

Farmers Market Promotion-Consumer Awareness and Access to Local Food Produced in Siouxland

Floyd Boulevard Local Farmers Market of Sioux City, IA received \$42,280 to extend the outreach of the market to underserved WIC and SCFMP participants. Funds were used for advertising, an interactive Web site, a bilingual educational program for consumer education, to inform customers about availability of

Final Report



June 25, 2010

TO: 2009 FMPP Grant Team
FARMERS' MARKET PROMOTION PROGRAM
USDA, Agricultural Marketing Service
1800 M Street, NW
Room 3012-South Tower
Washington, D.C., 20036

FROM: Lewis Weinberg, President
Buy Fresh Buy Local – Siouxland, Inc.
Sioux City Farmers Market

SUBJECT: Final Report
Grant Number 12-25-G-0702

Dear Grant Team:

Please accept the following as our final report on the Sioux City Farmers Market FMPP Grant.

Organizational Progress – End of Year

The Sioux City Farmers Market completed its first year of operation as a rousing success. Initially, we were hoping to be able to attract 24 vendors to the new Market. Organizational efforts early in the season paid great dividends and a rousing success of the Market has allowed us to add new vendors each month since opening to end the season with 34 vendors.

We completed initial organizational efforts in April and set an opening date of May 9th and we met every Saturday and Wednesday until October 31st.

Megan Will joined our Market as the Market Coordinator and has been invaluable to the success of the Market. Megan is a Certified Master Gardener and has a horticulture background.

We opened the Market in May with 24 vendors including produce, meats, eggs, bedding plants, crafts, breads, and baked goods. Because of the short supply of produce early in the season, the vendors were typically selling out within 3 hours. These early successes helped to convince the vendors to produce more and to convince the customers that the Market was a viable entity.

Our Grand Opening Celebration on June 27th marked the true kick-off to the produce season. A crowd of nearly 3,000 helped nearly every vendor to sell out on that day and the press coverage solidified our success by introducing a socio-economically diverse crowd to the Market and beginning what would be a large number of repeat customers. At the Grand Opening

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Celebration, we had entertainment, crafts for the kids, informational booths from the Master Gardener's Program and Iowa State University Extension, and samples from the vendors.

On Wednesday, July 1st, the Chamber of Commerce held a ribbon-cutting and dedication ceremony and we had over 800 customers come through the market.

Following the Grand Opening Celebration, the Market took off with typical Wednesday attendance at as many as 1,000 and Saturday attendance between 2,500 and 3,000.

The Woodbury County Master Gardeners organization, a part of the Iowa State University Extension Service, committed time and efforts on a volunteer basis all summer to conduct customer surveys, helping to carry loads of produce for the elderly, and providing information and entertainment.

We entered our Sioux City Farmers Market in the: America's Favorite Farmers Markets™ contest, and were able to use this event to help promote our market. We handed out flyers at the market and ask the guests to "vote" online for our Market. We did not win but with the extra publicity we were able to get our Market in the public eye even more.

In August, we celebrated National Farmers Market Week with a proclamation from the Mayor, a special news conference, and market-day special programs. In August we also passed out 500 Green Bags to our shoppers with the Sioux City Farmers Market Logo and web site on them. The shoppers really appreciated the bags, and they are bringing them back week after week.

As of Labor Day we topped 32 vendors and have picked up two additional vendors in the month of September. Our list of vendors in 2009 includes the following:

- Locally produced wine
- Fruits and vegetables of all types
- Breads, pastries, pies, cakes and baked goods
- Fresh and dried flowers
- Bedding plants and specialized plants
- House plants
- Crafts
- Art including pottery, knitting, painting, and performance art
- Entertainment
- Honey
- Jams and jellies
- Canned goods of all types
- Meats including both organic and non-organic types of beef, lamb and pork
- Farm-fresh eggs
- Fresh kettle-popped corn
- Treats including fudge, roasted nuts and caramel apples.

Vendors typically sold out each day. For days when there is unsold produce and breads, we made arrangements with both the Gospel Mission and Siouxland Residential Services to pick up

the extras. The generosity of the vendors has helped the Mission and SRS feed over three hundred meals per day.

Specific Marketing Efforts to Date

Marketing efforts include the completion of our web site and updating to include information about the Market, Why By Local?, a complete crop schedule, vendor lists, and updates on events at the Market.

