

FY 2012 - City of Westland

\$81,020 to City of Westland, MI, to implement a transportation initiative and promotional campaign to increase food desert residents' access to and use of the Westland Farmers Market.

[Final Report](#)

Farmers Market Promotion Program
Final Performance Report
For the Period of October 1, 2012 – September 30, 2014

Date: 2/20/2015
Recipient Name: City of Westland
Project Title: Green Living Campaign: Cultivating a Green Lifestyle through Access, Awareness, and Attendance at the Westland Farmers Market (A Food Desert-Inclusive Project)From the grant agreement
Grant Number: 12-25-G-1585
Project Location: Westland, Michigan

Year of Grant Award: 2012
Amount Awarded: \$81020
Contact: Thelma Kubitskey, 734-467-3200,tkubitskey@cityofwestland.com

Program Summary:

The City goal and objective with the Farmer's Market was to provide access to healthy, locally grown food for all Westland residents. It was important to provide awareness to the two heavily populated residential areas that had little to no access to healthy and nutritious food sources. The most impressive measurement since the establishment of the Farmer's Market in 2010 was the increase in the resident's education of healthy alternatives provided by the market. The market numbers grow over the past two years, in regards to the number of vendors, the increase in sales, and the number of participants.

Goals and Objectives:

The Green living campaign aims to provide the Westland Farmers Market the access to healthy, locally grown food for all Westland residents, especially those who live in in food deserts and other underserved communities; it will raise awareness to the two heavily populated residential areas that have little access to healthy and nutritious food sources. There will also be public transportation from those communities by establishing a ride to market program. Awareness will be provided through marketing, adverting, branding and signage efforts. To ensure that all the objectives are being met, a market manager will be hired.

Activities:

The City of Westland's market was established in 2010. In 2011 the market was located in a shopping center parking lot. That had issues with not enough exposure, so in 2012 the market was moved to the city hall parking lot Tuesdays from 9 am to 3 pm. In 2012 the market had 12 vendors that participated weekly. After receiving the FMPP grant the City of was able to work on a plan to increase education and awareness. The first item the City did was a new brand for the market. The date was changed for the market to Thursday afternoons from 3pm to 7pm. Than the City hired a market manager who was able to help with the new farmer market brand through adverting, and outreach programs. Once the market began they would

help with the monitoring of the vendors, sales and attendance. With the money received from the FMPP grant, a website(www.westlandfarmersmarket.com) and Facebook page (www.facebook.com/westlandfarmersmarket) was created to promote the market and to draw potential new farmers and vendors. The advertising plan included radio ads on WWJ950 am radio, newspaper ads, new logo, banners, bags and flyers. The City also advertised the market on their web site during the market months. These devices gave the city a more productive market. The numbers in the vendors increased from 12 in 2012 to 14 in 2013 and 22 in 2014. The increase in 2014 was tied to the new location for the market. In 2013 the City invested in the construction of a new market pavilion which can be used year around. We found that when events were planned the number of participants increased which then increased the sales for the market vendors. The City does not have sale records for 2012, however based on the sales in 2013 July and August sales were the highest. Looking at 2013 to 2014 the market's sales increased estimated 1% overall. One concern is getting more vendors to come to the City's market. There are many surrounding communities that also have markets. Changing the date to Thursday seemed to have helped with adding vendors. Included with this report is attachment a, which has the data to show how the market was doing through the months.

Accomplishments:

In reviewing the various market vendors' information over the last two years, the data shows sales varying on the day and month. The sales increased when the weather was good, and with various activities. It is hard to give actual numbers for direct and indirect beneficiaries. However the market is located in a park, which has paths throughout giving it accessible to many people who choose to walk, the market has parking as well. The income in the city is average mean household income for the area is \$48,000, so the market provides alternatives to fresh produce. With the FMPP grant the City was also able to start a bus program to help the residents that could not get there on their own the use of transportation. Though we saw participation in this program, the participation was lower than anticipated, the bus program will have to be reevaluated for the upcoming market season.

The data showed an increase in the sales and attendance when the market was moved to the new market pavilion. Most feedback from the vendors were favorable, however there were some vendors that felt their sales were reduced because there was more than one vendor selling the same products. Most feedback the vendors were happy with their sales.

The City doesn't have the data to show economic impact to the area and whether the local businesses show an increase in foot traffic. The attendance numbers show that the number of residents that came to the market, would increase traffic to local businesses.

