



THE MARKET AT A GLANCE

The Ann Arbor Farmers Market is proud to present its 2025 annual report, *The Market at a Glance*.

The Ann Arbor Farmers Market (AAFM) proudly brings fresh produce, farm products, prepared foods, and artisan items to the community all year! The producer-only market is the gathering place for over 100 local businesses from Michigan, Indiana, and Ohio. At the market you'll find seasonal fruit and vegetables, mushrooms, plants and seedlings, pastured meat and poultry, eggs and dairy products, plant-based foods, bread and baked goods, beverages, prepared foods, artisan items, unique crafts, and so much more.

Operating Schedule

Saturdays, May-December, 7 am-3 pm; January-April, 8 am- 3 pm
Wednesdays May-December 21, 7 am-3 pm

Management

Stefanie T. Stauffer, PhD., Market Manager
Lunia E. Oriol, Assistant Market Manager III
Jade Whittaker-Mitts, Assistant Market Manager
Tyler Moss, Assistant Market Manager / Inspector



1919-2025: 106 years of local farms and local food



MARKET AND VENDOR DETAILS

In 2025, the AAFM had 86 market days and 121 registered vendors.

Average Number of Vendors in Attendance

December 2024 - April 2025

Saturdays: 31

May - December 2025

Saturdays: 58

Wednesdays: 22

New Vendors in 2025:

- Baan Phadthai
- Causffee
- Cook's Condiments, LLC
- Eveland Syrups
- Herbal SereniTea
- Nordic Knife Sharpeners
- Ridgeway Farm Market
- Rosemary's Oasis
- Samosa House LLC
- Sarah's Homemade Sourdough
- Stony Creek Farmstead
- Surya Mehndi Henna Art
- Tassy's Cookes
- The Kilted Farmers
- Tiffin Tonight LLC
- Wonderful Tiny Farm, LLC

Products Details:

- Artisan Products (non-food): 34 vendors
- Baked Goods & Value-Added: 64 vendors
- Decorative Plants / Cut Flowers: 25 vendors
- Eggs / Dairy Products: 12 vendors
- Fruits: 22 vendors
- Hot and Prepared Foods: 10 vendors
- Meat / Poultry / Fish: 11 vendors
- Nursery Stock: 15 vendors
- Other (e.g., Mushrooms): 5 vendors
- Vegetables: 34 vendors



COMMUNITY GROUPS & MUSICIANS

The AAFM strives to activate the Wednesday market and invites as many community groups, musicians, and event partners as possible whose work aligns with the market's mission. Various musicians played at market throughout the season, and the market was the host site for several Ann Arbor schools and camps field trips.

Community Groups

Ann Arbor Area Transportation Authority/TheRide
Ann Arbor District Library
Ann Arbor Symphony Orchestra
Ask Kevin / C. Computing
C.S. Mott Children's Hospital
City of Ann Arbor departments (OSI, SS4A, etc.)
Compassion & Choices - Michigan
Ecology Center
Emerson Robotics
Judson Center
Kinder Better Community Collective
Pilar's Foundation
Rank MIVote
SafeHouse Center
Surya Patel (Mehndi Artist)
TEDxUofM
Third Act
U-M Department of Obstetrics & Gynecology
U-M Taubman Student Design Projects
Veg Michigan
Washtenaw Intermediate School District

Musicians

Ann Arbor Civic Chorus
Ann Arbor Symphony Orchestra
Austin – Music
Blue Chops
Bryce Engle
Caitlyn Bogart
Huron High School Jazz Band
Isaac Roughton
Mark Schantz
Molly Kober
Sophia Deler
Stephen Castiglione Music



TOKEN PROGRAMS AND FOOD ASSISTANCE

The AAFM accepts SNAP/EBT (year-round), Double Up Food Bucks (year-round), and Prescription for Health food assistance programs (seasonal). Market tokens for credit, debit, mobile pay, SNAP/EBT, and Double Up Food Bucks can be purchased at our market office trailer.

Total SNAP dollars redeemed by customers:	\$58,514
Percentage of SNAP doubled up:	97%
Total SNAP dollars redeemed by vendors:	\$52,717

Double Up Food Bucks

Double Up Food Bucks (DUFB) is a program that increases the purchasing power of Michigan residents who receive SNAP benefits by providing a dollar-for-dollar match, which was \$20 per day in 2025. The goal of the program is to maximize customers' purchasing power to afford fresh, local produce. When a customer takes \$2 off their Bridge Card to spend at the AAFM, they will get a FREE \$2 DUFB token.

