

rich produce belt of California provides a large produce supply, while the close proximity to the University of California provides a sufficient demand for local produce. This market is a model that celebrates the surrounding retail area and has multifunctional event uses as a park (University of California, 2000).

Vendors, Consumers and Sales:

The market grosses over \$1.5 million in sales annually and provides many outlets for non-produce items such as value added products and craft entrepreneurship. For instance, one vendor runs a successful “Samosa to Go” business that introduces Indian American cooking with healthy local and pre-made food, while another vendor has a candle making stand that has grown to occupy a permanent location outside the market (University of California, 2000).

Community Impacts and Future:

The Davis Market provides a good example of how to successfully grow a market that maintains connectivity to the neighboring businesses, institutions, and neighborhood organizations. Competition and saturation, despite diversification, have been challenges to the market. With high quality control and marketing training through consultants and workshops, the market hopes to continue to grow to benefit both farmers and consumers (University of California, 2000).

**For more information on the Davis Farmers Market, visit the following website:
<http://www.sarep.ucdavis.edu/cdpp/Davis.htm>**

Davis Farmers’ Market Association
PO Box 1813
Davis, CA 95617
(530) 756-1695

National Case Study 2: Anacostia Farmers Market, Washington, D.C.

Management and Operation:

The Ground Up program of the Capital Area Food Bank (CAFB) initiated this market. In June 2000, the market entered into a cooperative agreement with the U.S. Department of Agriculture to study the market and improve its effective development in the low-income community of Anacostia. The market was awarded a grant from the USDA's Sustainable Agriculture Research and Education program for outreach and educational projects in the market area. The goals of the project were to "create a new market for small local farms, provide fresh and affordable produce to residents of a low-income community . . . test site for the implementation of Electronic Benefits Transfer, identify marketing strategies and materials appropriate to increase customer bases and sales . . . and collect analyze and interpret data to determine the effect of activities on customer and producer participation" (USDA, 2002).

Financial and technical assistance in these areas were provided through the USDA, including hiring a full-time market coordinator in March 2000, surveying major vendors, recording products and sales, and gathering customer opinions. Publicity, through flyers, coupons, banners, radio and TV, as well as outreach through such programs as cooking demonstrations, special events, and newsletters, helped the market to reach out to the immediate community (USDA, 2002).

Location and Physical:

The market is held in the parking lot of the Union Temple Baptist Church, and utilizes the facilities provided at the church. The closest supermarket is 1 ½ miles away. The farmers market is located in Ward 8, the poorest ward in the city (USDA, 2002).

Vendors, Customers and Sales:

After looking at expenditures across the city and the Anacostia area, the CAFB and USDA found that spending patterns were generally similar on basic items such as apples, bananas, oranges, lettuce, potatoes tomatoes and nuts, proving a need for more food access in the area. Further studies were conducted for core vendors, their products, and selected sales of major vendors. Flat rate stall fees prevented any total sales from being recorded from individual vendors (USDA, 2002).

With one third of sales coming from USDA's supplemental nutrition program for Women, Infants and Children Farmers Market Nutrition Coupon Program, it was evident that attracting these customers was key. EBT usage was not convenient for food stamp use, due to location across the street for power needs, but wireless applications could be utilized in the future for more success. Subsidized areas for the market included: CAFB and USDA grants for operation and studies, free use of the Union Temple Baptist Church (parking lot and liability coverage), WIC-FMNP coupons, and the USDA Seniors Farmers Market Nutrition Pilot Program. The Sustainable Agriculture Research and Education program fund outreach, publicity, marketing and education, as well as ensures minimum weekly sales volume for seasonal farmers (USDA, 2002).

Community Impacts and Future:

Community involvement in the market has included crafters and other vendors from the neighborhood, as well as efforts to include African-American vendors to represent the largely African American population in the neighborhood. Invitation to community groups for information tables, tailored product mix for African American customer preferences, and lower priced organic food has also helped benefit the community directly. Sales staff from the neighborhood has been stagnant, considering the small size of the market, though a plan to expand and include the neighborhood through employment is a future goal (USDA, 2002).

Transportation issues to provide easy access, including senior transport from a local Washington Wellness Center, have yet to be fully researched and utilized. Competition from the RFK stadium market on the opposite side of the Anacostia River poses other problems, which offers a wider variety of resale product. A lack of vendors at the Anacostia market is being addressed, with emphasis on recruiting more fruit producers, due to a customer demand for fresh food (USDA, 2002).

For more information on the Anacostia Farmers Market, visit the following websites:

<http://www.ams.usda.gov/tmd/MSB/PDFpubList/anacostia.pdf>

<http://www.ams.usda.gov/farmersmarkets/Anacostia/>

Anacostia Farmers Market
Union Temple Baptist Church
1225 W Street, SE.
Washington, DC

National Case Study 3: Adams and Vermont Certified Farmers Market, South Central Los Angeles, CA

Management and Operation:

A lucrative partnership with the local church has aided the market through the use of its schoolyard, parking lot, and bathrooms. The market was formed under the guidance of the Interfaith Hunger Coalition and Comprehensive Employment and Training Act workers, without operating subsidies and great community organizing and farmer recruitment efforts. Farmer and market coordination was taken over by Southland Farmers Market Association, the IHC disbanded and now the Adams and Vermont Advisory Group sponsor the market. There is no electricity in the market and trash is taken care of by the vendors. Maintenance and security are the manager's responsibilities. The market expenses include city and county fees, SFMA membership, insurance and staff costs that total approximately \$20,000 annually (Project for Public Spaces, 2003).

Location and Physical:

The market is located at the crossroads of West Adams Boulevard and Vermont Avenue in South Central Los Angeles at the St. Agnes Church parking lot. A lack of space for expansion is one hindrance, but location on several bus routes and a strong local identity are positive aspects of the current location. The market structure is made up of tents brought by vendors. Space that is not used for the farmers market is utilized for parking purposes (Project for Public Spaces, 2003).



