



2013 Overview



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The Farmers Market at Chelsea Community Hospital



Did We Meet Our Goals?



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- Farmers Market Health Initiative Goals Reached:
 - Recruit and maintain food vendors of quality produce (vegetables and fruit) along with grains, protein and dairy.
 - Creatively “market the markets” to increase sales of quality fresh food to the community (10% over last year).
 - Improve low-income families’ access to healthy food via food assistance programs.
 - Assist in the development of a permanent farmer’s market venue in downtown Chelsea to form a social framework for a community of healthy eaters.

Did We Meet Our Goals?



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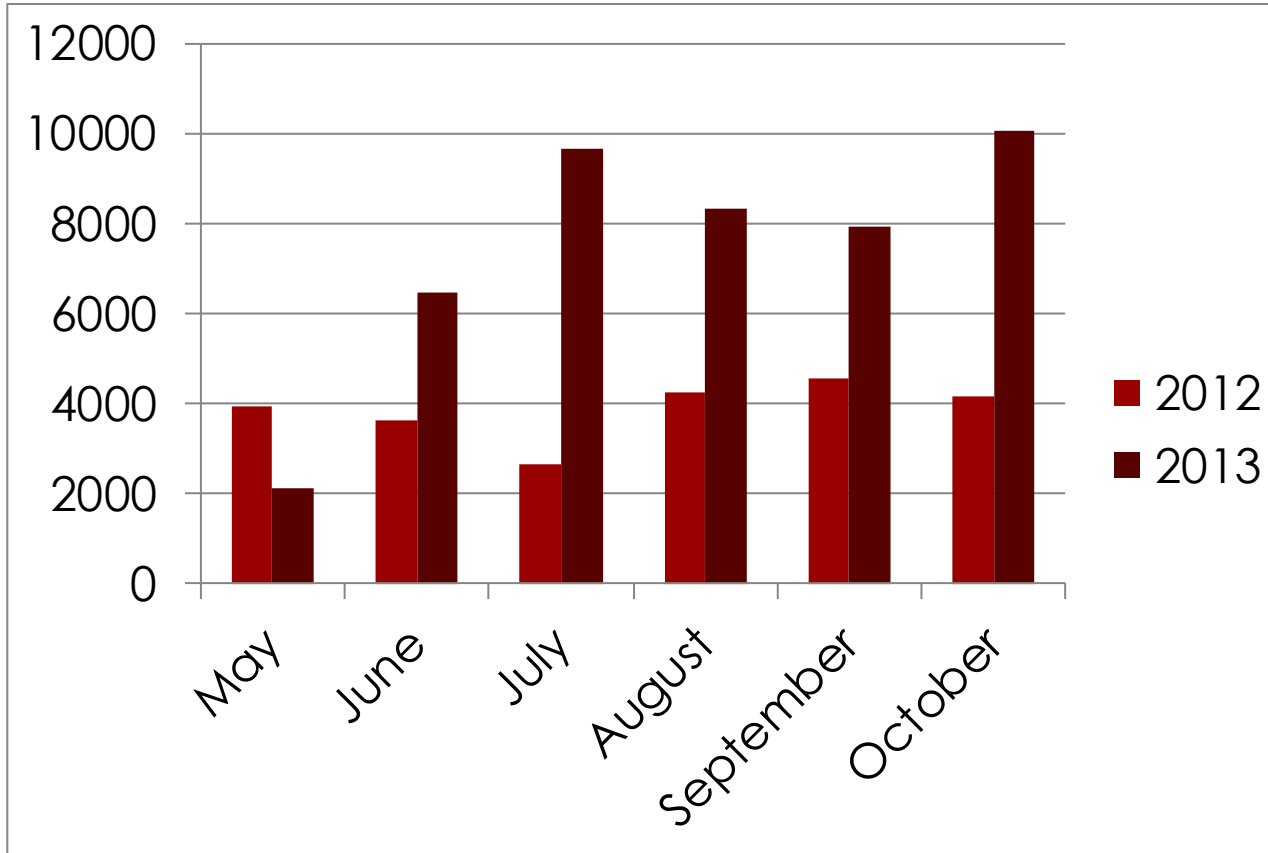
- Recruited new vendors to increase healthy offerings (7 for BBM, 11 for CFM);
- Improved marketing for both farmers markets;
- Developed plan for events focused on healthy food (9 events total);
- Tracked customer traffic, conducted customer surveys and documented vendor food sales;
- Trained UM Future Public Health Leaders Program and EMU dietetics students
- Coordinated with Faith in Action to promote Prescription for Health program and Double Up Food Bucks program, along with the Bridge Card Program; Tracked and cut checks for all farmers involved.
- Consulted with Town Square planning committee
- Raised funds for strategic planning of new market through the Michigan Economic Development Corporation.
- All admin tasks for farmers market: communicating with vendors, distributing and approving applications, developing the annual budget, collecting fees, accepting complaints from customers or vendors, resolving disputes, approving payments, etc.