DUFB redeemed by vendors: \$50,458

Double Up Bonus Bucks

Double Up Bonus Bucks (DUBB) was a limited-time offering from Double Up Food Bucks Michigan in response to the delay in the release of Supplemental Nutrition Assistance Program (SNAP) benefits in Michigan during the federal government shutdown in 2025. DUBB shoppers were eligible to receive \$40 in DUBB vouchers to use on fresh and frozen fruits and vegetables at participating locations. These printed vouchers were distributed at the AAFM as well as other participating locations.

DUBB redeemed by vendors: \$20,590

Prescription for Health

Prescription for Health (PFH) is a county-level program that connects patients to their local farmers markets through their medical clinics. Health care providers refer their patients to the Prescription for Health program by writing "prescriptions", in the form of a referral, for their patients to eat more fruits and vegetables. Once you enroll in Prescription for Health, participants will receive an enrollment packet that includes \$100 in paper tokens. They are able to spend those on fruits and vegetables at their local farmers market. Participants also work with Community Health Workers to set health goals.

Prescription for Health redeemed by vendors: \$3,641

Senior Project Fresh

Senior Project Fresh (SPF) is aimed at helping older adults eat healthier as they age. The program provides participants with free nutrition education and \$25 in benefits that can be exchanged for fresh fruits, vegetables, and honey sold at local farmers' markets and roadside stands. The program runs from May 1 to October 31 each year. In 2025, three AAFM vendors accepted SPF.

WIC Produce Connection

WIC Produce Connection provides healthy and nutritious produce to Michigan WIC clients, while fostering economic development by promoting our state's diverse agricultural products. The program provides low-income, nutritionally-at-risk WIC clients with eligible, locally grown, fresh, unprepared fruits and vegetables from Authorized Growers at farmers markets and roadside stands throughout Michigan. A WIC Distribution Day happened on August 6, 2025. One vendor accepted WIC Produce Connection for the 2025 season.

FOOD TRUCK RALLIES

Food Truck Rallies take place monthly, on the 3rd Wednesday of the month, from July through October after the Wednesday market 5:00-8:00pm. The market host food trucks, food carts, and pop-ups from the area plus live music.

2025 Participants

Bavarian Inn Cluck Truck	La Amapola
Ben's Island Grindz	Nu Deli
Botanical Bakeshop	Rite Spice
Cold Comfort Ice Cream	Shawarma Chef
Cousins Maine Lobster	Simply Spanish
Craveable	Tacos El Mariachi Loco
Fire & Rice Paella	Tacos El Panda
Fork in Nigeria	Tassy's Cookies
Funk It Up Fries	Tea Haus
Hero or Villain	The Chubby Batch Cookies
Impasto	Tru Pizza Co Food Truck
Jamaican Spice	Vegano
JB's Ice Pops	



COOKING DEMOS

Cooking demos take place monthly, on the 2nd Wednesday of the month at 11:00am from May through September. Funded by a Michigan Farmers Market Association (MIFMA) Food Safety grant, the 2025 series highlighted food preservation techniques of seasonal produce grown by our vendors. Each demo includes free samples and recipe cards.

- **May 14:** Community member Thirupu demoed two South Indian recipes featuring quick-pickled seasonal market produce.
- **June 11:** Market regular Piero made authentic Pasta Primavera with seasonal market vegetables.
- **July 9:** Jaspreet from Zaica Life presented dishes inspired by recent travels in the Himalayas, showcasing fermentation techniques with local produce and Zaica spices.
- **August 13:** Community member Karen made fruit jam.
- **September 10:** Oleksei and Iryna of Ukrainian Homemade Foods prepared sweet and savory crepes.



SPECIAL EVENTS AND PARTNERSHIPS

Lost in Ann Arbor – May 21st

The travel/food series LOST IN, hosted by Christian Stevenson (DJ BBQ), featured Ann Arbor's food, culture, and college atmosphere. DJ BBQ stopped by the market and interviewed the market manager, as well as vendors such as RoosRoast and White Lotus Farms. The full episode is available on YouTube!

Flower Day – May 25th

Our annual spring celebration of flowers and plants! The AAFM joined forces with the Sunday Artisan Market to offer this special Sunday market event. There were 11 daytime vendors, 2 mobile food vendors, and a kids table with activities.

Asian Night Market – June 13th

Hosted by a former vendor, the inaugural Ann Arbor Asian Night Market took place under the AAFM market canopy. It was a free admission event open to the public featuring ethnic Asian American and Pacific Islander (AAPI) food from local food vendors, AAPI trinkets and crafts from local artisans, dance and musical cultural performances including the Guzheng, Taiko, and Chinese yo-yo.

Make Music Day – June 21st

Make Music is a free celebration of music around the world, and AAFM hosted Ann Arbor's Make Music Day performances from 12:00-3:00pm in the picnic table area.