Farmer's market numbers						2013						2014					
May	2	9	16	23	30	May											
Customer :	190	236	245	72	204	Customer :											
Total Sales	751	926	921	227	702	Total Sales											
Vendor number	7	8	8	4	7	Vendor number											
Highlights						Highlights											
June	6	13	20	27		June	5	12	19	26							
Customer :	274	229	756	72		Customer :	146	166	362	287							
Total Sales	1,876	1,533	2,946	227		Total Sales	1,473	1,697	2,699	1,361							
Vendor number	13	9	24	4		Vendor number	17	17	20	24							
Bus usage		5	16			Bus usage	2	6	5	1							
Highlights		Market Bus started	kids summer celebration event			Highlights		Market Bus started									
July	4	11	18	25		July	3	10	17	24	31						
Customer :		506	373	709		Customer :		312	827	523	427						
Total Sales		1,773	1,210	2,318		Total Sales		2,830	2,063	2,276	2,086						
Vendor number		12	10	17		Vendor number		23	27	20	23						
Bus usage		9	7	9		Bus usage		5	4	5	8						
Highlights	No Market				Palooza event	Highlights	Closed										
August	1	8	15	22	29	August	7	14	21	28							
Customer :	403	529	463	685	384	Customer :	807	930	573	567							
Total Sales	1,570	2,538	2,438	2,235	2,318	Total Sales	1,871	3,375	2,535	3,342							
Vendor number	12	16	14	15	13	Vendor number	23	26	24	26							
Bus usage	8	8	13	4	4	Bus usage	10	5	-	8							
Highlights					Tomato Festival event	Highlights	Moved to New location	Opening with City Council and Mayor	No bus	Back to school kids day event							
September	5	12	19	26		September	4	11	18	25							
Customer :	488	184	228	489		Customer :	300	450	425	387							
Total Sales	1,892	1,142	1,112	1,564		Total Sales	1,271	1,914	2,094	1,967							
Vendor number	14	12	10	12		Vendor number	15	19	22	20							
Bus usage	4	5	6	2		Bus usage	3	5	-	1							
Highlights	Special appearance by Pete the popcorn		Sharon from Grange stopped by with students			Highlights											
October	3	10	17	24		October	2	9	16	23							
Customer :	458	218	56	867		Customer :	350	319	303	350							
Total Sales	1,543	1,598	412	1,466		Total Sales	2,973	3,296	2,382	1,753							
Vendor number	9	9	5	21		Vendor number	23	20	18	18							
Bus usage	7	3	-	-		Bus usage	5	3	3	5							
Highlights					Halloween trick or treat event	Highlights	Fall Festival with flowers				Halloween Happenings event						

Beneficiaries:

The City was able to improve their farmer's market with the FMPP grant. The City of Westland has experienced low property values over the last few years, making funding for the market slim. With the grant money's the City was able to increase awareness throughout the community. As the City moves in the New Year, property values are increasing and new construction is starting.

Lessons Learned:

One of the lessons learned is location of the market. After the City opened the new Farmer's Market pavilion the market has seemed to enhance the community in a healthier way. The market sees more foot traffic which shows residents being activate. Also with the market's new location is will give the City more opportunities to increase special events within the market day. So of those special events are cooking demonstrations, business expo, and having EBT and SNAP programs.

Other areas the City has been evaluating in the start and ending times of the market for the seasons and changing the market day to try and bring more vendors. The City would like to increase the number of Farmers at the market, so the City of evaluating the recruitment policy. Recruiting new vendors has been challenge over the last three years, there is a lot of competition with other communities' markets. This year the City has started earlier for the recruiting process. Another area that the City found need work is signage at the new market pavilion. Since the move to the new market is permeant the City will be providing appropriate signs.



***Celebrate the end of
summer at our
“Back to School”
Kid’s Day!***

**Face Painting, Balloon Animals,
Music, Story Telling & Special Treats
for Kids. Puppet Show @4:30pm.**

**Get your goodie bag at the
☺ balloons inside the pavilion!!**

**Please join us, next Thursday,
August 28, 2014 from 3 - 7 pm**

**The Westland Farmers & Artisans Market is
located at 1901 S. Carlson in Central City Park.**

WE LOVE KIDS & SCHOOL!!! ☺



TURRAY! July 17 is "Kid's Day"
at 
Face Painting, Balloon Animals, Music, Story Reading & Special Treats for Kids. Puppet Show @4:30pm. Start at the tent with the 🍌balloons for goody bags!
Join us from 3 - 7 pm, because **WE LOVE KIDS!!!** 😊
The Market is located next to City Hall on Ford Road.



WE LOVE KIDS!



