



HOW TO BE A FRIEND OF THE MARKET



FRIEND OF THE MARKET \$35 -99

- Your name as a **Friend of the Market** on the Market website
- You receive a Market bag & button

SEEDLING SPONSOR \$100—499

- Your name/business/organization name & logo:
 - listed on the Market website
 - exhibited on each Market Sunday
- You receive a Market bag & button

ROOTS & GREENS SPONSOR \$500—999

- Your name/business/organization name & logo:
 - listed on the Market website
 - exhibited on each Market Sunday
- One Market Sunday, be a **“Featured Sponsor”**
- You receive a Market bag & button

GARDEN BASKET SPONSOR \$1000 +

- Your name/business/organization name & logo:
 - listed on the Market website
 - listed in weekly Market newsletter
 - exhibited on each Market Sunday
- One Market Sunday
 - promoted as a **“Featured Sponsor”**
 - free exhibit space
- Receive 2 Market bags, 2 Market buttons & 2 Market T-Shirts (or aprons)

FRIEND OF THE MARKET SPONSOR

SEEDLING SPONSOR

ROOTS & GREENS SPONSOR

GARDEN BASKET SPONSOR

Name _____

Org _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

FRESH * LOCAL * HEALTHY



2021 FOOD ASSISTANCE PROGRAMS IMPACT

In 2021 we saw \$900 in purchases by customers using the SNAP, Supplemental Nutrition Assistance Program (down 9% from 2020’s record year); \$700+ in Double-Up Food Bucks purchases; and we saw 19% and 97% increases in WIC and Senior Project Fresh purchases respectively. In total, food assistance purchasing was \$1,995 (down 5% from 2020).

2021 ECONOMIC IMPACT \$135,000+

Based on anonymous sales data reported by participating vendors, EIFM vendor sales reached at least \$90,000, up 12% over 2020 despite a 20% lower reporting rate. 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 greater Williamston community of \$135,000, up from \$120,000 in 2020.

The Market is held adjacent to
 McCORMICK PARK, WILLIAMSTON, MI
 MID-MAY TO MID-OCTOBER
www.EasternInghamFarmersMarket.org

Farmers Market e-mail:
EasternInghamFM@gmail.com



OUR ROOTS

We provide equitable food access, direct from the farm food products, prepared foods, and education.

Our Vendors

Continuing to build our vendor selection is key to the success and growth of the Market. In 2021, we welcomed 29 new and 31 returning vendors totaling 60 (up 84% from 2020). This increase in vendors resulted in an all-time high of 34 vendors at our June 13th Market. They brought their products from their farms, kitchens, craft rooms and workshops and others provided information as community service organizations. They sold fruits, vegetables, meat, cheese, honey, maple syrup, flowers, bread, baked goods, sauces, preserves, and crafts. Additions to the Market included more wood crafts, gluten free baked goods, beeswax products, personal care items, new ready-to-eat food vendors and regular coffee vendors. Thanks to these 2021 vendors:

Apple Eye Jewelry * Better Finds LLC * Bloom Farms * Boza’s Boutique * Broken Brain Woodworking * C & S Family Farms * C. Marie’s Home & Beauty * Chad Lyke * Chickadee Goat Milk Soap * Circle F Ranch * Clark Sugarbush * Creekside Wick Co * Cub Scouts/Williamston Rotary * David’s Delicious Pies * Dawn’s Creative Design* The Depot Museum * English Flower Farm * Fivewire Farm * Flore Orchard * For the Love of Grain* Grand Traverse Sauce Co. * Grow Well Greens * Have a Hoot Designs * Havin’ A Ball Chocolates * Homestead Artisan Jams and Preserves * Ice Cream Medic * Ingham Health Plan * James’ Dustee Acres * Kona Ice/Kocoa * LCC Dental Clinic * Lee-n-T’s Sweets-n-Treats * Lou & Harrys * Mama C’s LLC * Love Bug Boutique & Co. * Love My Clairefinitly * McAvoy’s Fresh Produce* Michigan Made Treats * Old School Artisan Cookies * Post Bakery * Ralya House Beeswax Essentials * Runabout Coffee * S & S Crafts * Smokeshow BBQ * Specialty Kettle Corn * Tatse Restaurant * The Artisan Alcove * The Cheese People of Grand Rapids * Tina’s Which Crafts * Twisted Craft Cocktails * Titus Farms * Vermillion Creek Honey Company * Walk to End Alzheimers * Wild Dawn Farm * Williamston Chamber of Commerce * Williamston PTSA * Williamston Rotary* Williamston Depot Museum * Zulema’s Authentic Mexican Food.