Stats

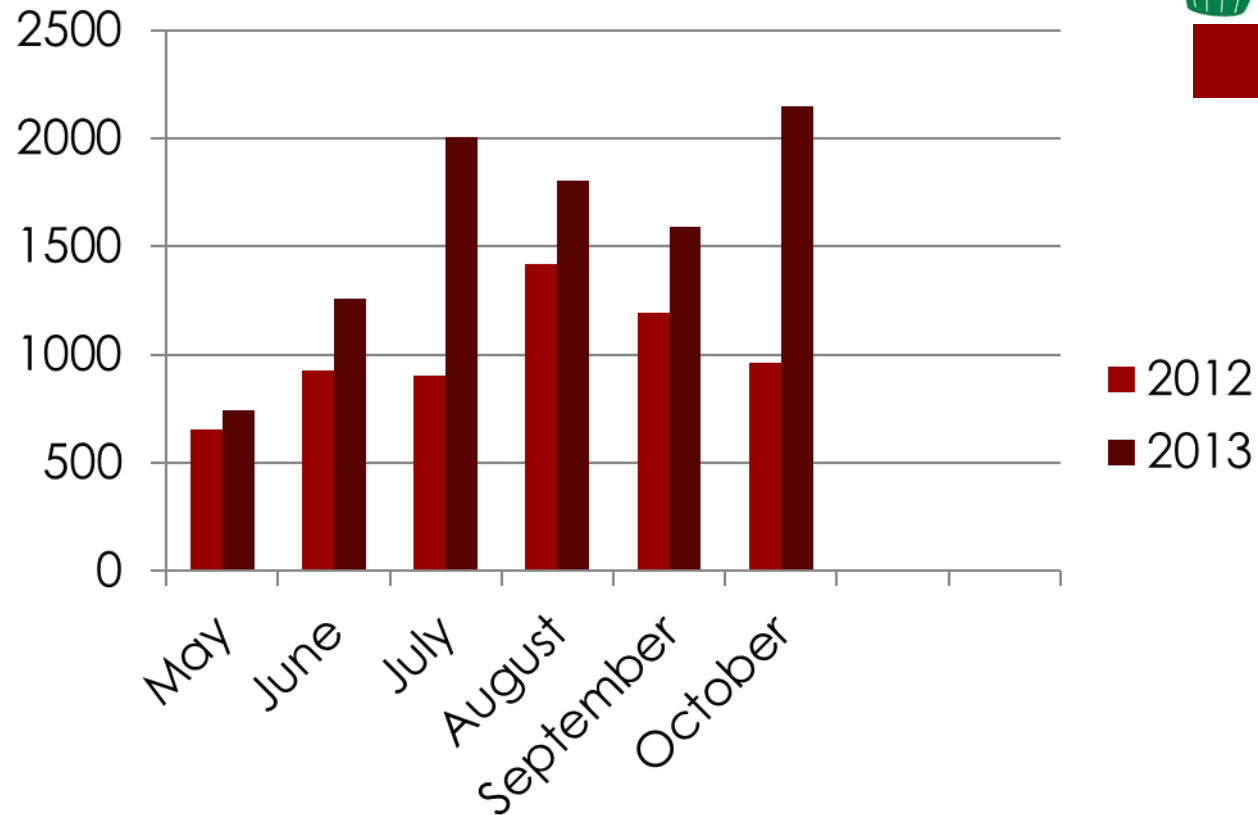


- Average sales for BBM 2013 season: \$179 per vendor, up 20% from 2012
- Average sales for CFM 2013 season: \$247 per vendor (no 2012 data)
- Average Customers at BBM this season: 368, up 45% from last year (over 10% goal)
- Average Customers at CFM this season: 603 (no 2012 data)
- Total Food Assistance Program Dollars to Date: \$4,178

Sales – Bushel Basket



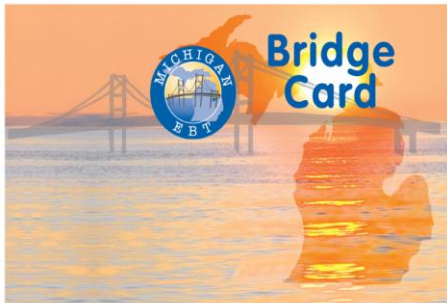
Customers – Bushel Basket



New Food Assistance and Market Currencies Overview



- EBT (Electronic Balance Transfer; formerly Food Stamps and also known as Bridge Cards or SNAP) - \$1 Increments
- Informed customers that they can sign up for EBT at the market
- Double Up Food Bucks - \$2 Increments, Silver
 - Michigan Grown Produce ONLY