We've branded the area with colorful signing and banners including the following:

side 1

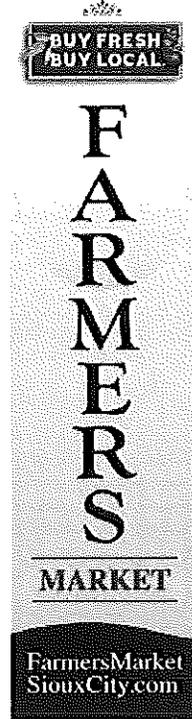


six poles - 12 doubleface 30"x60" signs

side 2



One- doubleface 30"x120" sign with extra post sewn in middle

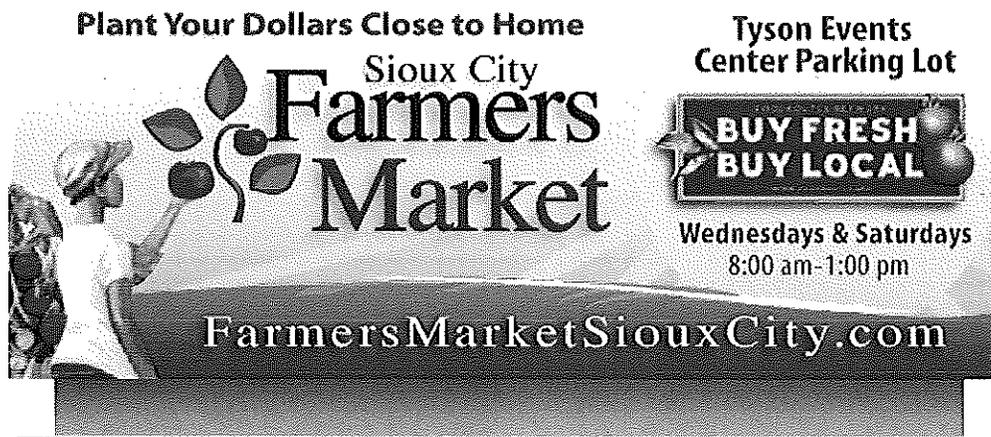


two- 18"x48" signs

We have completed the marketing and promotion design package for our Market which is based around an ad campaign featuring the following graphic layout and derivatives of it. This is a copy of the typical flyer that we've distributed.



The following billboard copy has been placed in six high traffic areas.



Outdoor Billboard 10'x24'

The ad campaign has been tested in several venues for interest with a tremendously positive response. Above is the outdoor billboard design. All of our advertising has taken on this "sunrise" look.

In 2009 we have completed a full array of advertising outlets including:

- Radio on four local stations.
- 2 Live Remotes at the Farmers Market with the local radio stations.

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- Television on our local cable television provider giving us specific dates and rotational ads.
- Newspaper ads were published twice per week in the Sioux City Journal and weekly in the Weekender, a local entertainment and events periodical.
- Billboards

Expenditure of Funds to Date

Attached is a listing of the total expenditures for the grant-related programs.

The 2009 Sioux City Farmers Market – By the Numbers

General

- **34** – The Number of Vendors Participating
- **67,600** – The Annual Estimated Patron Attendance
- **50** – The Total Number of Market Days (Twice per week for 25 weeks)
- **\$500,000+** – The Total Annual Sales
- **45** – The Number of Vendors Starting the 2010 Season (as of this date)

Marketing Efforts

- **49** – The Number of Banners Installed at Market Site to Create a Festive Atmosphere
- **320** – Number of 30-Second Television Commercials Broadcasted
- **60** – The Number of Billboard-Weeks Advertised (5 billboards for 12 weeks each)
- **440** – The Number of 30-Second Radio Ads Broadcasted (312 on commercial radio, 128 on public radio)
- **4** – The Number of Hours Local Radio Stations Broadcasted Live From the Market
- **30,000** – The Number of Flyers Stuffed into Sioux City Water Bills
- **4** – The Number of Interviews Broadcasted on “Food for Thought,” a 15-minute Public Radio Show
- **4,500** – The Number of Flyers Distributed to Siouxland Garden Show Patrons
- **40,000** – The Number of Flyers Mailed to Siouxland Homes in Early 2010
- **10,000** – The Number of Downtown Skywalk Maps Distributed With Our Ad Included
- **5,000** – The Number of Flyers Distributed at the Spring Fling Craft Show

WIC-SFMNP Successes

- **13.13%** – The Increase in the Number of WIC Clients (2,154 in 2009 vs. 1,904 in 2008)
- **9.15%** – The Increase in the WIC Vouchers Distributed (\$58,158 in 2009 vs. \$53,284 in 2008)
- **20.55%** – The Increase in WIC Vouchers Redeemed (\$39,114 in 2009 vs. \$32,446 in 2008)
- **10.90%** – The Increase in the Number of SFMNP Clients (1,526 in 2009 vs. 1,376 in 2008)
- **18.82%** – The Increase in the SFMNP Vouchers Distributed (\$45,780 in 2009 vs. \$38,528 in 2008)
- **14.90%** – The Increase in SFMNP Vouchers Redeemed (\$38,318 in 2009 vs. \$33,350 in 2008)

Summary

The FMPP Grant funds have helped the first year of the Sioux City Farmers Market to be a rousing success. Additionally, it has helped us in spring-board style to a fantastic start for the second year.