Annual Report for 2021



Eastern Ingham Farmers Market*

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

SOWING GROWTH* BOARD OF DIRECTORS FOR 2021

Sharon L. LaPointe
President
(517) 927-9316 sharon@thesowinggrowth.org

Scott VanAllsburg
Vice President
(517) 449-5528
OlioliScott@gmail.com

Jane Reagan
Secretary
JaneEllenReagan@gmail.com

Michelle Martin
Treasurer
(517) 242-8074
MPenzer@att.net

Jackie Ellis
(586) 876-5764
JHarris0701@gmail.com

Carol Grainger
(517) 449-7832
Grainger.Carol.cl@gmail.com

Frank Vicente
(517) 410-8738
letsbefrank517@gmail.com

Symantha Outwater
H: 734-260-9028 Bus: 517-468-3215
Symantha.Outwater@gmail.com

Ryan Edberg
(810) 240-4137
Ryan_edberg@hotmail.com

Ash Wilkie**
Annette Pepper**

**Partial year service

Tom Cary
Market Manager
(517) 618-1630
EasternInghamFM@Gmail.com



*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 and Successes

THANK YOU TO OUR DONORS

Anonymous, Carol Grainger, Jackie Ellis, Jane Reagan, Michelle Martin, Nancy Stanley, Sharon LaPointe, Tom Cary, Williamston Sunrise Rotary, Williamston Brewery & Distillery, C&S Farms, Flower Essence of Blue Barn Farm, James Dustee Acres, David Grainger, Ash Wilkie, Steve LaPointe and Scott VanAllsburg. Also, MSU Extension Services and the Michigan Dairy Council. Also, thanks to the many individuals and families who have generously donated returnable cans & bottles to benefit the Market. And finally, thanks goes to our Vendors who contributed items to our special events drawings.

THANK YOU TO OUR VOLUNTEERS!

Cyndy Bates, Max Battist, Lexi Battist, Zach Battist, Dane Cooke, Bryan Decker, Annabelle Dyck, Ryan Edberg, Marlene Epley, Meg Farness, Melissa Fishbeck, Shelly Gartner, Carol Grainger, Dave Grainger, Jackie Harris, Sally Hedin, Rachel Pakenas, Collin Hicks, Ava Hughes, Sharon LaPointe, Steve LaPointe, Holly Ledesma, Kathy LaRue, Jacob LeRoy, Michelle Martin, Megan McCune, Symantha Outwater, Daniel Ried, Scott Ried, Jonathan Ross, Jenny Roth, Bella Spagnuolo, Leo Sheets, Celine St. Clair, Kayla Turner, Scott VanAllsburg, Frank Vicente, Tammy Voss, Ash Wilkie, Melissa Wilcox. **Musicians:** Ernie Block, Carleton Douglas, Bart Moore, Chad Munce, John Addis, Emmit Omar, Kate VanAllsburg, Sylvia Colles, Gary Colles, Peter Clay, Jonny Ellis, Alec Drachman and John Lepeak .



2021 Market Visitors

11,560 visitors (includes repeats) were counted at the Market in 2021, far exceeding our goal of 10,000 visitors. This is a 30% increase over 2020. Given our ongoing goal to educate, inform, and build loyalty, Sowing Growth expanded its customer outreach and engagement efforts in 2021.

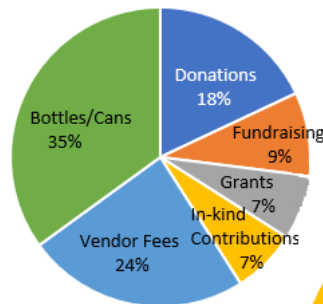
2021 GOALS ACHIEVED

Operating a safe Market continued to top the list of both challenges and successes during the continuing COVID-19 pandemic. With persistence and creativity, we succeeded in having the best Market season since our formation in 2018. In 2021, we:

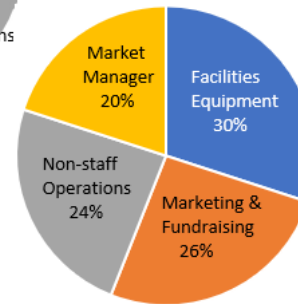
- Ran a safe and successful Market
- Increased the number of Market vendors, volunteers, and visitors to record highs
- Expanded feedback surveys to include volunteers and Sowing Growth Board Members
- Added accessibility options (wagons, wheelchair & parking)
- Increased social media presence
 - * Partnered with *Williamston Foodies* for a gift card raffle to promote the Market's opening day
 - * Grew newsletter subscriber list by 65%
 - * Increased Facebook followers by 25% from 2276 in 2020 to 2856 this year
 - * Used Instagram to gain 248 followers
- Increased involvement in community activities, including the Jubilee and Holiday Light parades
- Increased fundraising via donations, sponsors, sales
- Instituted Market innovations including weekly themes, customer engagement via games and drawings, an Art Booth, and Holiday Market
- Created a defined area for "Market Street", with the Market Office, Information Booth/"Bank", Gift Shop, and the "Bottleground" for collection of returnable bottles and cans
- Received City Proclamation recognizing August 1-7 as the Eastern Ingham Farmers Market week
- Conducted a Holiday Market

2021 Financial Snapshot

2021 Income



2021 Expenses



2022 Market Schedule

May—15, 22, 29

June—5, 12, 19, 26

July—3, 10, 17, 24, 31

August—7, 14, 21, 28

September—4, 11, 18, 25

October— 2, 9, 16

December Holiday Market — 18th

24 Market Sundays

Many opportunities to volunteer and join our team!



I PLEDGE TO SUPPORT THE MARKET BY:

- SHOPPING @ THE EIFM WEEKLY
- BECOMING A "FRIEND" OR SPONSOR OF THE MARKET (DETAILS ON BACK)
- VOLUNTEERING IN ANY OF THE AREAS BELOW:
 - HELP AT THE INFORMATION BOOTH
 - PERFORMANCES (music or dance) at the MARKET
 - MARKET SET-UP (8 -10:00 am ANY SUNDAY)
 - MARKET TEAR-DOWN (2-3 pm ANY SUNDAY)
 - SPECIAL EVENTS/FUNDRAISERS
 - NEWSLETTER (articles, recipe and photographs)
 - PUBLICITY & PROMOTION
 - BOTTLES/CANS RETURNS

Volunteer Application Here →



Please complete the online form using the QR code above or on our website or Contact Carol Grainger, grainger.carol.cl@gmail.com or 517-774-2020