Picture 2: Adams and Vermont Certified Farmers Market (South Central Los Angeles)

Vendors, Consumers and Sales:

The Adams and Vermont Certified Farmers Market has the most ethnically diverse community and diverse product mix out of all of the case studies. The number of vendors has remained constant for 15 of its 20 years in existence, dropping only 4 to 5 farmers with the winter season. Growers travel 60-200 miles from five counties, providing organic and non-organic products such as oranges, peaches, grapes and niche

products like tomatillos. Value-added goods include honey, baked goods and aloe products. Twenty to twenty-five percent of vendors were organic growers in 2003. One of the vendors half sell at Santa Monica Farmers Market, with the other half selling at three to four other markets. Annual gross averages for the market are \$275,000-\$350,000, about \$15,000/year per farmer. The customer base is half Latino, a third African American and a much smaller proportion of White, Asians and West Indians. Customers come from a one to five mile radius, peaking at 2000 customers per day in the high growing season and 700 to 800 in the winter. Greater than half of the customers use WIC and senior coupons, while a fourth use food stamps (Project for Public Spaces, 2003).

Community Impacts and Future:

The 25 percent food stamp redemption rate may increase with the addition of an EBT system, but the stigma of waiting in lines could decrease usage. Donations of extra produce are not a concern due to high customer turnout, especially due to small vendor size. Growing to meet competition without discouraging this small farm support is a major goal of the market (Project for Public Spaces, 2003).

For more information on the Adams and Vermont Certified Farmers Market, visit:
<http://www.pps.org/markets/>

L.A. Adams/Vermont CFM
St. Agnes Catholic Church
1432 W. Adams
Los Angeles, CA 90007
Contact: Leroy or Ida Edwards
(323) 777-1755

National Case Study 4: Fondy Farmers Market, Milwaukee, WI

Management and Operation:

Started in the 1970's by four farmers selling out of the back of their truck, this market was founded in a historic African American and German commercial district of Milwaukee. These farmers started the Milwaukee Farmers Market Coop, whose management failure led to a takeover by the city in the 1980's, and finally led to the market being controlled by the Hunger Task Force, with some original farmers retained on the advisory board. One full time manager, whose responsibilities include addressing vendor issues, maintenance, custodial duties, and security tasks, runs the market. The United Way, the Wisconsin Housing and Economic Development Authority (WHEDA) and the Cobalt Corporation subsidize the manager's salary. There are also three to five volunteers that work up to five hours a week. Operating costs are \$130,000 annually, and cover staff expenses, insurance, utilities and special events at the market (Project for Public Spaces, 2003).



Picture 3: Fondy Farmers Market (Milwaukee, WI)

Location and Physical:

This market is located on Fond Du Lac Avenue, and many changes have occurred with expansion of this farmers market in recent. The Food Center is one major addition, creating a year round indoor market hall adjacent to the original shed. As part of this development, the commercial incubator kitchen, which allows entrepreneurs to test their food product, was created. The capital cost of these improvements total \$4.5 million, a third of which are from private donations, corporate/foundation support, and federal funds. The visibility of the market has also been increased from 3 new open air sheds to 4 sheds and one new building. These projects occurred in three phases:

- Phase I included the new sheds, increasing vendor space from 36 in 2001 to 70 in 2003
- Phase II provided the 22,000 square foot indoor market with 20 to 30 vendors
- Phase III included the kitchen incubator housed in the original shed.

This physical model represents a multi functional structure, which can house a variety of food products and purposes, including refrigerated and prepared items (Project for Public

Spaces, 2003). In addition to the physical advantages of the Fondy Farmers Market site, the market is located within a revitalizing corridor that has fostered such projects as the conversion of a building into a flea market, an artist-designed bus stop, and renovation of the historic first African American owned bank in the city.

Vendors, Customers and Sales:

Many vendors are immigrants with small urban plots, like the Hmong immigrants, comprising 70% of farmers. Other ethnicities include 30% white vendors and small numbers of African American, Jamaican, Latino and Filipino vendors. Forty-two percent sell full time, six days a week, thirty-three percent sell full time to multiple markets, and the remaining vendors are part-time marketers. Those established as full time vendors earn \$25,000/ year and part time earn \$10,000 a year. Stall fees are low, only \$425 annually for a ten foot stall, including shelter, back in parking, display area, electricity, water and security (Project for Public Spaces, 2003). Thirty percent of products are non-food items, such as natural soaps, skin care products, African American fabrics, as well as value added foods such as shaved ice and egg rolls. Most of these vendors rent space for \$25 per day (Project for Public Spaces, 2003).

Customers are 77% African American, 14% white, 6 % Asian, and 3% some other race, coming from low-income or suburban locales, most heavily from a three-mile radius (Project for Public Spaces, 2003).

Community Impacts and Future:

There is a high redemption rate of FMNP coupons, almost 89% of the total redemption in Milwaukee; however, any out-of-state food is not allowed to accept coupons. A five-year decline in food stamps is hoped to change with the introduction of the Electronic Benefit Transfer system, which hopes to add income streams to this dwindling source (Project for Public Spaces, 2003).

For more information on the Fondy Farmers Market, visit the following website
<http://www.fondymarket.org/>

Mailing Address:

Fondy Food Center, Inc.
4630 W Burleigh, Suite B
Milwaukee, WI 53210

Market Address:

Fondy Food Center, Inc.
2200 West Fond du Lac Avenue
Milwaukee, WI 53206

Office Phone: (414) 444-6067

Market Phone: (414) 933-8121

Appendix B. Quick Farmers Market Review for Michigan Case Studies

The following survey was completed for ten Michigan farmers markets using two methods. For the visual survey, one or more group members visited the farmers markets and the data was collected through firsthand observations. The non-visual survey section was completed by contacting the market manager or related staff from the farmers market being researched. The results of this survey can be found in Appendix C.

Farmer Market:

City:

VISUAL SURVEY:

Date, day of the week, and time at market (exp: 2/24/06, Tuesday, 12:00pm -1:45pm)

Record posted hours and days open, Year round or seasonal, note the seasonal hours of market:

Structure Shape (rectangle, “H”...):

Type of Structure (pavilion, shed, pipe and canvas, permanent structure...):

Indoor/outdoor/both: (also note if outdoor facilities are operating, or just indoor)

Total number of stalls/booths:

Total number of vendors:

Count vendors of the following categories. Please make notations describing types of nonfood products sold, types of prepared foods (like “middle eastern food”), variety of produce items, etc...be as specific as possible)

Produce		
Cheese		
Meats		
Breads		
Prepared foods		
Mixed vendors		
Non food vendors		
Empty		

Ratio: Number of specified type of vendor/ total number of vendors Note the vendor ratio of produce vs. other products:

Note the vendor ratio of produce, cheeses, meats, breads vs. other products:

Note the vendor ratio of food vs. nonfood:

Describe attendance: [head count at an entrance (adults only; for 2 ten minute periods at least 20 minutes apart...note the times you observed)]

Time period (example: 12:15pm -12:25pm)	Number of adults entering Farmer Market

Make a notation of the crowdedness inside the market

Note parking arrangements (connected lot, adjacent lot, do you cross a street, street side parking, parking on street in neighborhood, etc)

Is market near/in a business district? A neighborhood? Describe setting.

