have been paying a Small Business Development Center or a marketing firm to do the training. Those come in at a minimum of \$500 per workshop/webinar plus travel reimbursement and printing of all supplies and materials. The contract with MIFMA for the workshops totaled \$5,741.50 (consistent with market prices) and was well below the budgeted amount of \$8,750. The main benefit of the trainings was they were specifically customized to farmers market vendors. During the 2017 workshops, participants consistently rated their marketing knowledge/ability as greater following the workshops than before. The 2017 workshops received an average ranking of 4.7 out of 5. Immediately following the workshops, attendees identified specific actions they would take as a result

of the workshops, such as: sharpening their social media posts more effectively for their target audience, posting at least weekly during the off season and 3-5 times weekly during the season, developing a mission statement, developing a logo, and setting up Instagram accounts. Three Bath Farmers Market vendors participated in on-line “vendor spotlights.”

- ii. Goal/Objective 2: Conduct events that feature use of Bath Farmers Market products.
  - a. Progress Made: Goal accomplished. Bath Farmers Market hosted monthly “Guest Chef” cooking demonstrations during the winter market (November-April) and twice monthly during the summer market (May-October). The “Teaching Kids to Cook” program was held with two sessions each on July 14 and October 6, 2016, and June 29, 2017. A late summer 2017 program was cancelled, but the program was held with a holiday cooking theme on December 7, 2017, without utilizing FMPP grant money. The “Farm to Fork Fall Feast” was held on November 4, 2016, and October 27, 2017, without utilizing FMPP grant money. It is a five-course dinner prepared by a professional chef; it features ingredients from Bath Farmers Market and other locally sourced ingredients. Twelve videos of Farmers Market activities and vendors and twenty-five customer testimonial video clips were produced for use in social media. In 2017, Bath Farmers Market had an education booth at two community celebrations. Honey was demonstrated at the Summer Solstice Party, and eggs were demonstrated at Bath Days.
  - b. Impact on Community: Anecdotally, customers have been fond of the cooking demonstrations, asked for recipes, and reported buying ingredients at the Farmers Market. During summer 2017, per adult customer sales were 9% higher on cooking demonstration days than on non-cooking demonstration days. The days with the Teaching Kids to Cook programs had between 71 and 85 kids at the Market; about a quarter actively participated in the program. The Fall Farm to Fork Feast has between 70 and 90 attendees each year. Summer Solstice attendance was about 500 people, with a strong emphasis on kids. Bath Days had thousands of attendees over the weekend.
- iii. Goal/Objective 3: Focus Bath Farmers Market advertising on targeted populations.
  - a. Progress Made: Goal accomplished. In December 2015, Bath Farmers Market put out an RFP for a consultant to assist in development of a marketing strategy. The contract was awarded to Redhead Design Studio. The marketing strategy was completed in early June 2016 and was debriefed with vendors, staff, and the Farmers Market Advisory Committee over the summer of 2016 and reviewed again at the start of 2017. The Advisory Committee revisited several options for print media, social media, and Farmers Market activities as a result. In December 2015, Bath Farmers Market put out an RFP for videographer service. The contract was awarded to Michigan Creative. The cost for videographer service was substantially higher than budgeted, so the quantity of videos was reduced (AMS gave approval to adjust the scope of the deliverables on 12/31/2015). Social media advertising was accomplished through regular updates to the Bath Township Farmers Market’s Facebook page and frequent “boosts” of promotions. A weekly Mail Chimp email newsletter was also used to advertise to regular customers. Several different efforts were utilized for print advertising. Mailers were sent via Every Door Direct to residents throughout the township with an extra emphasis on

reaching geographic areas south of I-69. The mailers were sent in advance of the winter 2015, summer 2016, winter 2016, and summer 2017 market seasons, as well as the holiday 2016 market. Print ads were placed in the City Pulse newspaper in August 2016 and the Bath Days Celebration brochure in August 2016 and 2017. Print ads were placed in the State News student newspaper weekly at the start of the 2017 school year with a promotional offer to attract college students to the Farmers Market.