Ann Arbor Local Food Festival – August 28th

The Office of Sustainability and Innovations, in partnership with AAFM, hosted the Ann Arbor Local Food Festival, the city's annual celebration of Michigan food and farming. This free public festival showcases farms, food makers, and local organizations focused on growing a strong and sustainable local food system. The festival featured chef demonstrations, live music, free produce tastings, games & educational exhibits, food & farm vendors, and food trucks & pop-ups.

MSU FMPP Research Project - \$10 Token Student Initiative – September 6th

On September 6, AAFM offered \$10 free in red tokens to the first 100 students to come to the and fill out a survey on customer experience at the farmers market. This project is in partnership with Michigan State University and funded through the USDA AMS Farmers Market Promotion Program (FMPP).

Trick or Treat @ the Market – October 29th

The market partnered with GIVE 365 to host Halloween at the market. Kids could trick or treat at our candy stations around the market and practice their art skills by decorating pumpkins with stickers. GIVE 365 was on hand in costume with games, spooky décor, and more.

Ann Arbor Symphony Orchestra

The Ann Arbor Symphony Orchestra partnered with AAFM to hand out over 100 vouchers for anyone who presented a SNAP/EBT card for 4 free tickets to view symphony performances.

Unseen Adventures of Ann Arbor Scavenger Hunt

David Zinn, a local Ann Arbor artist, completed ten art installations around the City of Ann Arbor as a part of the Unseen Adventures of Ann Arbor Scavenger Hunt, with one installation completed at AAFM. Community members searched for Nadine the mouse in 10 different locations across downtown Ann Arbor. If they found Nadine at all 10 locations, they would receive a special prize. Unseen Adventures of Ann Arbor was brought to the community by the Ann Arbor Downtown Development Authority's Elevate Public Art Program.

LOCAL IMPACT

Although the market is the main reason most of our customers visit the area, a large majority of our customers shop at nearby businesses when they visit. AAFM is a large draw for customers from Washtenaw County and all over Michigan and Ohio, as well as for visitors from other parts of the US and the world. In addition, AAFM customers use the most food assistance dollars of any market in Washtenaw County, demonstrating the market's significant impact on increasing food access for people of all income levels. The market is also an original Food Gatherers donor, with farmers donating thousands of pounds of produce for the last 34 years.

City Workplace Community Supported Agriculture

2025 was the 7th year of the City of Ann Arbor Workplace Community Supported Agriculture program (CSA). Employees can purchase a CSA farm box from several participating farms with weekly pickup at Wednesday market.

Cottage Food Advocacy Update

In December 2025, the Michigan State Senate took the final votes necessary for [HB 4122](#) (cottage food operations amendments) and [SB 93](#) (increase sales threshold for honey and maple syrup producer licensure). HB 4122 increased the earning cap for Cottage Food producers, created an allowance to sell Cottage Food products online within Michigan and established a registry at the Michigan Product Center so Cottage Food producers will no longer have to put their home address on the labels for their products. SB 93 increased the sales threshold that necessitates for honey and maple syrup producers from \$15,000 to \$25,000.

In January 2026, both updates have already been signed into law by the Governor for the Michigan Cottage Food and the Honey & Maple Syrup Parity bills. **AAFM has spent nearly 4 years advocating for these changes!**



FACILITY UPDATES

ADA Audit

The Ann Arbor Farmers Market participated in an ADA audit to identify ways to increase market accessibility for all.

Market Office Demolition

The Ann Arbor Farmers Market office and restroom building were demolished May 12, 2025. The market office building was demolished because the foundations of the building were found to be compromised, making the building unsafe for long-term use. The water in the stalls was shut down until the fencing was taken down, and the demolition area was cleared, and the parking lot was restriped. The demolition was completed by July 2025. Market staff can now be found in the storage trailer in the market parking lot. The Ann Arbor Farmers Market is also now a host site for the Throne public restrooms.

Farmers Market Visioning

While the demolition of the office building was unplanned, the community has been presented with a unique opportunity to re-envision the future of the farmers market!

The city will conduct a market study in 2026, looking holistically at the farmers market site. The scope of work will include the following:

- A market operations study
- Robust community engagement
- Conceptual and schematic design development
- Phasing and implementation strategies
- Funding exploration and planning

Community participation will be central to this process, with opportunities to get involved shared via the Farmers Market, our [GovDelivery newsletter](#), and social media platforms like [Facebook](#) or [Instagram](#).

Ann Arbor Farmers Market

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Ann Arbor
**farmers
market**
great produce and more since 1919
a2gov.org/market

January - April
Saturday 8 a.m.-3 p.m.
May - December
Saturday & Wednesday 7 a.m.-3 p.m.
315 Detroit Street, Ann Arbor, MI 48104