Estimate # of parking spaces:

NON VISUAL SURVEY These are questions for a farmer market manager that might be interviewed. This could be done via telephone or by visiting.

Person interviewed:

Title:

Date:

Ownership/management arrangement (privately owned, non profit, neighborhood org, municipal, co-op...etc)

When was it founded?

What is the primary goal of this Farmer market?

Number of paid staff:

Number of volunteer workers:

Other notations:

Appendix C. Michigan Farmers Market Case Studies

Michigan Case Study 1: Allen Street Market, Lansing, MI

Contact Information: Amee Miller (517) 367-2468

1619 E. Kalamazoo, Lansing, MI 48912

Management, Operations:

The Allen Street Neighborhood Association and specifically the market manager, Amee Miller, run the Allen Street Farmers Market. Two additional paid staff and several volunteers help to run the market every Wednesday from 2:30 to 6:30, May to October. The parking lot adjacent to the community center is used for the market, rent-free from the owner of the building. As a low-income community market in a “food desert” (a term for inner city neighborhoods lacking grocery stores), this market is also a non-profit operation, asking no stall fees and providing food education programs through area schools (Garden Club for Bingham Elementary School). Eventually a community garden at nearby Hunter Park will assist in dealing with food security issues.

Physical and Location:

Allen Street is located on the corner of Kalamazoo and Allen streets and a block from the business district on Michigan Avenue. Like mentioned before, this neighborhood consists of low-to-moderate income people, and therefore expansion of the market is limited due to the lack of upper income streams and the limited budget of the community center. The market uses temporary tents as stalls, and provides booths for Electronic Benefits Transfer machines. The center provides all other office and bathroom facilities. Parking is located on site and with side street parking. Also, new signage funded with a Project for Public Spaces grant will be installed this summer.

Customers, Vendors and Sales:

The market currently has eleven vendors, coming from local, small-scale organic farms in the region. A wide variety of greens, root vegetables, squashes, nightshade vegetables, orchard and berry fruits are provided, as well as dried flowers, plants, and eggs. While small, this market represents the ability to provide high-quality, low-chemical input produce at a low price. This market extensively uses Project Fresh coupons (Women, Infants and Children and Senior Coupons) as well as Electronic Benefits Transfer machines for food stamps. They are also trying a “food stamp token” program to make EBT systems easier for customers.

Community Impacts and Future:

The Allen Street Farmers Market is a prime example of sustainability at all levels. Management supports wider community development goals through collaborations and education; the sustainable agriculture practices affect the larger physical environment in a positive way: and economically, this site provides access to low-income residents and small farms alike. The farmers market hopes to grow its vendor size and customer base as the only locally, organically-focused farmers market in the city.

Michigan Case Study 2: Ann Arbor Farmers Market, MI

Contact Information: Jessica Black (734) 994-3276

315 Detroit St., Ann Arbor, MI 48104

Management and Operations:

The Ann Arbor Farmers Market is run by a market commission, city administrator and the hired market manager, Jessica Black. Run through the Parks and Recreation Department's Community Services Area, the market has information on the City's website including what is in season, directions, the master plan of the market and minutes from the market commission meeting. The market has extensive rules and regulations concerning vendors, including a 15-day attendance rule for all seasonal vendors and required vendor signage rules. The market is open year round, with January to April hours from 8:00 am to 3:00 pm on Saturdays, and May to December hours from 7:00 am to 3:00 pm. Wednesday and Saturday. There is an artesian market on Sundays to control the amount of crafters at the farmers market. The market currently has 144 to 149 unstructured stalls

Physical and Location:

Some market signage and visibility factors include the large silo adjacent to the structure displaying the market name, as well as hours and times near the office and bathroom facilities. Currently, the market is an outdoor pavilion style forming an odd-shaped, three-pronged structure. The market is currently studying redesign through the Project for Public Spaces and the Johnson Hill Land Ethics Studio. Future plans include increasing stall numbers to 157, a pick up and drop off gazebo and 56 parking spaces. Currently, the parking situation includes a small lot on the market grounds with many metered spots located along streets and adjacent lots. There is also a parking structure located downtown that is less than a quarter mile away. The farmers market is located within a quarter mile from the downtown of Ann Arbor. It is set amongst many small shops and some residential areas.

Vendors, Customers and Sales:

The Ann Arbor Farmers Market is located in an affluent district of the city close to the University of Michigan, providing a likely consumer base of students and professors. To meet the demands of customers, the market has a variety of products year round, including local produce, some organic produce, breads, meats, jellies, and fine wooden crafts, jewelry and painting.

Project Fresh is accepted, but no Electronic Benefits Transfer services are provided.

Michigan Case Study 3: Eighth Street Market, Holland, MI

Contact Information: Candy Todd (616) 355-1130

150 W. Eighth St., Holland, MI 49423

Management and Operation:

The Eighth Street Market Place in Holland, MI, is a city owned and operated market. The city's Department of Leisure and Cultural Services hires a part time manager for general operation of the site. Stalls are assigned based on seniority of the vendor and the overall impact that the product will have on the market. The market operates on Wednesday and Saturday from April through November. Daily vendors pay \$15 on Wednesday and \$25 on Saturday. Seasonal vendors pay \$355 for space under the canopy, \$275 for space outside the canopy, or \$455 for a corner space.

Location and Physical:

This market was recently redeveloped with funds from the City of Holland, and now serves as flexible space for the farmers market and for groups to rent for outdoor events. The structure consists of permanent stretched canvas over decorative brick paving. There are no built-in stalls, and the site allows for a flexible number of vendors, with a maximum occupancy of 116. Parking on site is plentiful, as the site is shared with the Civic Center and parking is used for both functions. Signage on site is plentiful and is demonstrated in the photos below.



On site signage



Stretched Canvas Structure

Vendors, Customers, and Sales:

The market currently consists of produce vendors only, however the management is considering allowing crafts with a yard or garden theme.