**MICHIGAN
CHIROPRACTIC
SPECIALISTS**

a professional corporation

Dr. Amanda L. Apfelblat DC, DACCP
Board Certified Pediatric Chiropractor
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Westland City Hall

36601

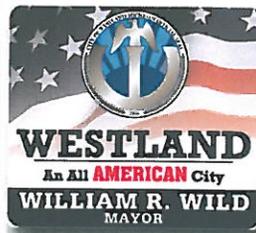


FARMERS
MARKET
THURSDAYS
3-7 PM









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Sponsored by:

Dr. Amanda L. Apfelblat,
Board Certified Pediatric Specialist

Sept. 25, 2014 Newsletter

Located in the Central City Park Pavilion, 1901 Carlson, Westland MI 48185

Open Thursdays, 3-7 pm until October 23

westlandfarmersmarket.com

Yummy Tomato Recipes

Quick & easy recipes with fresh tomatoes!



Texas Toast Tomato Sandwiches

Ingredients

- 1 (9.5-oz.) package five-cheese Texas toast
- 2 pounds assorted heirloom tomatoes
- 1/4 cup bottled blue cheese vinaigrette
- 6 tablespoons torn fresh basil
- Salt and pepper
- Garnishes: crumbled blue cheese, fresh basil leaves

Preparation

1. Prepare Texas toast according to package directions.
2. Meanwhile, halve larger tomatoes and cut into 1/4-inch-thick slices; halve or quarter smaller tomatoes. Gently toss tomatoes with vinaigrette, basil, and salt and pepper to taste. Serve immediately over hot Texas toast. Garnish, if desired.

Note: We tested with Pepperidge Farm Five Cheese Texas Toast

Tortellini and Tomato Salad

Ingredients

- 2 (9-oz.) packages refrigerated cheese-filled tortellini
- 1/2 cup olive oil
- 1/2 cup freshly grated Parmesan cheese
- 2 tablespoons fresh lemon juice
- 2 garlic cloves
- 1 teaspoon Worcestershire sauce
- 1/2 teaspoon salt
- 2 cups baby heirloom tomatoes, halved
- 1 cup fresh corn kernels

- 1/2 cup thinly sliced green onions
- 1/2 cup coarsely chopped fresh basil
- Salt and pepper



Preparation

1. Prepare tortellini according to package directions.
2. Meanwhile, process olive oil and next 5 ingredients in a blender until smooth. Toss olive oil mixture with hot cooked tortellini, tomatoes, and next 3 ingredients. Season with salt and pepper to taste.

Tomato Tart

Ingredients

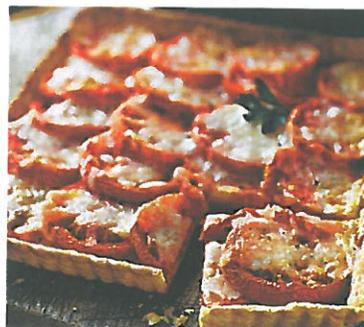
- 1/2 (15-ounce) package refrigerated pie crusts
- 1 garlic bulb
- 1/2 teaspoon olive oil
- 1 1/2 cups shredded fontina cheese, divided
- 4 large tomatoes
- 1/2 teaspoon salt
- 1/4 teaspoon pepper

Preparation

Press refrigerated piecrust on bottom and up sides of a square 9-inch tart pan. Bake at 450° for 9 minutes or until piecrust is lightly browned; set aside.

Cut off pointed end of garlic bulb; place garlic on a piece of aluminum foil, and drizzle with olive oil. Fold foil to seal. Bake garlic at 425° for 30 minutes; cool. Squeeze pulp from garlic cloves into bottom of baked piecrust. Sprinkle 1/2 cup fontina cheese over the garlic.

Slice tomatoes, and sprinkle evenly with salt and pepper. Place on folded paper towels, and let stand 10 minutes.



Arrange tomato slices over shredded cheese. Sprinkle with remaining 1 cup cheese. Bake at 350° for 45 minutes or until tart is lightly browned.

All recipes and photos from *Southern Living* website.

We Appreciate This Week's Vendors - Please Buy Local!!

Lula Bre's Sweet Eats
Walker's Hollow
Detroit Mini Donut
Vic the Breadman
DeWulf Farms

Black Sheep Northville
Macro Val
MI Knife Guy
Krafts by Kathy, LLC
Barson's Greenhouse

Scott-Tish Bee Honey
Desserts by Robin
Schacht's Produce
Steal Beautiful
Krystal's Kreations
Sue's Crafts
Maha's Jewelry

Michigan Chiropractic Specialists, PC
Dr. Amanda Apfelblat, **Major Sponsor**

Thanks to this week's
entertainer, Dan Mazur



Westland Farmers & Artisans Market Special Events

OCT. 2 - FALL FEST - A CELEBRATION OF AUTUMN

Enjoy the flavors, scents, plants, decorations and crafts of
Fall as our vendors feature special items

Win a beautiful Fall arrangement from My Lady's Florist!!