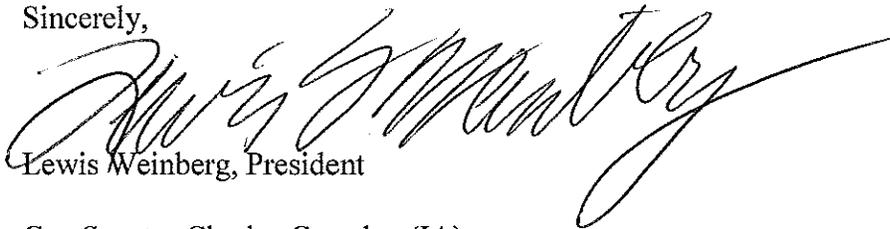
The FMPP Grant funds have helped us to organize, advertise, and increase the viability of the startup Market. The net effect is that the Sioux City Farmers Market was able to increase the availability of fresh, wholesome and healthy food to the citizens of the Siouxland area. Specifically, we have been able to increase the percentage of WIC vouchers that were redeemed. The redemption rate for the WIC program increased from 60.89% in 2008 to 67.25% in 2009. While the redemption rates for the SFMNP fell, the total number of vouchers redeemed increased by 14.90%. The net effect is that more low-income citizens were given the opportunity to get fresh fruits and vegetables and more of them took advantage of the programs.

We've included a map of the current layout for vendors for the 2010 Season. And, the following pages include photos from the 2009 season.

Please feel free to call me at 712/490-7365 if you have any questions.

Thank you very much for your help.

Sincerely,

A handwritten signature in black ink, appearing to read "Lewis Weinberg", written in a cursive style.

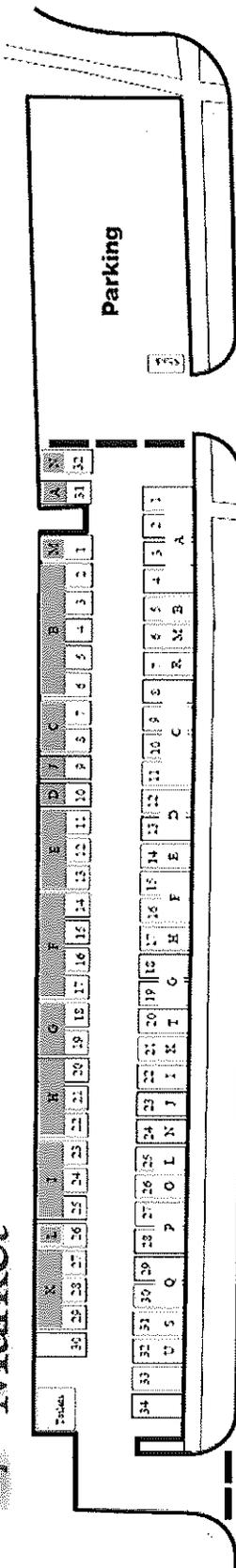
Lewis Weinberg, President

Cc: Senator Charles Grassley (IA)
Senator Tom Harkin (IA)



2010 Sioux City Farmers Market

Effective 6/26/2010



Tri-View Avenue

NORTH

- A. Blaukenship—Jellies, Crafts
- B. Sherer—Produce
- C. Skow—Honey
- D. Flick—Bedding Plants
- E. C. Brown—Beef, Jams, Produce
- F. Muth—Produce
- G. Wesselius—Produce, chickens, eggs
- H. Kabisch—Pies, baked goods, treats

- I. Nelson—Kettle Corn, Produce
- J. Crawford—Baked goods, jams
- K. Ebert—Chickens, baked goods
- L. Smith—Roasted Coffees (Sat)
- M. Baur—Knitted Clothing
- N. Zyzda—Roasted Coffees