Michigan Case Study 4: Eastern Market, Detroit, MI

Contact Information: (313) 833-1560

2934 Russell St., Detroit, MI 48207

Management and Operation:

Eastern Market is run through the City of Detroit's Culture, Arts and Tourism Department. The market manager runs the central stalls Monday through Saturday. Yearly, seasonal monthly, weekly and daily vendor status is based upon seniority, and rate structure is based on this time element plus stall size. In addition to the five sheds in the central portion of the "Eastern Market District" there is also an Eastern Market Merchants Association (EMMA) that's membership includes over 150 retail and wholesale businesses. There is also a Friends of the Eastern Market group that supports EMMA and the city-run market through donations. Studies by the Project for Public Spaces and the Urban Land Institute for market improvement objectives was recently funded through the Greater Downtown Partnership, the City of Detroit, the Ford Foundation, Standard Federal Bank and the Hudson Weber Foundation. One management suggestion from these studies was the creation of an oversight committee for the market region called the "Eastern Market Advancement Partnership". Furthermore, a new tax through a Business Improvement District designation should help to fund further improvements to the market. The market is moving toward private ownership of the central stall under EMMA's management.

Physical and Location:

One of the largest public markets in the country, Eastern Market has historic value and redevelopment plans to enhance this city asset. Some recent research (see above) has suggested plans for a bridge connecting part of the district interrupted by the highway, signage improvements, and architectural façade restorations. The strength of plant and flower sales were also part of the plans to enhance the market, calling for retail product space for this specific purpose. Events such as the Mother's Day flower sale are large publicity and revenue producing activities.

Parking is abundant, but confusing, with parking structures in the rear but busy and dangerous side street and centrally located parking lots. Small office, bathroom and visitor facilities are provided, with off-site EMMA and Friends of the Eastern Market offices located in Warren, Michigan.

Customers, Vendors and Sales:

The market caters to a wide variety of patrons, with a wide variety of products to match. There is a large number of resale vendors (with products from places like California and Florida), but also some local farmers. Value-added goods (honey, syrup), prepared meats houseplants and herbs were some specialty items found. There are very few craft vendors at the market (only one was observed). Project Fresh is accepted, but EBT is not provided.

Community Impact and Future:

Eastern Market is a historic landmark that's preservation and enhancement will only increase its popularity. Studies to increase the job growth opportunities in the region and make it a working, shopping, living district are major goals for the market.

Michigan Case Study 5: Flint Farmers Market, MI

Contact Information: Dick Ramsdell (810) 232-1399

420 E. Boulevard, Flint, MI 48503

Management, Operations and Organization

The Up-Town Reinvestment Corporation and the market manager, Dick Ramsdell, run the Flint Farmers Market. The market operates year-round, open from 8:00 am to 5:00 pm, on Tuesday, Thursday, and Saturday. The stall fee structure is based on square footage. Indoor vendors pay \$1.50 per sq ft. in the winter months and \$1.75 per sq ft. in the summer. Outdoor vendors also pay on a similar fee structure, but the rate is fixed at \$15 for Tuesday and Thursday, and \$30 for Saturday. The Flint Farmers Market underwent several renovations in the recent past, including the remodel of the market cafe and deck construction, and the inclusion of an art gallery for local artists to sell their work.

Physical and Location

The Flint Farmers Market is located on the "edge" of Flint's downtown business district, with the Flint River running along its side and the University of Michigan Flint in close proximity as well. The market is housed in a 100 yard rectangular building year-round, with additional pavilion space for the busier summer season. The market building provides office space for the market manager, restroom facilities, and a second floor cafe and art gallery. A free parking lot serves customers on-site, with additional weekend parking space available at the adjacent bank.

Customers, Vendors and Sales

The Flint Farmers market caters to a variety of customers. While there is plenty of fresh produce, the market also offers meats, cheese, nuts, syrups, jams, baked goods, prepared foods, crafts, jewelry, books and several other non-food items. Something new to the Flint market is the recent addition of a wine shop! The Flint market is also an active participant in "Project Fresh", offering the largest program in Michigan.

Community Impact and Future

The Flint Farmers Market is a valued addition to Flint. The market has improved and grown considerably in the past four years and community members hope to see that success continue.

Michigan Case Study 6: Kalamazoo Farmers Market, MI

Contact Information: Pat Vinge, (269) 337-8191
Kalamazoo Dept. of Parks and Recreation
1200 Bank St , Kalamazoo, MI 49001

Management and Operations:

The Kalamazoo Farmers Market is municipally owned and managed by the Parks and Recreation Department. The market is sustained through stall fees alone, which include daily fees of \$20 for Tuesday & Thursday, \$40 for Saturday and seasonal fees of \$360 . All vendors pay a one-time stall sign fee of \$30. Unoccupied stalls are rented out after 8:00 am, so there is no private subletting among vendors. The market is open May though November, Tuesday, Thursday and Saturday from 7:00 am to 2:00 pm or when the last vendor leaves

Physical and Location:

The Kalamazoo Farmers Market is located in a residential area close to downtown. It is an outdoor, U-shaped, covered pavilion style market with an office and restrooms on site. There are 184 stalls on site with small parking lots on the outside of the market. Surrounding the market there are multiple areas to park. The market has two large signs that state the hours of operation and let the customer know that they have arrived.

Customers, Vendors and Sales:

Kalamazoo Farmers Market currently has a website provided by the City but does not offer much information other than direction and hours. A vendor product mix was not provided by the contact for the farmers market because it is out-of-season currently. However, many of the vendors at the Farmer Forum held on March 6, 2006 said that they liked the way that Kalamazoo market was laid out and currently vend at Kalamazoo as well as Fulton Street. Kalamazoo accepts Project Fresh but does not provide Electronic Benefits Transfers.

Michigan Case Study 7: Lansing City Market, MI

Contact Information: Nick Hughes (517) 483-7460

333 N. Cedar St., Lansing, MI 48912

Management, Operations and Organization:

The Lansing City Market is currently managed by the Lansing Entertainment and Public Facilities Authority (LEPFA) under the specific direction of market manager, Nick Hughes. The market has year-round activity; open every Tuesday, Thursday, Friday and Saturday, from 10 to 5 in the winter months and 8 to 6 in the summer. The market offers a large on site parking lot, with free parking for market patrons. The city market launched its spring season with some minor renovation and the objective of establishing a neighborhood and community affiliated “Friends of the Market” association.