Drawings at 5:30 pm - must be present to win (or able to pick up
flowers by noon on Oct. 3 at the Westland Chamber of Commerce)

OCT. 23 - HALLOWEEN HAPPENINGS

Trick or Treating, Costume Contests: ages 0-3, 4-7 & 8-12
A Treat for every Contestant!

(Oct. 23 final day of the regular 2014 Market season ☺)



ARE ACCEPTED HERE!

YOU CAN MAKE CREDIT
CARD PURCHASES
HERE AT THE MARKET
IN \$1 INCREMENTS
WITH TOKENS

MAKE SURE THE VENDOR
YOU WANT TO PURCHASE
FROM ACCEPTS
CREDIT CARD TOKENS

Thank you
for shopping with us!

FREE Ride To Market Program!

Westland residents can catch a free ride to the

Westland Farmers & Artisans Market, every Thursday from 3 p.m. - 7 p.m.

BUS SCHEDULE

Bus Stop	TO THE FARMERS MARKET		FROM THE MARKET	
	Departure	Arrival	Departure	Arrival
Adams Senior Village 1800 Kaley Ave	2:45	3:15	4:30	4:45
Dorsey Community Center 32715 Dorsey	3:00	3:15	4:30	5:00
Greenwood Villa 7600 Nankin Ct.	3:30	4:15	5:30	5:45
Holliday Park 34850 Fountain Blvd.	3:45	4:15	5:30	6:00
Presbyterian Village 32111 Cherry Hill	4:00	4:15	5:30	6:15

www.westlandfarmersmarket.com

WESTLAND FARMERS & ARTISANS MARKET 2014 SEASON

Open Thursdays, 3-7 pm
June 5 until October 23

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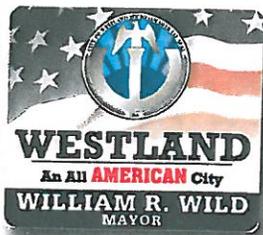
MARKET MASTERS
Brookellen Swope &
Mary Vellardita
734.326.7222



Thank you for shopping with us!

Westland Farmers Market





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Sponsored by:

Dr. Amanda L. Apfelblat,
Board Certified Pediatric Specialist

August 14, 2014 Newsletter-Grand Opening Edition

Located in the Central City Park Pavilion, 1901 Carlson, Westland MI 48185

Open Thursdays, 3 -7 pm until October 23

westlandfarmersmarket.com

Triple Berry Cobbler Recipe

There is nothing better than fresh berries in the summer. Get yours at Westland's Farmers & Artisans Market and try this berry-licious recipe!!!

DIRECTIONS

In a small heavy saucepan, combine the sugar, cornstarch, cinnamon and water until smooth. Bring to a boil; cook and stir for 2 minutes or until thickened. Remove from the heat; stir in berries. Transfer to an 8-in. square baking dish coated with cooking spray.

For topping, in a small bowl, beat sugar and butter until crumbly, about 2 minutes. Beat in milk and vanilla. Combine the flour, baking powder and salt; stir into batter mixture just until blended. Drop by tablespoonfuls over fruit mixture.

Bake at 375° for 25-30 minutes or until filling is bubbly and a toothpick inserted in topping comes out clean. Serve warm.

Yield: 6 servings.

Originally published as Triple-Berry Cobbler in Light & Tasty June/July 2007



Triple Berry Cobbler photo by Taste of Home

INGREDIENTS

- 1/2 cup sugar
- 3 tablespoons cornstarch
- 1/4 teaspoon ground cinnamon
- 1 cup water
- 1 cup fresh or frozen cranberries, thawed
- 1 cup fresh blueberries
- 1 cup fresh blackberries

TOPPING:

- 1/4 cup sugar
- 2 tablespoons butter, softened
- 1/3 cup fat-free milk
- 1/4 teaspoon vanilla extract
- 2/3 cup all-purpose flour
- 3/4 teaspoon baking powder
- 1/4 teaspoon salt

2014 Market Events

AUGUST 7 - Opening Day in Our New Pavilion

AUGUST 14 - Grand Opening Celebration

- 3 pm Market Opens
- 5 pm Ribbon Cutting Ceremony
- 5 - 7 pm Free food, music & H₂O Zone
- Prize Drawing at 6:00

AUGUST 28 - Back to School Kid's Day Celebration

- Music, crafts, balloons, face-painting
- 4:30 pm Puppet Show

SEPT. 18 - Pet Palooza

- Bring your well behaved pooch to the Market for a day of fun and shopping!
- Contests: Best Dressed, Best Manners & Cutest Pup (1 yr or under)

OCT. 2 - Fall Fest - A Celebration of Autumn

OCT. 23 - Halloween Happenings

- Trick or Treating, Costume Contests (final day of 2014 Market season ☺)

We Appreciate All of Our Hard Working and Talented Vendors - Please Buy Local!!

