

Increasing Customers through Effective  
Marketing Strategies for the Mount Clemens  
(Michigan) Farmers Market

Develop a more thorough understanding of customer shopping habits and preferences at a largely volunteer-run community farmers market and increase the market's visibility to consumers through signage and various communication strategies in order to make more effective use of limited advertising and promotional dollars to enhance the market's visibility among potential consumers, attract new customers in a densely populated suburban area, and provide a more sustainable source of farm-based income for regional horticultural growers increasingly threatened by urban sprawl.

[Final Report](#)

## 2007 Market Successes

### “As a Result of the Grant and Everyone’s Assistance”

Below is a list of many of the success achieved in 2007 through the hard work of the Market Board, vendors, MCPED – Justin Robinson, the Macomb Chamber – Nicole Mckee, and MSUE – Hannah Stevens. Each of these items required significant time on the part of volunteers to accomplish and are each proof of the hard work and passion invested into the Market in 2007. Numerous other tasks were also completed that did not make the list but are no less important.

1. Received Grant from FMPP for \$25,000
2. Hiring of Market Coordinator – Phreddy started in the summer of 2007 and proved instrumental helping to run the market and equally important in fostering a more welcoming environment for both vendors and customers.
3. Postcard – kicked off the 2007 season with mailing of postcard to existing patrons. The new postcard is cheaper to mail and is attractive and easy to hang on the fridge.
4. Poster – Developed a new, full color poster that was hung in about 150 local businesses.
5. Tri-Fold Brochure – created a new brochure that contains everything all the important info about the market. Was distributed to local businesses, patrons, county buildings and other public places.
6. Over the Road Banners – a number of banners with different messages were purchased and will be used to increase awareness of the market to passing traffic.
7. New Tents – The market and a majority of the vendors purchased new, colorful tents that increased the aesthetics in the market and helped create a more defined market area.
8. Market Aesthetics – In addition to the tents, many vendors also improved the design and signage of their individual booths, new entry tents and welcome signage were added, and new seating was supplied for customers.
9. Barn Improvements – the barn was repainted and the interior was cleaned and reorganized. A new sign was also made and will be hung o the front of the barn in 2008.
10. Market Gardens – At the start of the season the Master Gardeners helped to clean up the foliage in the front of the market to improve the visibility of the activity in the parking lot. And throughout the year the Master Gardeners continued to make improvements to the gazebo, gardens and barn.
11. Market Chef – Possibly the greatest success of all last year, a new market chef was added to provide cooking demonstrations. The grant allowed all new equipment to be purchased for the chef (grill, tables, signage, etc) and every Friday and Saturday beginning in July the Chef Mark conducted demonstrations that were enjoyed by patrons and helped sell vendor products. Also, recipes were shared with patrons.
12. New Signage – the street banners, entry banners and changeable signs were created to attract, welcome and inform customers of market happenings. MCPED also

provided numerous posters and banners that were used to promote events and products.

13. Market Information Display – the market kiosk was resurrected in 2007 with various information of interest to the public being shared and a new peg board was created where customers could share their own events and info.
14. Family Fun Fest – a new event was tested that created new partnership between the Mount Clemens Fire Department, Macomb County Sheriff and Health Department, the Kids Safe Network and the YMCA. The event provided numerous games and demonstrations for both kids and families.
15. Other Events – the market also had numerous musical acts throughout 2007.
16. Press – Several articles were written publicizing the Market and grant. The Bath City Beat also created a segment at the market that was aired on public TV throughout the summer.
17. Education for Vendors – Before the 2007 season MCFM worked with MSU to host Barb Fails who educated vendors about how to improve sales and the customers experience.
18. New Website – a new website was created that shares pictures and info with customers about the market.
19. Improved relationship with the DDA and City
20. RMA and Other Data - MSU's team conducted the Rapid Market Assessment which provided the market with hard numbers regarding number of customers, amount spent and other valuable information that can be used to help improve and market the MCFM. Car counts, sales, e-mail addresses were also collected that provided us with information that can also be used to help us make more informed decisions.
21. Pictures – We have hundreds of great new pictures of the market, products, vendors and customers.
22. Buzz – all the hard work and great improvements helped to create a strong buzz about MCFM inside and outside Macomb County. This word of mouth helped attract new customers and is proof that the hard work begun in 2007 has paid off.