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December 17, 2015

Report to the City of Milwaukee, Department of City Development



Summary of Fondy Farmers Market Operations for 2015

2015 Hours: May 9 to June 20 – Saturday only (7 am to 3 pm)

June 21 to October 31 – Saturday (7 am to 3 pm)

Sunday, Tuesday, Thursday (8 am to 2 pm)

November 1 to November 21 – Saturday only (7 am to 3 pm)

Market Stats: Total Selling Days: 86 Total Hours of Operation: 574

Number of Vendors: 27 (22 farmers, 5 hot food vendors)

Average Weekly Attendance: 3,500 Produce Volume (Est.): 650,000 lbs.

Food Stamp (SNAP) Sales: \$60,190.00 (18% increase from 2014)

Produce Consumption Incentive Programs:

- USDA Food Insecurity Nutrition Incentive (FINI) \$15,000 (Dollar-for-dollar match provided to food stamp customers)
- Wisconsin Farmers Market Nutrition Program (FMNP) Incentives \$15,000 (Dollar-for-dollar match provided to FMNP WIC clients)

Vendor Listing:

- Brehmer's U-Pick
- Craigland Farms
- Corn Man
- Smoked
- Early Bird Farm
- Sunshine Gardens
- Sunflower Ridge Gardens
- Good Earth Gardens
- Walnut Way Conservation Corp.
- Busy Bee Farms
- Bridie's Garden Market
- Miss Rose's Watkins Products
- Big Harvest Farm
- Sunnyvale Farm

- Peapod Farm
- Abba's Earth Soaps
- Vi Nai Café
- Butterfly Hill Farm
- Hidden Garden
- Fernwood Farm
- New Home Farms
- Alice's Garden
- Egg Roll Lady
- Homegrown Gardens
- Fairweather Farm
- Dragonfly Acres
- Song Bird Farm

Weekly Classes, Seminars

- Cooking Demonstrations Every Saturday from 10 am to Noon
- Community Health Activities Every Saturday from 9:30 to 2:00, led by:
 - Froedtert/Medical College of Wisconsin
 - University of Wisconsin Medical School
 - United Health Care
 - Columbia-St Mary's
 - Blue Cross Blue Shield

One-time Community Based Activities

• 8th Annual Milwaukee BBQ Championship – June 20th, 13 contestants



7th Annual Greens Throwdown – July 27th, 12 contestants



• 1st Annual Pho Cook Off



Questions regarding this report? Please contact me at (414) 562-2282 or young@fondymarket.org.

Respectfully Submitted,

Young Kim

Executive Director