



HOW TO BE A FRIEND OF THE MARKET

SEEDLING SPONSOR—\$35 to 99

- You're listed as a Friend of the Market on our website!
- You receive a Market bag & button

SPROUT SPONSOR—\$100—499

- Your business name & logo listed on the Market website (Organization/Business)
- Your business name & logo exhibited weekly at the EIFM Market each Sunday
- You receive a market bag & market button

ROOTS & GREENS SPONSOR—\$500-999

- Your business name & logo listed on the Market website (Organization/Business)
- Your business name & logo exhibited weekly at the EIFM Market each Sunday
- You receive a market bag & market button

GARDEN BASKET SPONSOR—\$1000 +

- Your business name and logo listed on the Market website (Organization/Business)
- Your business name & logo exhibited weekly at the EIFM Market each Sunday
- Receive 2 market bags, 2 market buttons & 2 Market T-Shirts (or aprons)
- Free exhibit space at the Market on a Sunday date of your choice

☐ SEEDLING SPONSOR

☐ SPROUT SPONSOR

☐ ROOTS & GREENS SPONSOR

☐ GARDEN BASKET SPONSOR

Name _____

Org _____

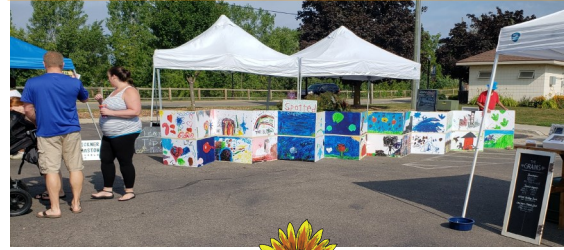
Email _____ Phone _____

Address _____

City _____ State _____ Zip _____



FRESH * LOCAL * HEALTHY



FOOD ASSISTANCE PROGRAMS IMPACT

At the Market, we saw \$1100 in purchases by customers using Supplemental Nutrition Assistance Program (SNAP) (4 x the 2019 amount), and almost \$700 in purchases using Double-Up Food Bucks (2.5 x the 2019 amount). When you include SNAP and Double-up Food Buck purchases with WIC and Senior Project Fresh coupon purchases, the total food assistance purchases in 2020 was \$2,105.

ECONOMIC IMPACT \$120,000+

Based on anonymous sales data reported by participating vendors, EIFM vendor sales reached a minimum of \$80,000 in 2020, up 24% over 2019 reporting. Research by other farmers markets across the country indicates that market customers typically spend additional money in the community on market days, known as the 1.5x community economic multiplier. In the case of the EIFM, this equates to an approximate total economic impact to the community of \$120,000.

MC CORMICK PARK, WILLIAMSTON, MI
MID-MAY TO MID-OCTOBER

E-mail: President@theSowingGrowth.org
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Farmers Market e-mail:
EasternInghamFM@gmail.com



OUR ROOTS
We provide fresh food education and equitable food access.

Of the 38 farm, food and artisan vendors this year, 18 were new to the Market in 2020. There were drink or eat "to go" items, veggies, fruit & meat, body care, and crafts for home décor. Thanks to these vendors for being a part of the Market this year:

Apple Eye Jewelry * Better Finds LLC * Bloom Farms * C & S Family Farms * C. Marie's Home & Beauty * Chickadee Goat Milk Soap * Circle F Ranch * Creekside Wick Co * Cub Scouts/Williamston Rotary * Dawn's Creative Design * Fivewire Farm * Flore Orchard * Flower Essence of Blue Barn Farm * For the Love of Grain * Grand Traverse Hot Sauce * Grandma's Buttons * James' Dustee Acres * Kona Ice * Lou & Harrys * Mama C's LLC * McAvoy's Fresh Produce * Nutz Etc * Pams Pantry * Runabout Coffee * S & S Crafts * Schafer Farm * Shiloh House Coffee * Specialty Kettle Corn * Star Crayons * T & D Creations * Tempting Treats by Shari * The Cheese People of Grand Rapids * The Woodsy Craftsman Co. * Titus Farms * Vermillion Creek Honey Company * Williamston PTSA * Williamston Rotary – Interact * Zulema's Authentic Mexican Food.
On August 20 we had 22 vendors – our most for the season!

The Eastern Ingham Farmers Market is a special space dedicated to creating connections between the farmers and artisans in the community and consumer access to fresh local food on the table and handmade artisan products in the home.