Physical and Location:

The Lansing City Market is located on the corner of Shiawassee and Cedar, in the central business district of Lansing. Close proximity to the nearby convention center and baseball field offer significant geographical assets, as well as its connection to the city’s popular river walk. There is also nearby access to the CATA bus system. The market offers 100, 8 by 9 foot stalls, set in the two adjacent wings of the markets historic building location. The market offers a full range of public facilities, including restrooms, seating and a large, on-site parking lot, free to market customers.

Customers, Vendors and Sales:

To cater to its largely mixed customer base, the Lansing City Market offers a wide variety of items, from fresh produce, meat and cheeses, to crafts, floral, and prepared foods. Other specialty items include honey, jam and baked goods. The market currently participates in the Project Fresh program and is working to Electronic Benefits Transfer machines or (EBT).

Community Impact and Future:

The Lansing City Market is a historic feature of downtown Lansing, offering an alternative nutrition opportunity to its diverse customer base. With efforts of revitalization expanding across the city of Lansing, the farmers market is a distinctive asset to members of the community.

Michigan Case Study 8: Meridian Township Market, MI

Contact Information: Earl Threadgould (517) 349-1200, ext. 326

Meridian Township Offices

5151 Marsh Road, Okemos, MI 48864

Management and Operations:

Meridian Farmers Market is a municipally owned and volunteer managed establishment. An unpaid vendor manages the operations, which occur May to June on Saturdays only and July to October, Wednesdays and Saturdays (8:00 am to 2:00 pm all days). Growers, versus resale vendors, are given priority for stalls, and the market is self-supported through annual and daily fees.

Physical and Location:

An outdoor, rectangular pavilion by the township's governing office houses the farmers market. With 30 to 32 stall spaces, the market also provides City Hall parking next to the township park where the pavilion is located. City Hall property and facilities are utilized, as well as additional parking and facilities at the nearby Meridian Mall.

Vendors, Customers and Sales:

The farmers market provides Project Fresh coupon acceptance, but no Electronic Benefits Transfer service. No specific data on product mix was available due to the market being out of season.

Michigan Case Study 9: Muskegon Heights Farmers Market, MI

Contact Information: Jim Gardner (231) 739-3378

4724 Peck, Muskegon Heights, MI 49444

Management and Operation:

The Muskegon Heights Farmers Market is a city owned and operated market. The city's Department of Public Works and a part time manager hired by the city cooperate on the general operation of the site during the market's open season of late April through December. Stalls are given on a first come, first serve basis. Vendors pay a daily stall fee to sell at the market. The cost of operation is as follows:

Farmers selling produce - \$6.50 per stall Crafters - \$10.00 per stall.

Location and Physical:

This market utilizes two on site sheds with built-in stalls for market operation. The northernmost shed, housing 10 stalls, is situated along Muskegon Heights Ave., and allows for maximum street frontage and exposure for the market. A second shed houses 20 additional stalls on the center of the site. Both sheds have a maximum of six stalls between points of entry to the center aisle. This market was praised by vendors for its functionality, as the roof of the structure is just high enough for vendors to pull their truck under the cover, and low enough to maintain protection from the elements.



Northern Shed



Southern Shed

This site has no onsite parking for customers, and utilizes offsite parking in a variety of locations. Parking is permitted on streets, in the City Hall lot, and in the municipal parking lots in the nearby business district. This arrangement seems to clearly define and separate space for customers and for vendors, resulting in a site that is safe and pedestrian oriented.

Vendors, Customers, and Sales:

Vendors identified this market as an ideal site design, but did not comment on their sales at this market or if the site design had any impact on these sales. The market is located across the street from a grocery store, and therefore is in direct competition for customers.

Michigan Case Study 10: Royal Oak Farmers Market, MI

Contact Information: Gwen Ross (248) 246-3276

316 East 11 Mile Rd., Royal Oak, MI 48067

Management, Operations and Organization:

The Royal Oak Farmers Market is a year round market that has been owned and operated by the city of Royal Oak since 1997. Between 1925 and 1997 the farmers market was a cooperative venture between the City of Royal Oak and Oakland County. The daily management is the responsibility of a city appointed market master. The Royal Oak Farmers Market Committee assists the market master with policies and disputes.

During the months of May through December, the market is open on Tuesdays, Fridays, and Saturdays from. From November until Christmas, the market is open on Fridays and Saturdays from. The farmers market is open every Saturday during the year. The hours of operation are 7:00 am-1:00pm. Also, the warehouse is used as a flea market every Sunday from 8:00 am-3:00 pm.

Physical and Location:

The market is within a mixed residential and lightly commercial area and located one block away from the downtown commercial corridor. Signs along this corridor, Main Street, give direction to the location of the farmers market. The farmers market consists of a permanent warehouse, which was constructed in 1927. The majority of the vendors rent stalls inside of the warehouse; however, space is also available outside on the walkways adjacent to the building. The building contains bathrooms, a rented snack shop, and non-permanent stalls/tables.