Jar Head Salsa & Tortilla Chip Co.
 Little Peggy's Creations
 Lula Bre's Sweet Eats
 Walker's Hollow
 Detroit Mini Donut
 "Heavenly""Hot Dog"" Catering"
 Vic the Breadman
 DeWulf Farms
 Cake Pops by Dawne

Black Sheep Northville
 Macro Val
 Candletopia
 Jewelry by Design
 MI Knife Guy
 Krafts by Kathy, LLC
 Barson's Greenhouse
 Scottish Bee Honey
 Old City Acres

Papa's Rag Rugs
 Schocks Produce
 Vintage Street Boutique
 Pamela's Jewelry
 Pretty by Jenni
 Pete the Popcorn
 Burda's Berries
 3 Cities Art Club

GRAND OPENING GIFT BASKET DRAWING!

Register inside the Pavilion to win a basket full of Market goodies. ☺

Drawing to be held on Aug. 14 at 6 pm. Must be present to win. Ages 18 or older.



FREE Ride To Market Program!



Westland residents can catch a free ride to the Westland Farmers & Artisans Market, every Thursday from 3 p.m. – 7 p.m.

BUS SCHEDULE

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DID YOU KNOW?



ARE ACCEPTED HERE!

YOU CAN MAKE CREDIT CARD PURCHASES HERE AT THE MARKET IN \$1 INCREMENTS WITH TOKENS

MAKE SURE THE VENDOR YOU WANT TO PURCHASE FROM ACCEPTS CREDIT CARD TOKENS

Thank you for shopping with us!

WESTLAND FARMERS & ARTISANS MARKET 2014 SEASON

Open Thursdays, 3-7 pm

June 5 until October 23

Managed by the Westland Chamber of Commerce

MARKET MASTERS
 Brookellen Swope & Mary Vellardita
 734.326.7222



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at



Face Painting, Balloon Animals, Music, Story Reading & Special Treats for Kids. Puppet Show @4:30pm. Start at the tent with the 😊 balloons for goody bags. Join us from 3 - 7 pm, because

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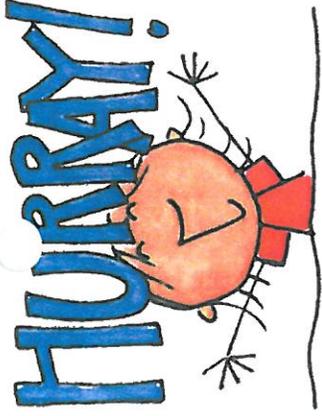
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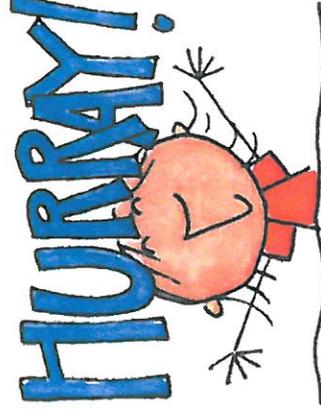
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**Thursday, 8/28 is our
"Back to School" Kid's Day!**

Face Painting, Balloon Animals,
Music, Story Reading & Special Treats
for Kids. Puppet Show @4:30pm. Get your
goodie bag at the ☺ balloons inside the pavilion!!
Please join us, August 28, 2014 from 3 - 7 pm

WE LOVE KIDS & SCHOOL!!! ☺

The Market is located on Carlson between Ford & Marquette in Central City Park



THURSDAYS 3-7 PM • June-October

Upcoming Market Events: Aug. 14 Grand Opening,
Sept. 18 Pet Palooza, Oct. 2 Autumn Fest,
Oct. 23 Halloween Celebration

Sponsored by: **MICHIGAN CHIROPRACTIC SPECIALISTS, PC**
Dr. Amanda L. Apfelblat, Board Certified Pediatric Specialist

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is managed by the Westland Chamber of Commerce. For more information call 734-7222