

MISSION



The mission of the Pittsfield Charter Township Farmers Market is to strengthen and support local and regional food and agricultural businesses, increase healthy and wholesome food access, and promote community interaction.

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Fresh Produce Olive Oil **Chicken** *Salsa* **Fruits** Plants **PORK** Seeds **Dairy** Vegetables **Desserts** Ready-To-Eat Foods
EGGS *Flowers* **Cheese** **Seasonings** *Pottery* *Maple* *Syrup* *Jam* *Lotions* *Vanilla* *Cider* **Garlic** *Pollen* *Trail Mix* *Chocolate* *Tea*
Bread *Handmade Soaps* *Herbs* **Granola** **Honey** *Pasta* *Candles* *Pumpkins* **Pies** *Bulbs* *Wood Crafts* *Dried Fruits* **GRAINS**



OVERVIEW OF 2014 SEASON

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Fresh Produce Olive Oil Chicken *Salsa* **Fruits** Plants **PORK** Seeds **Dairy** Vegetables Desserts Ready-To-Eat Foods
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QUICK FACTS



- Second year of the market
- Same location: Township Administration Campus
- Similar day and time, Thurs 3-7pm
- Season went from June 5 - October 9

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VISION & GOALS FOR 2014



- Full and vibrant market
 - 40 vendors/booths
- Increase number and diversity of vendors
- Retain vendors throughout season
- Increase foot traffic
- Increase marketing and promotion
- Increase sales

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FULL & VIBRANT MARKET



27 Full-season, "permanent" vendors

- 8 produce (fruits, veggies)
- 2 protein (beef, pork, chicken)
- 5 ready to eat (sandwiches, salads, hot dogs, baked goods)
- 6 valued added (oil, spices, frozen foods, salsas, soap)
- 4 artisans (pottery, wood crafts, etc.)
- 2 other (plants, flowers)

30 Seasonal, rotating vendors

- 11 nonprofit/community tables (rotating)
- 8 musicians/entertainers
- 4 produce
- 2 artisan
- 2 ready to eat
- 1 coffee
- 2 value added

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INCREASED FOOT TRAFFIC



2014 Season

- Low: 372
- High: 706
- Ave: 534
- 47% increase over 2013

2013 Season

- Low: 180
- High: 622
- Ave: 364

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Foot Traffic per Week, through the front gate



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INCREASED PROMOTION & MARKETING



Funded by \$6700 in sponsorships and donations

- Fliers and posters at businesses, HOAs, apartment complexes, etc.
- Road signs
- Newspaper articles, radio interviews & commercials
- Schwag (magnets, grocery bags, stickers, etc.)
- Community calendars
- Social media- Facebook, Twitter, etc.

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INCREASED SALES



2014 Season

- Ave per vendor sales: \$173
 - 45% increase
- Ave per patron sales: \$6.79
 - 21% increase
- Ave per market sales: \$3721
 - 80% increase
- Total market season sales: \$70,703
 - 145% increase

2013 Season

- Ave per vendor sales: \$119
- Ave per patron sales: \$5.59
- Ave per market sales: \$2062
- Total market season sales: \$28,871

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Estimated Total Sales per Market



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TOTAL IMPACTS



2014 Season

- 10,146 annual attendance, resident contacts
- 378 vendor visits
- \$70,703 annual gross receipts
- Estimated economic impact: ~\$117,367

2013 Season

- 6,552 annual attendance, resident contacts
- 245 vendor visits
- \$28,871 annual gross receipts
- Estimated economic impact: ~\$47,926

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CONCLUSIONS



- Farmers market remains one of the more effective strategies for implementing one of Pittsfield's major priorities of placemaking and establishing a sense of community
- Going into 2015, Pittsfield proposes to implement its placemaking and quality of life initiatives such as the Farmers Market, as delineated in the master plan, more comprehensively via the Local Initiatives Specialist position

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THANK YOU!



Contact Tina Lloyd

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