- b. Impact on Community: The total number of likes on the Bath Farmers Market's Facebook page in September 2016 was 1,952. During September 2017, the likes increased to 2,333. The number of people who engaged with the Facebook page daily between January and September was 10,321. The number for the same time period January through September in 2017 was higher at 12,505. The weekly Mail Chimp email newsletter reaches 342 subscribers each week. The postcard mailings reached about 4,800 households each mailing. The State News newspaper has a weekly readership of nearly 49,000; however, only 5 students partook of the promotional give-away.
  - iv. Goal/Objective 4: Evaluate impact of "Successful Vendors Make a Successful Market" using quantitative and qualitative metrics.
    - a. Progress Made: Goal accomplished. In December 2015, Bath Farmers Market put out an RFP for an evaluator; the contract was awarded to Diane Doberneck. Volunteers from Michigan Farmers Market Association (MIFMA) conducted in person surveys of customers at the market during fall 2016 and summer 2017. Bath Farmers Market tracked vendor metrics to support a statewide MIFMA effort for quantifying the economic impact of farmers markets.
    - b. Impact on Community: Ms. Doberneck conducted surveys for the vendor workshops. During the 2017 workshops, participants consistently rated their marketing knowledge/ability as greater following the workshops than before. The 2017 workshops received an average ranking of 4.7 out of 5. The summer 2017 customer survey indicated that the majority of visitors were present specifically for the Farmers Market and 31% of visitors also made additional purchases in the area that day. Of the 7 vendors (out of 12) that responded to the economic survey, they employed 48 employees. Five of the vendors identified as young or beginning farmers.
2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2015). Include further explanation if necessary.
- i. Number of direct jobs created: n.a.
  - ii. Number of jobs retained: n.a.
  - iii. Number of indirect jobs created: The summer 2017 vendor survey (7 out of 12 vendors responding) indicated having 48 employees.
  - iv. Number of markets expanded: n.a.
  - v. Number of new markets established: 0
  - vi. Market sales decreased by \$633 and decreased by 34 %. Much of this decrease is likely attributable to losing several vendors in the summer 2017.
  - vii. Number of farmers/producers that have benefited from the project: The Vendor Training Workshops had 124 participants in 2016, 6 of whom were Bath Farmers Market

vendors and 11 potential vendors and 169 in 2017, of whom 10 were Bath Farmers Market vendors and 5 potential vendors.

a. Percent Increase: n.a.

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how? Social media and direct mail advertising were targeted geographically to provide more advertising in neighborhoods south of Interstate 69. Low income populations were approached with flyers and posters distributed at apartment complexes, including subsidized apartments restricted to low income residents. A how-to video was produced to demonstrate the use of SNAP (Supplement Nutrition Assistance Program) card at the Farmers Market. The Farmers Market participated in the Double-Up Food Bucks program to extend the buying power of customers using SNAP cards. Between October 2015 and September 2016 there were 12 new customers and between October 2016- and September 2017 there were 9 new customers that used SNAP and Double-Up food assistance program. The number of seniors that utilized Senior Project FRESH and our customers said they did not have access to acquiring the coupons due to there being no local distribution through the Michigan Department of Health and Human Services.
4. Discuss your community partnerships.
  - i. Who are your community partners? The vendors are the most notable partner. Other partners include local chefs, consultants, Bath Elementary School, Michigan Farmers Market Association (MIFMA) and individual volunteers from Bath High School, Michigan State University (MSU), and the local community.
  - ii. How have they contributed to the overall results of the FMPP project? Vendors have participated in the training workshops, provided ingredients at the Guest Chef cooking demonstrations. They are also expected to participate in the development of the marketing strategy. Vendors, as well as customers and Facebook groups, have also assisted with posting and sharing via social media. Chefs have participated in cooking demonstrations using ingredients from the Farmers Market; these have been popular and were expanded during the summer months. Two apartment complexes allowed the Farmers Market to post flyers on their bulletin boards or put door knockers at each apartment; this form of direct marketing has not been utilized in the past. Volunteers assist with activities at the Farmers Market. In late 2016 a social media volunteer helped to ensure regular and timely posts, particularly with an interest toward the student population, but this position did not prove sustainable beyond a few months. In early 2017, the Farmers Market began a strong relationship with Bath Elementary School with presentations given to all 620 students, regular notice of kid's activities at the Market. MIFMA conducted customer surveys at the Market during fall 2016 and summer 2017. Bath Farmers Market also took vendor metrics in cooperation with MIFMA.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? The marketing strategy developed with Redhead Design Studio will continue to be used as a guide for low and no cost marketing options. Vendors are the lifeblood of the Farmers Market and will continue to play a central role in all marketing efforts. They share Bath Farmers Market Facebook posts and post as a business and tag Bath Farmers Market. They also assist in educating the customers on how to use their food assistance. Contractors and volunteers have proven essential to cooking demonstrations and Market activities as well as social media and direct marketing initiatives. The Farmers Market is starting a vendor incentive program and