- Prescription for Health – \$10 coupons for patients with chronic illness



New this year.... Demonstrations



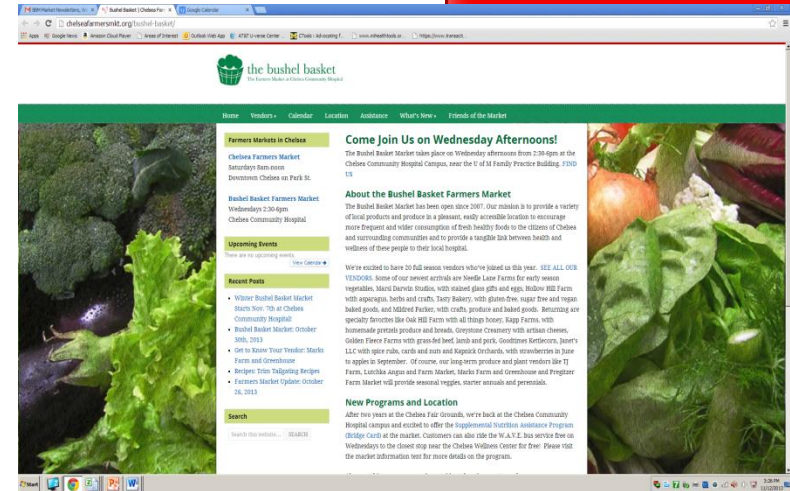
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- **Healthy Demonstrations Tent –**
 - Spring Salsas and Sauces – MSU Extension - June
 - Budget Market Meals – Chelsea Community Kitchen - July
 - Cooking with Youth – Callie Gavorek – August
 - Healthy Greens Demo – Taste of Health, Grass Lakes Sanctuary – Sept.
 - Sauerkraut Demo – Terry Peyton, Oct.



MARKETING:

- Flyers and Pamphlets at Businesses, Fairs
- Weekly E-Newsletters (Showcasing Vendors, Events, Programs, Recipes etc)
- Facebook and New Website
- Market Area Signage
- Banners
- Bags
- Press Releases
- Radio Show
- Ads in SunTimes
- New? Bags, maybe T-shirts, what else?