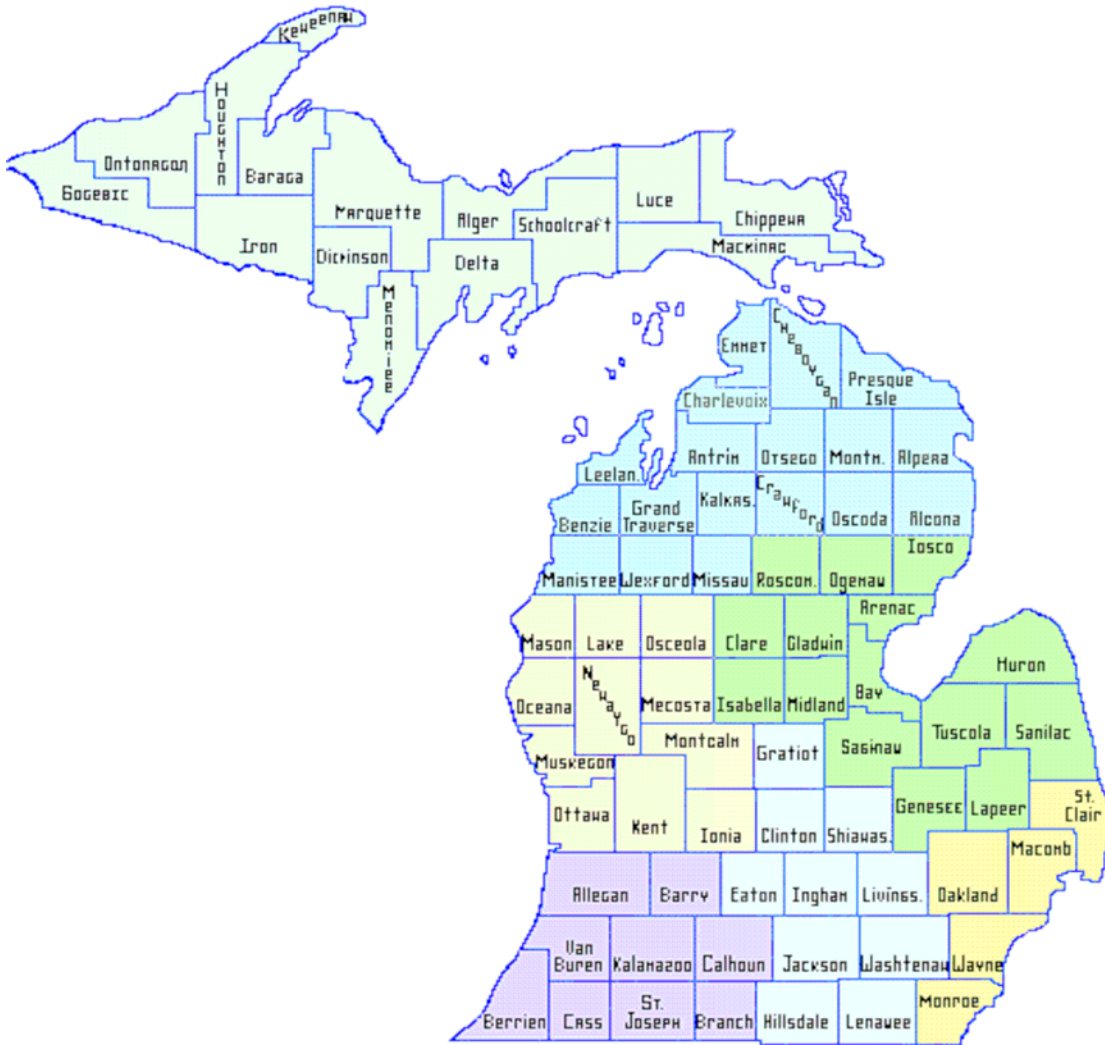
The building is currently being renovated for a new roof, walkway canopies, and handicap accessible entrances in order to meet current building codes. After completion, the market plans to add a new food service/preparation area, a skylight, and a distinctive identifying tower. These renovations are being paid for through rental fees and a \$500,000 grant from the city's downtown development authority.

There are approximately 340 free parking spots at the market and two municipal metered lots a block away.

Customers, Vendors, and Sales:

Farm and greenhouse vendors are given first priority. For these vendors, priority is given in the following order: yearly, semi-annually, and then daily vendors. The market welcomes new farmers, especially promoting them to sell on the weekdays due to extra stall availability. There is usually space available for handicraft vendors on weekdays, while Saturday stalls are available after the stall demand for annual vendors is met. The Royal Oak Farmers Market has a 7 day cancellation policy for annual vendors who will not be utilizing their stall/s on a given market day. The vendors sell a diverse mix of products, which include but are not limited to the following: produce, meats, cheeses, breads, prepared foods, non-food items, and crafts.

Appendix D. County Map of Michigan



Appendix E. Top Reasons Customers Return to the Market

<u>Support Local Farmers/Food</u>			<u>Product Selection & Quality</u>		
<i>Response</i>	<i>Frequency</i>	<i>%</i>	<i>Response</i>	<i>Frequency</i>	<i>%</i>
Direct Marketing	1	0.4%	Fresh	107	37.7%
Economic Sense		0.0%	Freshness	1	0.4%
Good Local Produce		0.0%	Good Food		0.0%
Local/ grown/ produce	11	3.9%	Fruit	3	1.1%
Local Economy		0.0%	Food	7	2.5%
Local Food		0.0%	Produce	24	8.5%
Support Farmers	7	2.5%	Quality	15	5.3%
Home Grown	1	0.4%	Selection	3	1.1%
Support Local Economy	1	0.4%	Taste	1	0.4%
Local Grown		0.0%	Goods	1	0.4%
Local Produce		0.0%	Selling Produce	1	0.4%
Farmer Contact	1	0.4%	Unique Products		0.0%
Farmers	2	0.7%	Variety	13	4.6%
Vendors		0.0%	Fresh Produce	1	0.4%
		0.0%	Real Food	1	0.4%
		0.0%	Tomatoes	1	0.4%
		0.0%			0.0%
Total Responses in Category	24	8.5%	Total Responses in Category	179	63.0%
<u>Experience/Social Factors</u>			<u>Value Added Food Products</u>		
<i>Response</i>	<i>Frequency</i>	<i>%</i>	<i>Response</i>	<i>Frequency</i>	<i>%</i>
Atmosphere	11	3.9%	Baked Goods		
Clean	1	0.4%	Bova Bakery		
Customer Treatment	1	0.4%	Breads		
Cool		0.0%	Honey		
Diversity		0.0%	Hot Dogs		
Friendliness		0.0%			
Fun	3	1.1%			
Kind People		0.0%			
Meeting Farmers		0.0%			
Nice Farmers		0.0%			
Nostalgia		0.0%			
People	3	1.1%			
Friends	1	0.4%			
Public Space		0.0%			
Recreation		0.0%			
The Experience		0.0%			
Unique(ness)	2	0.7%			
Family	1	0.4%			
Grandma	1	0.4%			
The Crowd	1	0.4%			
Tradition	1	0.4%			
Unique Vendors	1	0.4%			

