

Bath Farmers Market

2018 Annual Report



Tom Straka
Bath Farmers Market
Market Manager

2018 Annual Report Prepared and Submitted by the Bath Farmers Market Board

Introduction

The Bath Farmers Market was created in response to community need 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

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.



2018 Bath Farmers Market Key Data Points

Month	Customer Count	Vendor Range	Credit/Debit	EBT	DUFB	Other Food Assistance	Cash Sales	Total Spent
Jan	185	2-5	\$409	\$60	\$0	\$0	\$630	\$1,099
Feb	131	2-6	\$215	\$118	\$0	\$0	\$707	\$1,040
March	110	2-4	\$490	\$33	\$0	\$0	\$855.50	\$1,379
April	282	4-5	\$385	\$165	\$0	\$0	\$1,009.50	\$1,560
May	492	5-6	\$775	\$229	\$124	\$0	\$2,202.50	\$3,331
June	681	7-9	\$680	\$262	\$252	\$0	\$2,928	\$4,122
July	759	7-9	\$870	\$224	\$278	\$20	\$2,453.50	\$3,846
August	711	8-10	\$869	\$181	\$214	\$58	\$3,943.50	\$5,266
September	594	6-9	\$765	\$139	\$174	\$40	\$2983	\$4,101
October	463	7-8	\$505	\$198	\$198	\$28	\$1,757	\$2,686
November	157	4-6	\$205	\$80	\$56	\$0	\$1,136.50	\$1,478
December	286	4-10	\$395	\$26	\$28	\$0	\$2039	\$2,488
TOTALS	4,851	2-10	\$6,563	\$1,715	\$1,324	\$146	\$22,645	\$32,393

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

34 Events and Demonstrations

- January 18
 - Chevre Cheese Making Demonstration
 - Snowman Stress Balls
- January 25
 - Marshmallow Snowmen
- February 1
 - Pom Pom Shooter
- February 8
 - Valentine's Day Gift
- February 15
 - Soap Making Demonstration
 - Jelly Bean Building
- March 1
 - Pipe Cleaner Puppets
- March 8
 - Yarn Creations
- March 15
 - Coffee Roasting Demonstration
 - Water Color Easter Eggs
- March 22
 - Sign Making



- Decorate Recycled Journals
- March 29
 - Pop Bottle Cherry Blossom Art
- April 5
 - Beaded Pipe Cleaner Snakes
- April 12
 - Homemade Lip Balm
 - Crazy Silly Fun Flower Doodles
- April 19
 - Bath Police Department: Aiko
"Gotcha Day Paw-ty"
- April 26
 - Teaching Younger Kids to Cook
 - Music Instrument Petting Zoo

- June 14
 - Tunes n Tales with Tricia
- June 21
 - Talking Hand Puppeteers 'Sheep in Space'
- June 23
 - Make a rainbow magnet about eating healthy
- June 28
 - Mark Tripp - The Funny Magic Guy
 - Partnership with Parks and Recreation
- July 19
 - Anniversary Market
 - Ice Cream Social – In partnership with Bath Township Parks and Rec
- August 2
 - Kids Art Activity
- August 9
 - Cooking Demonstration with Michael Sullivan
- August 30
 - Kids Market Scavenger Hunt
- September 13
 - Cooking Demonstration with Cathy Brody
- October 12
 - Farm to Fork Fall Feast
- October 18
 - Cooking Demonstration with Chef Adnan Shinnag
- November 15
 - Elderberry Syrup Making Demonstration
- December 6
 - Holiday Market with Santa and Mrs. Claus
- December 27
 - Cocoa and Craft Time for Kids



19 Vendors in 2018

- Alicia's Authentic Mexican Deli and Catering
- Ten Hens Farm
- Thimblewood Farm/Ahava Acres
- Kolache Kitchen
- Oxbow Farm
- Jar Head Salsa
- Superior Kettle Corn
- East Riverside Farm
- Apple Barrel Cider Mill Market
- Happy Hair Wigs & Hats
- Vermillion Creek Honey Company
- Rosie's
- Potted Love
- Fresh 2 Bread
- Sapo de Solis
- Abundance Cafe
- MW Florals
- Whispering Pine Farm
- Psyche and Eros Gifts



EXAMPLE FARMERS MARKET OFFERING

- 10 Vendors, Over 50 Products
- Vermillion Creek Honey Company: Raw honey, honey body wash, beeswax lip balm, honey sugar scrub, face and body cream and solid lotion bar.
- Apple Barrel: Corn, peaches, sweet cherries, short cake, blueberries, donuts, apple cider, pies, kettle corn and preserved products.
- East Riverside Farm: Beef: ground beef, ground round, beef roast (only 1 left!), hamburger patties, and beef brats. Pork: ham (between 3.5 and 5.5 pounds), ham lunch meat, smoked brats, cheddar brats, jalapeno brats, and bacon (5 or less packages, first come first served, limit one package per customer per day).
- Jar Head Salsa: Salsa, queso and tortilla chips.
- Ten Hens Farm: Arugula, mizuna, tomatillos (limited), baby red Russian kale, shallots, green tomatoes, red tomatoes, cherry tomatoes, heirloom tomatoes, sweet red carmen peppers, sweet Escamillo peppers, garlic, yellow beans, cucumbers, onions, green peppers, red beets and Yukon gold potatoes.
- Ahava Acres Farm: Chicken eggs and baked goods.
- Alicia's: FRESH tamales, burritos, salsa, enchiladas, pico, queso, tortilla chips and more!
- Kolache Kitchen: Cabbage rolls, pierogi, brats, cream horns, hot sweet mustard, brownies, rohlicky, strudels and more!
- Rosie's: Candles.
- Potted Love: Potted house plants, herb gardens, succulents, plant accessories and care advice.

KEY ACTIVITIES AND ACCOMPLISHMENTS

- Vendor Incentive Program
 - Pilot Program to Offset Vendor Insurance Costs
 - Waiver of Vendor Insurance
- Bath Farmers Market Customer Survey
 - 215 community members completed the survey
 - 47.9% visit the summer market at least a couple times a month (compared to 18.2% for the winter market)
 - 84.9% rated the summer market location as either 'Good' or 'Excellent'
 - 71.4% rated the educational demonstrations as either 'Good' or 'Excellent'
 - Customers favorite aspects of the market included: Vendors, fresh food, ability to buy locally, meeting people, and live music
 - Customers reported that they would like more of the following in future markets: Vendors, product selection, kids activities, and prepared food
- Farm-to-Fork Feast
 - October 12
- Hired a new market manager
 - September 20 - Melissa McKinney
 - February 28, 2019 – Tom Straka