Ride the Wave Bus Free to the Market!
Show Your Bridge Card Starting in July



Saturday Morning: May-October Downtown Chelsea on Park Street
 Sponsored by the Chelsea Area Chamber of Commerce
 Chelsea Farmers Market www.chelseafarmersmkt.org

Saturdays 8:00 a.m.-12:00 p.m.
Downtown on Park Street
www.chelseafarmersmkt.org



Get to the farmers market for FREE to buy healthy, affordable fruits and vegetables at the farmers market with your Bridge Card on all Saturday WAVE Buses! For every dollar spent with your Bridge Card, you can double your spending power on fresh fruits and vegetables with Double Up Food Bucks starting in July! Go to <http://www.ridethewavebus.org/> for routes.

For more information on obtaining Bridge Cards, visit: <https://www.mbridges.michigan.gov/access/>

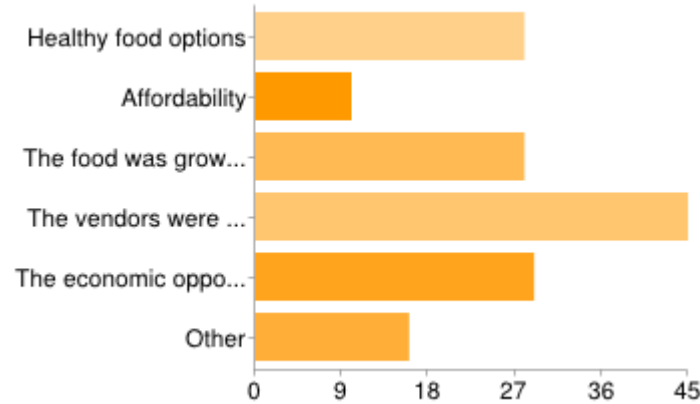
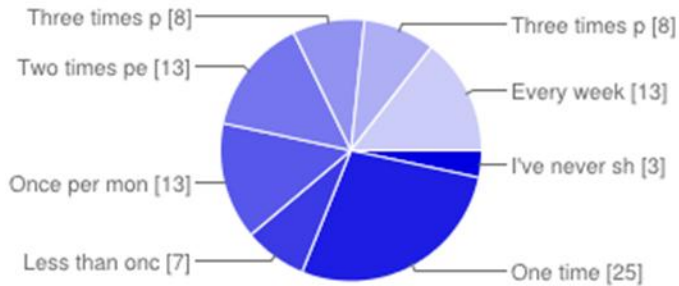


Customer Survey Thoughts



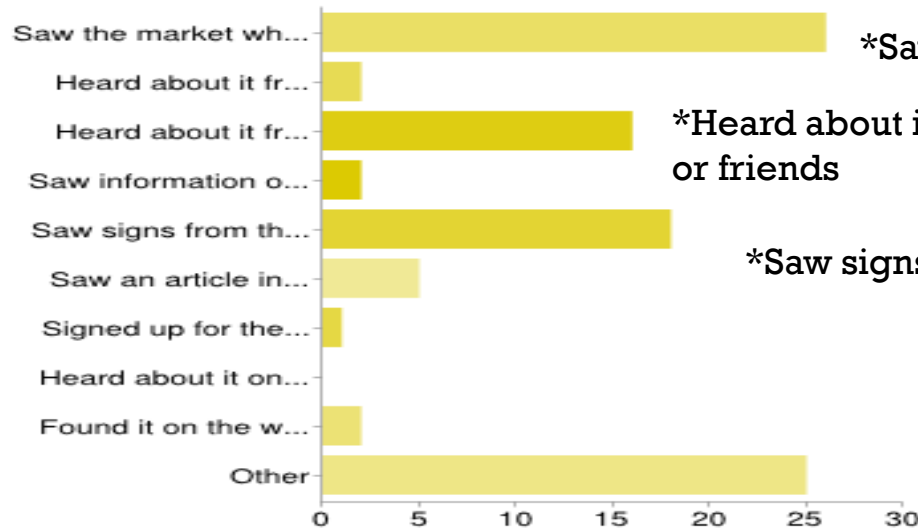
How often have you shopped at the market?