Kelley	1	0.4%			
Wife	1	0.4%			
Wife Likes It	1	0.4%			
Foreign Feel	1	0.4%			
Love	1	0.4%			
		0.0%			
Total Responses in Category	32	11.3%	Total Responses in Category	0	0.0%
<u>Organics</u>			<u>Non-food Products</u>		
<i>Response</i>	<i>Frequency</i>	<i>%</i>	<i>Response</i>	<i>Frequency</i>	<i>%</i>
Chemical Free		0.0%	Crafts		0.0%
Organic	11	3.9%	Flowers	1	0.4%
Health	1	0.4%			0.0%
		0.0%			0.0%
		0.0%			0.0%
Total Responses in Category	12	4.2%	Total Responses in Category	1	0.4%
<u>Location</u>			<u>Cost & Prices</u>		
<i>Response</i>	<i>Frequency</i>	<i>%</i>	<i>Response</i>	<i>Frequency</i>	<i>%</i>
Close		0.0%	Deals		0.0%
Proximity		0.0%	Price(s)	2	0.7%
Location	1	0.4%	Money	1	0.4%
		0.0%	Prices		0.0%
		0.0%	Value		0.0%
Total Responses in Category	1	0.4%	Total Responses in Category	3	1.1%
<u>Non Reason or Nonsensical</u>					
<i>Response</i>	<i>Frequency</i>	<i>%</i>	<i>Response</i>	<i>Frequency</i>	<i>%</i>
No Reason given	16	5.6%			
First Time	16	5.6%			
First Timer		0.0%			
		0.0%			
		0.0%			
Total Responses in Category	32	11.3%	Total Responses in Category	0	0.0%
<u>TOTALS</u>					
Product Selection & Quality	179	63.0%			
Experience/Social Factors	32	11.3%			

Support Local Farmers/Food	24	8.5%			
Organics	12	4.2%			
Prices & cost	3	1.1%			
Non-food Items	1	0.4%			
Location	1	0.4%			
Value Added Products	0	0.0%			
Total	252	100.2%			

Appendix F. Store Survey for market study

Store Survey: March 29, 2006

Name of Store:

Location:

Produce	Organic Location Produced	Non-Organic Location Produced
Apples		
Tart Cherries		
Peaches		
Blueberries		
Carrots		
Cucumbers		
Lettuce		
Onions		
Corn		
Pumpkins		
Cabbage		
Squash		
Beans		
Potatoes		
Celery		
Tomatoes		
<p>Question for (Title) _____</p> <p>Do you order or offer local (Michigan or region) produce when it is in season?</p> <p>Can you control the localness of the produce you order or does your distributor?</p>		

Appendix G. Store Survey for Market Study Results

SNAP SHOT SURVEY: March 29, 2006 Origin of Food Found in Stores within a Mile of Farmers Market		Stores											
		D& W (Family Fare)		Dulthler's		Sami's		Wealthy Market		Sam's Supermarket (Jabbar Inc.)		Meijer	
		Organic	Non-Organic	Organic	Non-Organic	Organic	Non-Organic	Organic	Non-Organic	Organic	Non-Organic	Organic	Non-Organic
Top Fruit and Vegetable Commodities Produced in the State of Michigan	Apples		MI, WA		MI								USA, WA, MI
	Tart Cherries												
	Peaches				Chile								Chile
	Blueberries		Chile										USA, Chile
	Carrots	CA	CA, USA		CA, USA							CA	CA
	Cucumbers		?		?				?				Mexico
	Lettuce	CA	CA		?				?			CA	CA
	Onions		?		USA				MI		MI		Mexico, USA
	Corn		FL		?								?
	Pumpkins												
	Cabbage		?		?								?
	Squash		Mexico		Mexico								Mexico
	Beans		OH		?								?
	Potatoes		ID, MI		ID				ID		ID		MI, ID
	Celery	CA	CA, USA		CA, USA							CA	CA, USA
	Tomatoes		Canada, Mexico		Mexico				?		?	CA, FL	Mexico

Appendix H: Current Product Mix – Fulton Street Farmers Market

	Apples	Asparagus	Beans	Blueberry	Cabbage	Carrots	Celery	Cherries	Corn	Cucumber	Eggs	Flowers (fresh, potted, dried)	Lettuce	Meat	Onions	Peaches	Pears	Peppers	Potatoes	Pumpkins	Squash	Strawberry	Tomato	Baked Goods	Other	Resale Vendor	Organic
Tanis Orchards	X															X	X										
Minard Visser		X	X		X	X	X		X	X			X		X			X	X	X	X		X				
Rainbow Greenhouse and Estates			X		X		X			X		X			X			X	X	X	X		X				
Bob Strick																											
John Guekes	X	X		X												X											
John Platte	X								X	X						X							X				
Earl VanKoevering		X	X		X	X	X		X	X		X															
Charles Hamm			X		X	X			X	X								X	X	X	X		X				
Turtle Island Farms			X		X	X				X			X		X			X	X	X	X		X				X
Jeff Dykstra	X		X	X				X	X			X			X			X	X	X	X	X	X				
D & L Farms	X	X	X		X	X	X		X	X	X	X			X			X	X	X	X	X	X				
Bova Bakery																								X			
Roscoe Price																									Watkins Products		
Don Kieft	X	X	X	X	X	X	X			X			X		X	X	X	X	X	X	X	X	X			X	
Juliana Mechtler																											X
Al Baird																											
Tim Klamer																											
Linda Dykstra												X															

	Apples	Asparagus	Beans	Blueberry	Cabbage	Carrots	Celery	Cherries	Corn	Cucumber	Eggs	Flowers (fresh, potted, dried)	Lettuce	Meat	Onions	Peaches	Pears	Peppers	Potatoes	Pumpkins	Squash	Strawberry	Tomato	Baked Goods	Other	Resale Vendor	Organic
Glen Apol												X															
Chris Boetsma			X		X	X	X		X	X		X	X		X			X	X	X	X		X				
Great Bread Co.																								X			
Dorothy Hollemans												X															
Lady Floyd																									Crafts		
Sheryl Farraher																								X			
Leonard Goodell												X								X	X		X				
Sherry Strange																									Potpouri		
John Arthur												X															
Bob Alt	X																			X	X	X					
Hood Orchards												X															
Wayne Kiel/Blueberry Heritage				X																							
Rachel Gunnink												X															
Tom Nagel												X															
Randy and Luanne Ellens																		X		X	X		X				
100 Acre Woods																									Honey		
Agriculture & Health Alive/Nancy Jones Keiser	X							X					X		X										Agriculture literature	X	

