

## MEMORANDUM



**TO:** JASON S. MANGUM, CPRP DIRECTOR  
PARKS, RECREATION & CULTURAL SERVICES

**FROM:** WENDY DUVALL, RECREATION SUPERVISOR

**SUBJECT:** NOVI FARMER'S MARKET

**DATE:** DECEMBER 16, 2013

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In 2012, the Novi Chamber of Commerce in conjunction with the Parks Department entered into a joint venture to provide a Farmer's Market to the City of Novi. In 2013, the Chamber was unable to support the Farmer's Market as they had in years past and the Parks Department volunteered to continue this service. Novi's Farmer's Market, traditionally held on Saturday's had a history of very few vendors, participants and frequent location changes. According to the vendors, the lack of success of the Farmers market was due, in part to the number of local area Farmer's Markets being held on Saturdays, primarily a very large market in Farmington Hills. As a result, a new programming idea was instituted to have the Novi Farmer's Market held in conjunction with the Sizzling Summer Art Series (SSAS). With SSAS proving to have been a very successful event, drawing hundreds of attendees on Tuesdays in Fuerst Park, the market was held in the park on Tuesdays. Several other communities held successful markets during the work week successfully and vendor's confirmed that holding the Market in conjunction with SSAS would make the market more successful.

Several roadblocks became apparent when it was discovered that those attending SSAS were nannies and babysitters who were not buying products from the market vendors. That in turn had the vendors not returning, making purchasing products a challenge for those who did attend the market. There was also the challenge of recruiting vendors from the established surrounding local markets. Vendors would not commit to the market because of the lack of customers. To encourage vendors to stay, the vendor fee was waived. Customers were disappointed in the lack of consistency with produce and in the variety of vendors. The market required additional staff time without any financial recovery.

Other roadblocks were that lack of interest in Novi as a viable Farmers market for these vendors. We made personal calls, mailings and visits to other surrounding markets to grow ours in Novi, but failed to secure vendors due to the lack of interest from the vendors. We also worked with the Michigan Farmers Market Association and Eastern Market trying to secure some vendors, the only hope we had was with the Eastern Market coordinator, Fiona Colleen Ruddy mentioned that she offers a small mobile Famers Market at a cost of \$3500 (2013 quote) a year, and they work with their farmers that work the Eastern market and secure some items for sale at our site every weekend. This is a viable solution if Novi would like to offer a Famers Market, but location, lack of interest, and Famers already running successful markets in the surrounding locations; like Northville every Thursday, Oakland County Saturdays, Walled lake Wednesdays, Wixom Thursdays. The vendors would not commit to Novi market which made it difficult to secure vendors.

We are proposing that the Novi Parks, Recreation and Cultural Serviced Department focus energy and effort in other areas that have proven to be successful and to not host a Farmer's Market in 2014.

# DETROIT EASTERN MARKET FARM STAND

## FARM STAND MISSION

The Eastern Market Farm Stand Program is a community-based pop-up mobile market that improves access to fresh, healthy food and provides nutritional education. Serving as ambassadors of the Eastern Market Corporation, the Farm Stand strengthens the connection between local residents and Eastern Market by delivering a bounty of fresh produce directly to our partners. Relationships with neighborhoods, the health care community, and corporate organizations allow the Farm Stand to increase awareness regarding healthy eating choices and fosters a culture of wellness in the city of Detroit and beyond.



## BENEFITS OF A FARM STAND



Hosting a Farm Stand at your corporate site is a clear statement that your organization is committed to employee wellness, supports the local economy, and fosters a more just and inclusive food system. The Farm Stand is a dynamic and vibrant way to increase your organization's engagement while providing access and education regarding healthy food and local buying, which otherwise may not be available.

At our community partner sites, the Farm Stand serves the dual function of produce sales and provides nutrition education with the ultimate goal of increasing access to healthy food. This one-on-one wellness engagement is targeted at our most vulnerable population – individuals lacking the knowledge and access to stay healthy.

## SPONSORSHIP IMPACT

The sponsorship provided by your organization will help us off-set the cost of running Farm Stands in neighborhoods where access to fresh produce is limited. Your support will make a significant impact in communities, at most need, where access to fresh produce is limited.



## TO RESERVE A FARM STAND



In order to provide meaningful engagement to our community partners, the 2014 Farm Stand is limited to eight corporate sites. Sites are reserved on a rolling basis through March 1, pending sponsorship commitment. Farm Stand sponsorships are available at two levels.

If you are interested in sponsoring and hosting a Farm Stand please contact Fiona Ruddy, Director of Food Access Programs at [fruddy@detroiteasternmarket.com](mailto:fruddy@detroiteasternmarket.com) or 313.833.9300 ext 109.

### Farm Stand Roots

Help support the foundation of the Farm Stand by enabling us to comprehensively operate at one community site for 15 weeks. With your sponsorship we are able to provide a full range of services, including an array of fresh produce, select local specialty goods, and point of sale nutritional education.

#### *Sponsor a community Farm Stand at \$8,000*


- 15 week Farm Stand season at corporate location + community location
- Recognition of support at community Farm Stand partner location
- Exclusive company promotional day and behind the scenes tour of Detroit Eastern Market Tuesdays (July-October, 9am-3pm)
- Social media mentions (Facebook 35,000 likes, Twitter 22,000 followers)
- Logo recognition on printed materials, Farm Stand E-News, and Eastern Market Website (over 27,000 unique visitors per month).

### Farm Stand Shoots

Continue growing the Farm Stand by covering a share of Farm Stand operational and training costs for community sites.

#### *Sponsor a Farm Stand Share at \$5,000*

- 15 week Farm Stand season at corporate location
- Name recognition on printed materials, Farm Stand E-News, and Eastern Market Website (over 27,000 unique visitors per month).



Eastern Market Corporation is a 501(c)(3) non-profit organization, your generous sponsorship is tax deductible and allows us to advance our vision of a just, diverse, and equitable regional food system.

We thank you for the consideration and support.