through the program we will be assisting new vendors to acquire liability insurance through MIFMA at a discounted group rate. We will continue to utilize MSU volunteers and culinary staff to support our programs and outreach. In November 2017 one guest chef volunteered to do a holiday edition cooking demonstration and in December 2017 another guest chef volunteered to teach a holiday themed children's cooking program. We will continue to use past guest chefs as volunteers as they are available.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Guest Chefs have been paid a stipend for the cooking demonstrations and Teaching Kids to Cook program. Michigan Farmers Market Association (MIFMA) was hired to conduct the vendor training workshops in March to April 2016 and 2017. Diane Doberneck conducted evaluation surveys for the vendor workshops. Redhead Design Studio was contracted to facilitate development of a marketing strategy. Michigan Creative was hired for videographer service. Emily Beutel provided professional graphic design service for print advertising and postcard mailings.

6. Have you publicized any results yet?\*

- i. If yes, how did you publicize the results? Bath Farmers Market did press releases to announce the FMPP grant award, the vendors training workshops, and Teaching Kids to Cook program. On October 2, 2016, the DeWitt-Bath Review ran an article on the Teaching Kids to Cook program. The grant award was featured in the Bath Township fall 2015 newsletter. Bath Township was featured in the February 2016 "Greater Lansing Business Monthly" publication which included a photo of the Farmers Market and noted the vendor training workshops. An annual report of the Bath Farmers Market was presented to the Bath Township Board of Trustees on March 20, 2017. The next annual report to the Township Board of Trustees will be in early 2018 and include final report information from the FMPP grant.
- ii. To whom did you publicize the results? The press releases were sent to the Lansing State Journal, DeWitt-Bath Review, and Towne Courier. Survey results have been shared with MIFMA.
- iii. How many stakeholders (i.e. people, entities) did you reach? The DeWitt-Bath Review has a printed run of 9,300 in the local zip codes. The Bath Township newsletter reaches approximately 12,000 residents through direct mail. Greater Lansing Business Monthly has a readership of 40,000. The Michigan Farmers Market Association (MIFMA) represents over 300 farmers markets across the state of Michigan. Please see attachments for copies of articles.

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?
- i. If so, how did you collect the information? Following the development of the marketing strategy the Farmers Market Advisory Committee met twice with vendors to discuss and prioritize among options in the strategy. Following the vendor training workshops,

attendees were surveyed about their learning and intended actions due to the workshops. MIFMA conducted customer surveys during fall 2016 and summer 2017.

- ii. What feedback was relayed (specific comments)? Vendors helped select the tagline “Food, Friends, and Fun,” supported utilizing yard signs and banners for advertising and increasing kids activities at the Market, adding more prepared foods and expanding the winter market from 3 hours to 4 hours to attract customers after work, and recruited other vendors they knew from the area. Attendees of the vendor training workshops consistently rated their marketing knowledge/ability as greater following the workshops than before. The 2017 workshops received an average ranking of 4.7 out of 5. In 2016, 71% of customers reported coming to the area that day specifically for the farmers market, 48% had a non-Bath zip code, 44% said they visited the Bath Farmers Market weekly, and 33% spent between \$20 and \$50 that day. In 2017, 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, and 38% spent between \$20 and \$50 that day.