	Apples	Asparagus	Beans	Blueberry	Cabbage	Carrots	Celery	Cherries	Corn	Cucumber	Eggs	Flowers (fresh, potted, dried)	Lettuce	Meat	Onions	Peaches	Pears	Peppers	Potatoes	Pumpkins	Squash	Strawberry	Tomato	Baked Goods	Other Items Sold	Resale Vendor	Organic	
Amy Pietras																												
Annie Cutts		X												X			X								Greens			
Betty Frieberg/ perennial gardens											X												X					
Brad VanHaitsma																												
Brickyard Farms		X																							Greens, Garlic, Soap			
Carmen Robinson																												
Celesta Star																							X					
Christopher Fleming																												
Contained Gardens											X														Cheese			
Crane Dance Farms										X			X															
Dan Day																												
Ginny Rakowski										X			X															
Grandpa's Apples/ Edith Miller	X																											
Greg Hewitt																												
Habians Country Farm																												
Huizenga Bros. Greenhouses											X																	
J.D. Karafa		X		X														X							Broccoli, Cauliflower			
Jay Hoeksma																												

	Apples	Asparagus	Beans	Blueberry	Cabbage	Carrots	Celery	Cherries	Corn	Cucumber	Eggs (fresh, frozen, dried)	Lettuce	Meat	Onions	Peaches	Pears	Peppers	Potatoes	Pumpkins	Squash	Strawberry	Tomato	Baked Goods	Other Items Sold	Resale Vendor	Organic
Joe Rasch								X																		
John Cranns			X							X							X			X				Currents, Gooseberries		
Jon Imkamp								X																		
Julie Kieth																										
Keith Jenema											X															
Kris Kober																										
Liberty Acres																										
Liberty Family Farms										X		X														
Lita Rounds			X									X					X					X				X
Lubbers Family Farm										X			X										X	Cheese		
Maple Dale Farm																							X	Maple Syrup		
Martha Meza			X	X										X			X					X				
McKeown Brothers																										
Monica's Bakery and Deli																										
Nanci's Flowers											X															
Naturally Yours																							X			
Ned Stoller																			X					Maple Syrup		
Rasch Cherries								X																		

Appendix I. Farmer Forum Survey

Farmers Survey Questions March 6, 2006

How many years have you been in the FSFM?

Are you a: (circle all that apply)

Traditional Grower

Resale Vendor

Organic grower

Crafter/artisan:

Other:

What specific products do you sell?

Estimate what % of your income comes from your FSFM sales:

Estimate what % of your income comes from other sources:

What are your other income sources: (Sales at other markets, other employment, etc...)

Is there a Michigan Farmers' Market that represents your ideal set up and operation for a farmer market?

What rule or regulation would you change to improve the FSFM?

Why do you think people come to the FSFM? What are the attractions? Distractions?

Do you participate in Project Fresh, Farmers' Market Nutrition Programs, WIC coupons or FMNP senior programs?

Would you benefit from an Electronic Benefits Transfer system for food stamps?
Explain...

Do you continue to produce your product beyond the FSFM season? Explain. (Use of greenhouses? Not a seasonal product?)

If you had a year round sales outlet at FSFM, would you consider year round production, if not already doing so.

Appendix J. Farmer Forum Survey Results

Part 1: Survey #'s correspond to surveys in Part 2 (Questions 8-13)

Questions 1-7: Fulton Street Farmers Market Vendor Quick Survey March 6, 2006							
Survey #	1. Years at FSFM	2. Vendor Type	3. Specific products sold	4. Estimated % of income from FSFM sales	5. Estimated % of income from other sources	6. Other income sources	7. Michigan FM that is ideal?
1		Traditional, Organic	Blueberries, Cranberries, Nursery Stock	Tiny	Huge	We sell our product wholesale through the Nation	Unknown
2	Five	Traditional	Peaches, Blueberries, Apricots, Sweet Cherries, Plums, Pears, Apples, Honey	5%	90% other sales, 5% non farm		Holland
3	11 or 12	Traditional	Beans, Sweet Corn, Tomatoes, Broccoli, Melons, Flowers, Herbs	70%	30%	Sales at other markets	Holland Farm Market
4			Honey	30%	100%	0	No
5	6	Traditional	cut flowers	50%	50%	Sales at other markets	Kalamazoo
6		Traditional, resale	Greenhouse plants, produce, Live X-mas decorations	40%	60%	Other markets, whole sale, other employment	Kalamazoo-with roof over vendors and public

7	30	Other: sustainable grower	Vegetables and small fruits	Farm=40%	50% of farm from significant other		Not that we are aware of
8	40	Traditional	Apples, raspberries, sweet corn, melons	70%	30%		No
9		Organic - organic methods, not certified	Vegetables, garlic, tomatoes, etc	30%	Rental 70%		Ann Arbor
10		Organic grower; other: sustainable/regenerative/grass based livestock	Eggs, poultry, lamb, beef, veggies, honey, cookies	Farm income= 70%	Farm income= 30%	Other income from other employment	NO

Part 2: Survey #'s correspond to surveys in Part 1 (Questions 1-7)

Questions 8-13: Fulton Street Farmers Market Vendor Quick Survey March 6, 2006

Survey #	8. FSFM rule/regulation would you change?	9. Why do customers come? Attractions/distractions?	10. Participation in government food programs (WIC, project fresh, etc)	11. Would EBT benefit you?	12. Do you produce beyond FSFM season? How?	13. If year round sales outlet at FSFM, would you consider year round production?
1		Food; Fresh food; no parking	Yes	What's this?	Starting to do this with greenhouses	Yes-
2	No subletting seasonal stalls. USE THEM OR LOSE'EM!		Project Fresh	No?	Yes. Apple sales all winter at farm	Possible
3		Fresh, Local Grown Produce, people	Yes	Would not be interested	No	No
4	None	Produce	Would like to	?	Yes	Yes

5		Fresh, local; Farmer Grown produce; Music-loud, customers complain about the music	No	No	No. We grow specifically for the market	No
6	Strictly fresh local produce (flowers, trees)- only hand made crafts (made by their own hand)	Local fresh produce	Yes	monetarily? May bring in an unwanted populace. We have a lot of East Grand Rapids customers or people not wanting to consort with rude or loud customers		Yes
7	Weekday hours- Determine actual growers	Quality food; local produce; parking difficulties	Yes	Unsure	Not presently	Unsure
8	if it says made in china it should not be sold at market	Fresh produce, variety	No	No	No	No
9	Change seasonal list	to buy fresh/local produce/flowers	Project Fresh	Would like to know more about it	We use greenhouse now	Yes we would work towards seasonal extending
10	?	Local food - connection to farms	No because our focus is protein, not veggies	Don't know-our products are high end	Yes- most products available all year	if a customer base was there....

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