Sowing Growth

Annual Report for 2020



**Eastern Ingham
Farmers Market ***

* Eastern Ingham Farmers Market is also referred to as EIFM or Market in this report.

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*Sowing Growth, a 501(c)(3) organization, operates the Eastern Ingham Farmers Market (EIFM) as part of its commitment to meeting the community's needs for healthy fresh food and "food for the soul".

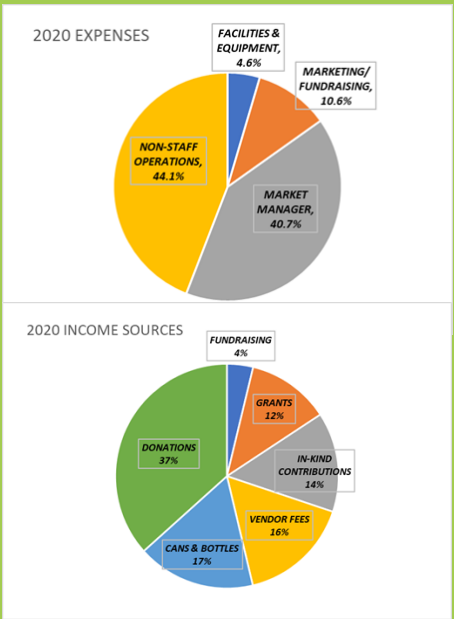
Support & Successes in 2020

THANK YOU TO OUR DONORS

Anonymous, Carol Grainger, Jackie Ellis, Jane Reagan, Michelle Martin, Nancy Stanley, RoxAnne Houghton, Sharon LaPointe, Tom Cary, Williamston Sunrise Rotary, Williamston Brewery & Distillery, Jorgensen's Farms, C&S Farms, Flower Essence of Blue Barn Farm, James Dustee Acres, and Williamston Sunrise Rotary (Service Grant) for two handwashing stations. Also, thanks to the more than 120 individuals and families who have generously donated returnable cans & bottles to benefit the Market.

THANK YOU TO OUR VOLUNTEERS!

Annette Pepper, Ash Wilke, Bella Spagnolo, Carol Grainger, Colin Hicks, David Grainger, David Foran, Emily Werner, Frank Vicente, Jackie Ellis, Jane Reagan, Kori Smithling, Lexi Battist, Marlene Epley, Max Battist, Meg Farness, Melissa Fishbeck, Michelle Martin, Missy Foran, Sharon LaPointe, Shelly Gartner, Zack Battist



2020 GOALS ACHIEVED

Operating a safe Market topped the list of both challenges & successes during this pandemic year. Many of our original goals for the year were overshadowed by our need to focus on operating and adapting the Market to comply with executive orders and CDC guidelines and the new normal for 2020. Despite the disappointment of cancelling educational programs, music and friendly gathering – the reward was that the community of vendors and customers met the challenge, resulting in a safe and successful market year - eclipsing 2019 in many ways. **Our 2020 successes included:**

- Running a safe and successful Market during the COVID-19 pandemic
- Increasing the volunteer base of the Market
- Improving communication with the Community and City
- Expanding the variety and frequency of fundraising efforts
- Establishing a pre-ordering system on the Market website
- Performing vendor and customer satisfaction surveys
- Creating a more welcoming & defined market space
- Developing a more vibrant and multifaceted communication with the customers and vendors throughout the year



8900 visitors (the count includes repeats) **were counted in the Market in 2020.** Though our focus was on holding a COVID safe marketplace, with many requirements imposed on vendor and customer alike, thousands of people from Williamston & surrounding areas still came to support and enjoy the Eastern Ingham Farmers Market in Williamston, MI

2021 Market Schedule



I PLEDGE TO SUPPORT THE MARKET BY:

- ☐ SHOPPING @ THE EIFM WEEKLY
- ☐ BECOMING A "FRIEND" OR SPONSOR OF THE MARKET" (DETAILS ON BACK)
- ☐ VOLUNTEERING (SEE BELOW)
- ☐ HELP AT THE INFORMATION BOOTH
- ☐ PUBLICITY & PROMOTION
- ☐ MARKET SET-UP
- ☐ MARKET TEAR-DOWN
- ☐ SPECIAL EVENTS/FUNDRAISERS
- ☐ NEWSLETTER
- ☐ PERFORMANCES @MARKET

(PLEASE PROVIDE CONTACT INFO ON REVERSE SIDE)