SOUTH

- A. Moes—Produce, Plants
- B. Mouser—Baked Goods
- C. V. Dean—Produce
- D. Peyton—Produce
- E. Wheeler—Artisan Breads
- F. Schettler—Produce, eggs
- G. Jones—Produce
- H. Jones—Winery
- I. Moodie—Produce
- J. Bledsoe—Crafts, House Plants
- K. Wolf—Produce
- L. Pavlik—Pastries, Breads (Sat)
- Alawine—Artisan Breads (Wed)

- M. Ruba—Cooking Utensils
- N. Corio—Lamb, Beef
- Walser—Pancake Syrups, Plants
- O. Lukken—Dried & Fresh Flowers (Sat)
- Simpson—Candies, Chocolates (Wed)
- P. Hebda—Produce, Canned Goods (Wed)
- Anderson—Produce (Sat)
- Q. J. Brown—Produce
- R. Hecht—Produce
- S. Boettcher—Candied Popcorn
- T. Rebersdorf—Jewelry & Artwork
- U. Siouxland Artists—Art

INTERMITTENT DAILY VENDORS

- Jonas—Candy
- Lorenzen—Candy
- Buol—Wood Furniture
- Campbell—Bedding Plants
- Gamble—Crocheted Items
- Graham—Jewelry



May 9, 2009 First day of the Market



July 1, 2009 Chamber of Commerce Ribbon Cutting

Lewis Weinberg, Roger Caudron, and Megan Will



August 1, 2009 from the top of the Event Center



August 8, 2009 “National Farmers Market Day” at 9:20 am



Shoppers picking out veggies for dinner.



“Green” Bags we gave out on “National Farmers Market Day”



Banners lining the Market.



Just another nice Saturday at the Market.



One of the Live Remotes with KSUX 105.7 Radio Station.



Fresh Baked Goods, Canned Vegetables, and Jams



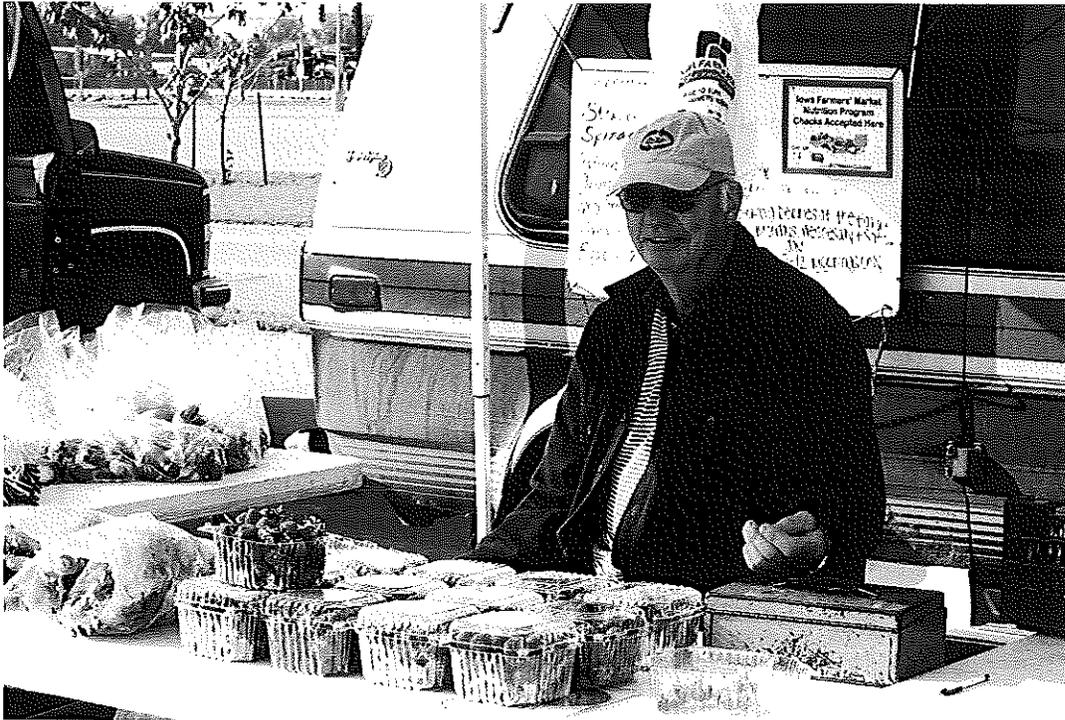
Fresh Rhubarb Available Early Summer



Fresh Asparagus Early in the Spring



Fresh Locally Produced Honey



Fresh Locally Grown Strawberries



Fresh Peppers



A Variety of Produce



Locally Grown Habanero Peppers

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