What is the top reason that you go to the market?



***LOCAL wins!**

How did you hear about this market?



***Saw the market while driving/walking**

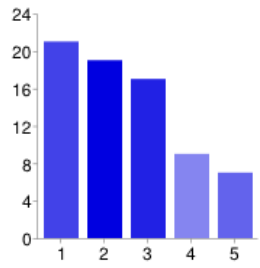
***Heard about it from family or friends**

***Saw signs from the road**



Market Health Questions

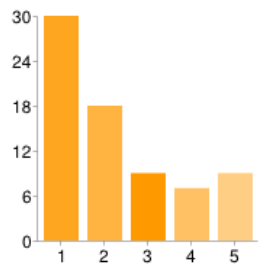
Please indicate how much you agree or disagree with the following statement: Because of the market, I eat more fruits and vegetables



| | | |
|---|----|-----|
| 1 | 21 | 29% |
| 2 | 19 | 26% |
| 3 | 17 | 23% |
| 4 | 9 | 12% |
| 5 | 7 | 10% |

***Increase quick and easy ideas for fruit and vegetable use.**

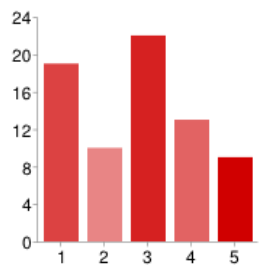
Please indicate how much you agree or disagree with the following statement: Because of the market, I eat food that is fresher (less packaged/processed foods)



| | | |
|---|----|-----|
| 1 | 30 | 41% |
| 2 | 18 | 25% |
| 3 | 9 | 12% |
| 4 | 7 | 10% |
| 5 | 9 | 12% |

*** Most people feel they eat less processed food.**

Please indicate how much you agree or disagree with the following statement: Because of the market, I eat less fast food.



| | | |
|---|----|-----|
| 1 | 19 | 26% |
| 2 | 10 | 14% |
| 3 | 22 | 30% |
| 4 | 13 | 18% |
| 5 | 9 | 12% |

*** Increase healthy, "fast food" options at market**

Farmers Market Fundraising



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- **TOTAL FUNDS RAISED TO MATCH CWF FUNDING :**
 - \$4,178 in food assistance to community
 - \$16,500 for market strategic plan, market equipment, new market plan and next year's food assistance
 - \$5,000 vendor fees to go towards new market site development and advertising





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Obstacles and Solutions

- Unexpected federal cuts to SNAP and Farmers Market Promotion Program
 - NEXT YEAR: Continue SNAP, DUFEB and PFH to fill the hunger gaps. Donate food from market for FIA, and incorporate income like selling market bags, doing a fundraiser for the markets.
- Food Assistance Participation
 - Slow start in May, increased with Double Up Food Bucks program.
 - NEXT YEAR: More multiple-market advertising for all 5 Healthy Towns
- Staffing
 - Running the food assistance machine, managing events, vendor fees and data collection – too difficult simultaneously
 - NEXT YEAR: Received MEDC grant to streamline food assistance program and fee structure, plus market-day admin support

THANKS to supporters!



- Chelsea Wellness Coalition and Chelsea Wellness Foundation
- VENDORS!
- Market Supporters/Interns
 - Nancy Paul, Kathy Kennedy – Faith in Action
 - Callie Gavorek, EMU Dietetics Student
 - Terri Strommen, Angie Parsons, Allison Malinowski - PFH
- Sponsor Organizations –Reiley Curran, Chelsea Community Hospital, Bob Pierce, Chamber of Commerce
- Food Assistance Program Fiduciary – Chelsea-Area Wellness Foundation