8. Budget Summary:

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
- ii. Did the project generate any income? No.
  - a. If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
  - The two vendor training series were an absolute success. They were offered at no charge to attendees in person and by webinar. The first year’s attendance average 25 per workshop, exceeding the goals of 10 in the first year and 15 in the second year. The number of attendees grew by 36 percent from the first to the second year. The training topics were determined through input from Market vendors. Attendees reported improved marketing abilities after the training.
  - The cooking demonstrations were very well received, and Bath Farmers Market even increased their frequency from monthly to twice each month during the summer. Anecdotally, Market customers reported asking for recipes and buying ingredients from the demonstrations. Bath Farmers Market intends to continue both the Guest Chef and Teaching Kids to Cook demonstrations beyond the end of the FMPP grant. There have even been requests to add Teaching Adults to Cook and Teaching Parent/Child programs.
  - The 10 by 20 foot tent for the demonstrations was too big. The Market Manager already had enough duties to setting up and preparing the Market for the day. Even though a simple pop-up tent, the 10 by 20 size was unwieldy and need two or three people to put up and take down. The smaller 10 by 10 tent was a better purchase.
  - The professionally contracted videos produced were expensive; in retrospect the professional videos should have been limited to two or three specific topics such as using a SNAP card or vendor spotlights. A cheaper and much better impact (by number

of Facebook likes and shares) use of social media was in weekly customer spotlights with a non-professional cell phone photo and a couple of written comments about why the customer visited the Market that day and what they'd bought. They provided an effective personal connection between customers and Bath Farmers Market.

- The direct mail postcards resulted in 10-20% increases in customer attendance immediately after mailing, but attendance tapered off to average levels within a couple of weeks. Hiring a graphic designer for the mailers later in the FMPP period produced a much better image than the "amateur" postcards at the start of the grant period.
  - The nearby college student population has proven very difficult to attract as customers. Having a student intern handle social media so several months in 2016 did not increase student attendance. At the start of the 2017 school year, a color ad for a promotional give-away was run for a month in the weekly student newspaper with a circulation of 49,000. The promotional aluminum water bottle for customers showing a student ID resulted in only 5 students at the Market.
  - During the two-year grant period, Bath Farmers Market had three different Farmers Market Managers. The turn-over required "re-learning" operation of the Market itself, advertising, public outreach, and the FMPP grant.
  - It would have been advantageous for the committee writing the grant application to have reviewed the lessons learned from previously funded FMPP grants.
  - The Bath Farmers Market is small and has struggled due to market saturation in Michigan and the Greater Lansing area, but is still a small and strong market thanks to our committed board, regular vendors and customers. The market saturation has caused a few of our vendors to move to more lucrative markets nearby. Our regular long-term vendors have reported that they value the Bath community and enjoy the Bath Farmers Market more than other markets they have vended at. They feel a greater sense of community with their regular customers.
  - The Bath Farmers Market Board has decided to offer a Vendor Incentive Program as a way to work with new fledgling businesses as a method to increase the number of vendors and to work toward its mission statement "to support entrepreneurship." In 2018 Bath Farmers Market will cover MIFMA membership and half of the cost of liability insurance for 4 new vendors per season; this incentive program will not utilize FMPP money. Bath Farmers Market will require these new vendors to commit to attend the market at least 10 times in one season and to report their cash sales for ongoing metrics.
  - New and returning vendors have reported to the Bath Market Manager that they appreciate the active social media presence and is a motivator to be a vendor with the Bath Farmers Market. The number of likes to the Bath Farmers Market Facebook page grows by an average of 5 new likes each week.
  - Customers report their appreciation for the children's activities and free educational demonstrations offered at the Market and as a resort the Market Manager has scheduled more in 2017 and 2018 by utilizing volunteers.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving: The goals were accomplished, or mostly accomplished (for example, 3 out of the 4 planned Teaching Kids to Cook programs were conducted). However the FMPP was a tremendous amount of effort, and the measures for customer attendance and reported sales decreased. During summer 2015 (prior to the FMPP grant), adult attendance average 173 per week, and reported sales averaged

\$1,857. During summer 2016, adult attendance averaged 176 per week, but reported sales dropped to an average of \$1,631 per week. During summer 2017, adult attendance dropped to an average of 123 per week, and reported sales dropped further to an average of \$1,224 per week. Much of the sales decline is likely related to the Farmers Market losing several vendors during the year. The vendors that left did so for a variety of reasons: three went out of business, one had a major illness, one retired, a couple moved to more lucrative markets, and one had equipment failure.

- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project: The process itself had a “backwards” aspect to it. One of the elements of the Successful Vendors Make a Successful Market project was to hire a consultant to facilitate development of a marketing plan. There was much value in the plan developed for Bath Farmers Market, but it really should have occurred prior to the FMPP award. Because the awarded application had already identified uses for the grant money, the marketing plan was limited to focusing on low cost advertising opportunities. And elements of the FMPP grant (specifically, the videos) might not have been pursued if the marketing plan had been developed first. Additionally, the time to hire the contractor, develop the plan, review it with vendors, and then identify specific actions to pursue took nearly the first year of the FMPP grant. Turnover in the Market Manager position also impacted marketing efforts and use of the FMPP grant. Bath Farmers Market had three Market Managers during the two-year FMPP grant period. Each change required getting up to speed and relearning the social media and other efforts.

#### 10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project’s work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you’d like to share about the future of your project. Bath Farmers Market will continue tracking market sales and attendance weekly and providing data to MIFMA to assist in statewide analysis. All of the cooking demonstrations have been popular with Market customers and will be continued beyond the grant period. Bath Farmers Market has already continued the monthly Guest Chef cooking demonstrations after the FMPP grant period and intends to continue them going forward. A winter version of the Teaching Kids to Cook program has also already been held after the FMPP grant period, and volunteers have offered to hold another one geared toward younger (ages 5-7) kids. Social media will continue to be utilized, but paid boosts on Facebook will be reduced without grant support.
- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals? Immediately following the grant period in October 2017, the Farmers Market Advisory Committee conducted a “generate-sort-connect” activity and identified three strategic priority areas: increase the number and diversity of vendors, increase marketing to bring in more customers, and increased township support. These are seen by the Committee as the basis for new fundraising to continue activities after the financial support of the FMPP grant ends. As the Committee works through various strategies such as events, collaborative partnerships, community food security, promotion, infrastructure, and

vendors to pursue these priorities, it will continue to revisit the marketing plan that was developed with the FMPP grant. The Bath Farmers Market Board has decided to offer a Vendor Incentive Program as a way to work with new fledgling businesses as a method to increase the number of vendors and to work toward its mission statement “to support entrepreneurship.” In 2018, Bath Farmers Market will cover MIFMA membership and half of the cost of liability insurance for 4 new vendors per season; this incentive program will not utilize FMPP money. Bath Farmers Market will require these new vendors to commit to attend the market at least 10 times in one season and to report their cash sales for ongoing metrics.

## 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

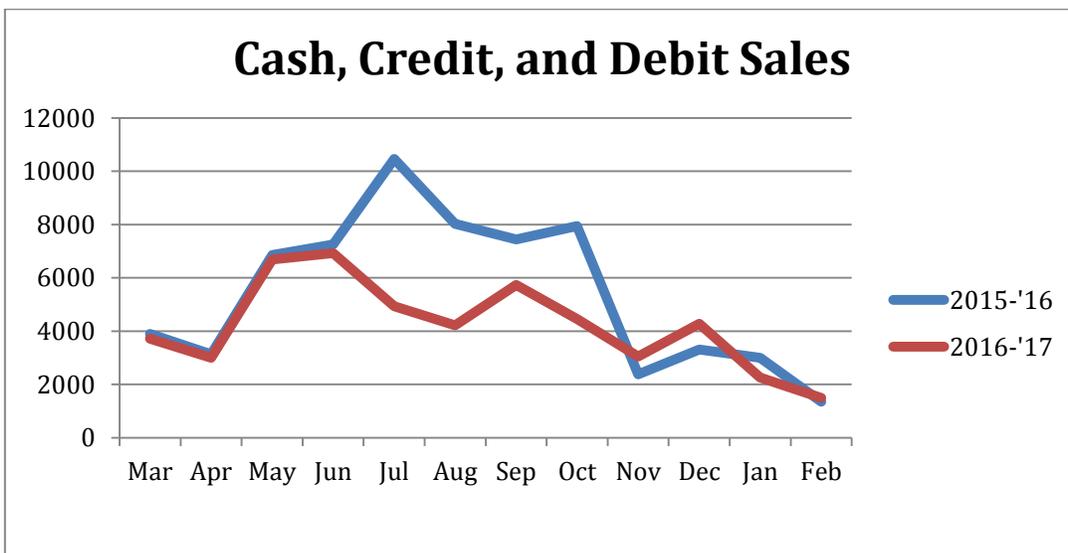
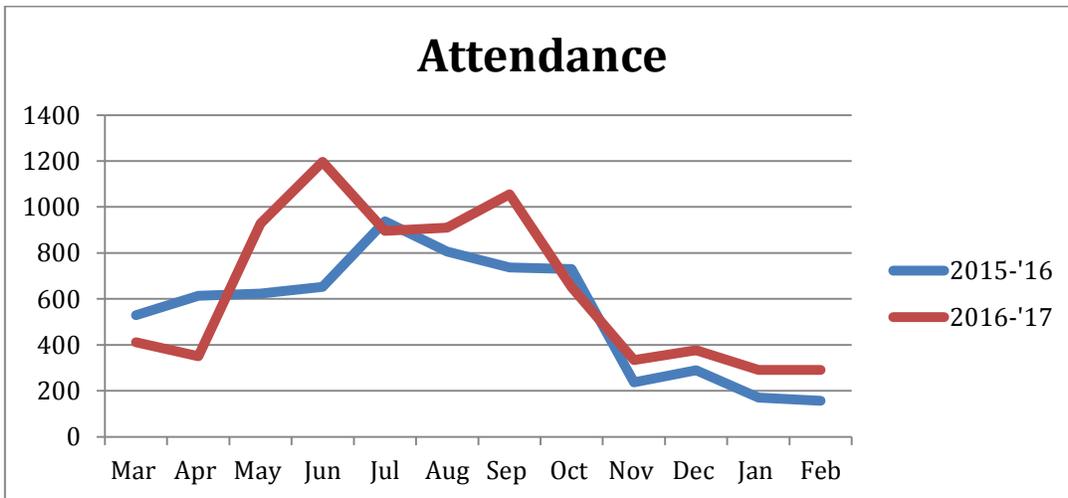
Month	Customer Count	Vendor Count	*Cash, Credit & Debit	Food Assistance	Total Customer Spent
March 2015	529	7	\$3,610.00	\$282.00	\$3,892
April 2015	613	8	\$2,843.00	\$286.25	\$3,129.25
May 2015	624	9	\$6,759.00	\$95.00	\$6,854.00
June 2015	652	9	\$6,972.00	\$279.00	\$7,251.00
July 2015	938	10	\$9,969.61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

