

## **Oneida Farmers' Market Expansion Project**

**Oneida Tribe of Indians of Wisconsin** of Oneida, WI received \$13,080 to promote and expand the local Oneida farmers market; train local farmers in sustainable gardening and direct marketing so they were able to train other Oneida residents and further expand the Oneida farmers market. Funds were used to send current vendors to training workshops; provide equipment for backyard gardeners to expand operations and sell at the farmers market; and pay for advertising, banners, cooking demonstrations, and promotional events for the market..

### **Final Report**

# USDA Farmers' Market Promotional Grant

Oneida Tribe of Indians of Wisconsin

FINAL Progress Report

March 31, 2010

**Agreement #: 12-25-G-0764**



The Oneida Farmers' Market logo we were able to create thanks to this grant project.

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## ATTACHMENTS:

A 19 page power point presentation we were able to create with this grant project.

- **A summary of the issue or problem being examined.**

Although the Oneida Farmers' Market has been increasing in vendor numbers we still only had a limited number of fresh produce and fruit vendors. We also wanted to increase the number of customers at the Oneida Farmers' Market.

- **Descriptions of how the issue or problem was addressed.**

We addressed the issue of limited number of fresh produce and fruit vendors by offering Growing Gardeners Workshops to increase the number of community members who were raising vegetable gardens in their backyards. Our goal was to increase our produce vendors by 25% (2 additional vendors) when in actuality we increased by 75% (we added 6 additional produce/fruit vendors to our farmers market vendor numbers).

This increase wasn't due only to the Growing Gardeners Workshop. It also increased due to our second issue we addressed – increase the number of customers. To increase the number of customers we increased our advertising opportunities, which not only assisted in increasing customers, but also increasing vegetable vendors. In addition to advertising we began holding informational workshops at the Oneida Farmers' Market. This also assisted in increasing the customers for some people came just for the workshop, but then stayed to shop at the Farmers' Market.

- **Specific contributions of project partners.**

*Bob and Mary Ellen Ellenbecker* facilitated the six (6) Growing Gardeners Workshops which was a huge success. In fact we plan on doing those workshops again in Spring of 2010, although not quite as many.

Ted Skenandore the horticulturist from *tsyunhehkwa* co-presented at the six (6) Growing Gardeners Workshops. He also explains the gardening services that *tsyunhehkwa* offers each year.

We collaborated with Susan Daniels from the *Heifer International Project* who provided us with a \$500 match which allowed us to provide a snack from Subway at our Growing Gardeners workshops.

The *Oneida Department of Public Works* contributed to the project by putting up our light post banners at the beginning of the 2009' market and took them down for us at the end. They agreed to continue to do that for the Oneida Farmers' Market for subsequent years to come.

- **Results, conclusions and lessons learned.**

We were extremely pleased with the majority of the results. The number of Oneida Farmers' Market vendors increased from an average of 17 vendors per market to 29.3 vendors per market. We estimate to have an equally large increase in customer count. We had to estimate for we do not have a base line of customer count to utilize. One of the lessons learned was the fact that we need to collect more data to make informed decisions about the farmers market.

Our next project will be the collection and dissemination of data such as: the average length of time the customer stays at the market, the number of customers that come to the market, the number of participants at the farmers market workshops, continue to gather vendor income data, create a newsletter for both the vendors and the customers to better inform them of what is going on and what is in season at the Oneida Farmers' Market.

Another lesson learned is that it is good to establish an identity for your market. This year, with thanks to the USDA grant, we were able to create a logo and produce brochures that are specific for the Oneida Farmers' Market.

- **Current or future benefits to be derived from the project.**

Due to the high demand for the Growing Gardeners Workshop, we decided to continue offering this service even after the grant project period ends. The participants from last year have already been contacting the market manager asking if we were going to continue these workshops, and we never would have if it weren't for your wonderful grant.

Another on-going benefit from this project will be the advertising opportunities. Because we used the grant funds for light post signs, vehicle magnets and an informational/demonstration area at

the Market, we will be able to continue using these tools for years to come. We expect to get at least another 5 years out of these advertising tools.

- **Additional information available.**

Please see the attached power point presentation we were able to put together with the assistance of this grant project. In addition you can get more information from our website at:

<http://www.oneidation.org/ocifs/page.aspx?id=532>

- **Recommendations for future research needed, if applicable.**

N/A

- **Contact person for the project with telephone number and email address.**

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- **Description of the people, organizations, marketing entities and/or communities that have benefited from the project's accomplishments.**

Local producers – we saw a huge gain in number of backyard gardeners at our farmers' market.

Local businesses – due to the increase volume of both vendors and customers, the local businesses saw an increase in their customer base as well. These businesses included: Thunderwash car wash, Quik Lube oil change, Granma's Diner and One Stop gas station.

Church groups – that utilize the Oneida Falling Leaves 4-H brat booth for a fundraiser saw a weekly average increase at the 4-H brat booth from \$585 to a weekly average of \$635. These groups included: Oneida Methodist Church, Latter Day Saints Church, Christ the Rock Church, the Salvation Army, the Oneida Falling Leaves 4-H, the Wisconsin Indian Veterans, the Oneida Food Pantry and the Oneida Red Hat Society.

Low-income community members – because this project allowed us to offer free WIC Certification training to the market vendors, we were able to increase the vendor number that could accept WIC and thus increase the product diversification for them.

Local food entrepreneurs – the increase customers at the market also benefited the food preparation folks: Mr. Ribs, Indian taco man, Egg roll lady, Mexican Taco lady, etc.