



THE MARKET AT A GLANCE

The Ann Arbor Farmers Market staff is proud to present the 2022 Annual Report.

1919-2022: 103 years of local farms and local food

The Ann Arbor Farmers Market proudly brings fresh produce, farm products, prepared foods, and artisan items to the community all year! Our producer-only market is the gathering place for 115 local businesses from Michigan and Ohio. At the market you'll find seasonal fruit and vegetables, plants and seedlings, pastured meat and poultry, eggs, plant-based foods, bread, 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

Market and Vendor Details: 86 market days | 115 vendors
of vendors selling type of product (some vendors sell multiple types):
49 Produce; 22 Meat, Dairy & Eggs; 29 plants & flowers; 50 Value-Added Food; 31 Artisans; 20 Hot, Prepared food.

Average number of vendors: Saturdays, 59 | Wednesdays, 25
Average Vendors May-October: Saturdays, 78 | Wednesdays, 26
Average Vendors November-April: Saturdays, 40

Average customer count: Saturdays in the summer average 13,000 customers while Saturdays in the winter average 3,000. Wednesdays are about one third to one half the customer traffic as Saturdays, depending on the season.

Food assistance sales, December 2021-Dec 2022: WIC Project Fresh - \$4,890 (redeemed); Senior Project Fresh - \$6,760 (redeemed); Double-up Food Bucks - \$54,476 (redeemed); SNAP/EBT/P-EBT - \$54,791 (redeemed)



2022 FOOD TRUCK RALLIES



The 2022 food truck rally season was a success, with a large variety of food options available, including Jamaican, Mexican, BBQ, Spanish, sandwiches, vegan cuisine, donuts, coffee, kielbasa, and kombucha on tap. We did not hold rallies in 2020 due to the pandemic and held an abridged 2021 version with only 2 events. We had 14-16 trucks and carts at all 4 events this year, up from 5-7 trucks and carts in 2021. We had live music as well at 3 of the rallies: The Pontiac Trailblazers, Relics of the Future, and Tim Douthit and Friends. This was our seventh year hosting the rallies, which replaced the Wednesday Evening Market in 2015. The rallies have become a way to attract different food businesses and cuisines to the market, supporting more diverse business ownership while also activating the market space outside of traditional market hours.

Mobile Food Business participants signed the Zero Waste Washtenaw pledge to cut down on consumer waste during the rallies. Due to the pandemic supply chain disruptions, we made it a suggestion rather than a requirement, and Zero Waste Washtenaw volunteers were not available to help sort the waste as in past years.



2022 Trucks and carts:

Hero or Villain, Impasto, Jamaican Spice, The Coffee Grind Coffee Truck, Shimmy Shack, Craveable Food Trailer, Island Noodle, Petey's Donuts, PB&Js BBQ, Delectabowl, Simply Spanish, Apple Blossom Kombucha, Mustard's Last Stand, Tacos El Mariachi Loco, Rite Spice Kitchen, Vegano Italiano, and Michigan Drinks

We also hosted food trucks and carts on market days. Vegano Italiano attended Wednesday markets throughout the fall while Rite Spice Kitchen also attended a few Wednesdays. Once the number of vendors dropped down in late October, we were able to fit Food Trucks at Saturday Markets in November & December as well. We hosted Tacos El Mariachi Loco all fall Saturdays starting in late October and Fork in Nigeria joined twice.



2022 SPECIAL EVENTS & PARTNERSHIPS



COMMUNITY FIRST AT WEDNESDAY MARKET: We have been striving to activate the Wednesday market and invite as many community groups, musicians, and event partners as possible. 2022 community groups included: Clear Computing, Samaritas, Rotary Club, Housing Bureau for Seniors, Office of Sustainability and Innovation (OSI), Zero Waste Washtenaw, Ann Arbor Water, Huron River Group, UM Conceptual Development Lab, City of Ann Arbor Transportation Study, Ann Arbor Senior Center, Washtenaw Catholic Social Services, Fresh Start Clubhouse, STEM to stern, i9 Sports, MDOT Transportation Study, Judson Center Foster Care, American Pharmacists Association, Ann Arbor District Library, and Sunshine Movement. Various musicians played at market throughout the season and we hosted many Ann Arbor schools and camps field trips.

On JUNE 8, we hosted a Veg Michigan plant-based cooking demo

On AUGUST 13, we hosted a free tomato tasting with 8 market farms. We had customers (and vendors) taste cherry and slicer tomatoes from all the farms and rank their favorites. We did not reveal which farms provided the tomatoes to reduce possible bias. The top tasting cherry varieties were Sungold, Sungreen, and Black Cherry. The top tasting slicers were heirlooms Cherokee Purple and Pink Brandywine. Tomatoes were a bit later this year, so we could have had more farms if we held it later.



On OCTOBER 5, we hosted the 1st Annual ZINE FEST with students from the University of Michigan Penny W. Stamps School of Art & Design. Stamps students gave away free copies of the zines, or homemade magazines, they had made in class and had an art station to teach kids and adults how to make their own zines to take home!

PARTNERSHIPS: We collaborated with the Ann Arbor Senior Center to increase the visibility of programming for local seniors at Wednesday Market, including the Senior Project Fresh produce voucher program, transportation options, and Senior Center activities.

We partnered with MDHHS and visit health to host Free Rapid Antigen COVID testing at both markets starting on October 1, 2022.