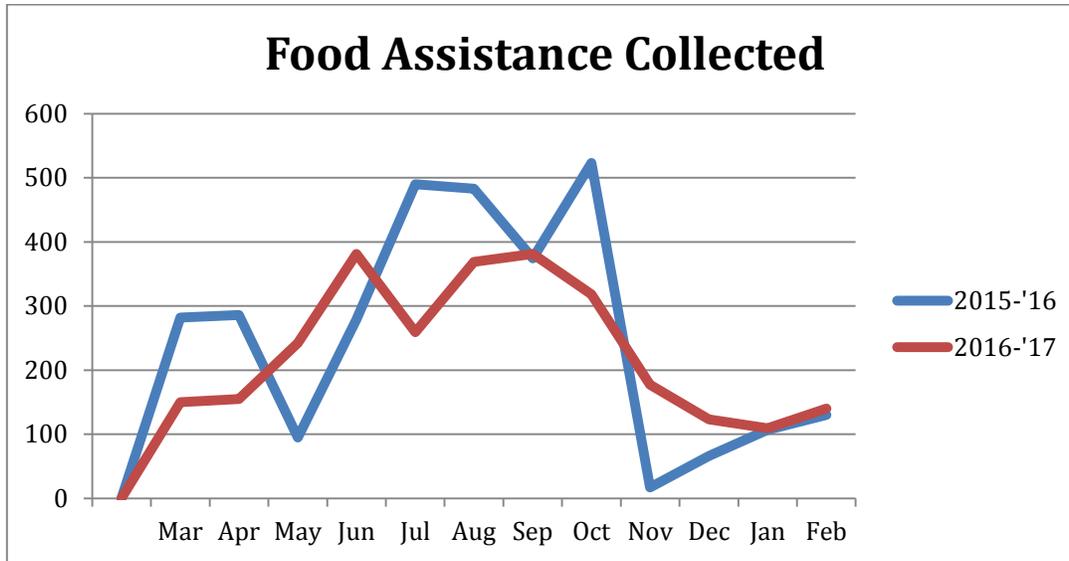
## Annual Report to Board of Trustees Bath Farmers Market

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
<b>Total</b>	<b>7,693</b>	<b>98</b>	<b>\$47,010.60</b>	<b>\$2804.00</b>	<b>\$50,736.6</b>

\*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](http://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