

Ithaca Farmers Market Development Program

City of Ithaca, Michigan received \$1,000 to recruit and train farmers' market vendors at the Ithaca Farmers Market. Funds were used to conduct a training workshop for vendors and place advertisements to increase new vendor awareness and participation.

Final Report

October 21, 2010

United States Department of Agriculture
Farm Market Promotion Program
FMPP, MSD, TM, AMS, USDD
1800 M St. N.W.
S-3012
Washington DC 20036

To Whom It May Concern,

I am including **the FINAL PERFORMANCE REPORT** for the Farmers Market Grant G-0720 that the City of Ithaca was awarded in 2009.

Project Summary: Ithaca's Farmers Market began in 2007 with only 1 family; we applied for this grant to purchase promotional materials to promote this activity in Ithaca. Ithaca is surrounded by very rich agriculture land and a large variety of crops are raised in this area.

Project Approach: I knew that with Marketing of the Farmers Market with Gratiot County and Ithaca Residents the Market would be very successful. So we began the marketing with both youth and adults. Ithaca also has US 27 a main state trunk line running along our east City boundary line, we wanted to promote to those travelers going through our area.

Goals, Outputs, and Outcomes Achieved:

Outputs: We marketed the Farmers Market with brochures, visitor's cards, recreation guides, purchased double sided stake signs, place cards, and to our local adults, youth and travelers in the area.

Outcome: The Ithaca Farmers Market became a very successful event for the City. Some weeks up to 10 Vendors took part in selling their fresh produce. In fact the Vendors to the Market asked to host 2 Farmers Markets in our City Park. This beautiful Wooded Park is a great location for families to gather, so we offered a "Farmers Market" in the Park, the Farmers Market Vendors were there, we had spinning, soap making, local Mennonite Youth offered a Bake Sale, and we provided entertainment. This made for a great Family evening along with promotion of the fruits and vegetables that are grown local. One of the local apple growers that sold apples and cider at the Farmers Market, has now made the investment of a Cider Mill in our City. This facility presses Cider, sells apples, doughnuts and gift items.

Beneficiaries: Everyone in the community, including the young children gained an awareness of local produced fruits and vegetables. These programs also helped our local farmers showcase what they have to offer.

Lessons Learned: The Community became very aware of what agriculture meant to this Rural Area, with the promotion of fresh fruits and vegetables, they became aware that they could find this in their own community.

Contact Person: Becky Roslund, Ithaca Downtown Development Director