The AADL selected us and our solar array as a summer game location. We co-hosted OSI's 1st Annual Local Food Festival at market on October 13. We partnered with GIVE 365 on our Holiday lights and Halloween Trick or Treat event. We also participated in the City of Ann Arbor Holiday drive for the Bryant Community Center Emergency Food Pantry.



FLOWER DAY - SUNDAY MAY 29 (MEMORIAL DAY WEEKEND)

Our annual spring celebration of flowers and plants! We joined forces again with the Sunday Artisan Market to offer this special Sunday market event. In addition to our vendors, we hosted the Michigan Flower Growers Coop, the Toledo Zoo with native plants, OSI's 10,000 trees initiative, kids' activities, music from Re: Classical, and the Aruba Freeze ice cream truck. Kerrytown and Main Street District Association businesses also hosted flower themed activities and sales.

GLASS BLOWING DEMO - SATURDAY, OCTOBER 8

The Glass Academy returned after a two-year hiatus to make glass pumpkins all weekend at market, hosting live glass-blowing demos and creating pumpkins for purchase. They scheduled their demo weekend to coincide with The Guild's 2nd Annual Artoberfest, on 4th Avenue between Catherine and Huron.

HALLOWEEN BASH - WEDNESDAY, OCTOBER 26

Kids could trick or treat at our candy stations around the market or practice their art skills by decorating pumpkins with stickers. GIVE 365 was on hand in costume with games as well and we saw a lot of great customer costumes too!



OUR IMPACT

CITY WORKPLACE CSA

2022 was the 4th year of the City of Ann Arbor Workplace Community Supported Agriculture program (CSA). In 2019, the market piloted a workplace CSA pickup at City Hall for City employees. Due to the pandemic, pickup shifted to market in 2020. In 2022, Employees purchased a CSA farm box from our participating farms – Kapnick Orchard, Tantre Farm, Goetz Family Farm, Green Things Farm Collective, and Two Tracks Acres – with weekly pickup at Wednesday market. City employee participants now receive a wellness credit, which can be used towards a Flexible Spending Account to pay copays and other healthcare costs not directly covered by City health insurance plans.

COMMUNITY & ECONOMIC 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. The market 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, Ann Arbor Farmers Market customers use the most food assistance dollars of any market in Washtenaw County, showing our 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. Volunteers logged 40 hours this year, mainly processing market tokens and beautifying the space.

LOCAL FOODS & SUSTAINABILITY ADVOCACY

We partnered with OSI to formulate a Local Foods Purchasing Plan for Parks and the City overall, as part of a 2021 ordinance passed to procure more local foods for City facilities and events. For the past 3 years, Market Manager Stefanie has been invited to speak to OSI's A2Zero Ambassadors program about local food, the Greenbelt, and the role farmers markets play in supporting sustainability and our local economy. She presented about the City Workplace CSA program as well at the annual Tri-State CSA conference in November at Purdue University in Fort Wayne, IN. She was invited to speak at a Temple Beth Emeth Local Foods Sukkot Event held at Green Things Farm.

IMPROVEMENT & MAINTENANCE PROJECTS

- Bathroom renovations completed and bathrooms reopened to the public
- Solar generation monitoring tool mounted on the market office building
- Air quality monitor to gather data on emissions installed on the market roof
- Crumbling concrete in stalls and sidewalks repaired, stalls and roof power-washed.
- Faulty electrical outlets at stalls identified and repaired and water damage in office repaired
- Participated in an ADA audit to identify ways to increase market accessibility for all



ANN ARBOR GREENBELT SUPPORTS FARMER VENDORS

In 2003, the majority of City of Ann Arbor voters approved the Open Space and Parkland Preservation Millage (Greenbelt Program) for a 30-year, 0.5 mil tax levy. 1/3 of this millage funds new City parkland acquisitions, while the remaining 2/3 funds land preservation efforts in the Greenbelt district surrounding the city. To date, the Greenbelt has preserved 6,829 acres, including 6,072 acres of active farmland, while the City has gained 172 acres of new parkland.

Land preservation is the foundation of sustainability as it protects greenspace, wildlife habitat, clean groundwater, and native ecosystems. It also ensures that local farms continue to feed the surrounding community, by reducing food insecurity pressures and reducing emissions produced by shipping food across the country or the world. Since the Greenbelt has protected 62 farms with over 6,000 total acres, this will safeguard these farms for future agricultural use. At least 9 of these Greenbelt farms source food to local markets, and 6 are Ann Arbor Farmers Market vendors, so the Greenbelt has literally laid the groundwork for a flourishing local and regional food system.

According to Remy Long, former City of Ann Arbor Greenbelt Program Manager, Washtenaw County has lost more than 224,00 acres of farmland since 1935. Statewide, Michigan has averaged losses of two acres per hour or two farms per day since 2007. American Farmland Trust data shows that over 240,000 acres of Michigan farmland were lost to development from 2001 to 2016. The 2017 Agricultural Census also shows that Michigan lost 4,553 farms between 2012 and 2017, and that prime farmland is under heavy development pressures.

The 2017 Ag Census also found that the average age of Michigan farmers now sits at 57.5, and that 4 times as many Michigan farmers are over 65 than are under 35. Subsequently, the looming retirement of many Michigan farmers over the next decade is a real threat to land preservation efforts as well as local food access, and the diversity of farm products that will be available at the market may be reduced. While these figures are a stark reminder of the challenges facing our regional agricultural landscape, the Greenbelt has played a vital role in protecting 25% of the available farmland that is currently in active production in this Washtenaw County district.

