

## OUR VISION



Sowing Growth will meet the community's need for healthy fresh food and "food for the soul" through inviting educational opportunities that convey food production from farm to table, and artistic production from inspiration to expression.



## THE MARKET

- Provides access to fresh, local, healthy and seasonal food to a broader community
- Provides access to artisans' handcrafted products, creations, and works of art
- Creates a fun, safe and healthy market community environment that promotes education about local food, local farms, sustainable, healthy growing practices, and artisan skills, techniques, and creative processes

## FRESH \* LOCAL \* HEALTHY



### 2022 FOOD ASSISTANCE PROGRAMS IMPACT

Total food assistance use was at \$1,967 down 1.4% from 2021. Down were use of the Supplemental Nutrition Assistance Program (SNAP) at \$806 (down 10% from 2021) and WIC Project Fresh at \$155 (down 39% from 2021). Decreases largely made up for four year highs in Double Up Food Bucks (DUFB) at \$836 (up 19% from 2021) and Senior Project Fresh at \$170 (up 23% from 2021).

### 2022 ECONOMIC IMPACT \$140,000+

Based on 61% of vendors reporting sales data, EIFM vendor sales reached at least \$92,463, up 3.8% over 2021. 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 Williamston area of \$140,000.

The Market is held adjacent to  
McCORMICK PARK, WILLIAMSTON, MI  
MID-MAY TO MID-OCTOBER  
[www.EasternInghamFarmersMarket.org](http://www.EasternInghamFarmersMarket.org)  
Farmers Market e-mail:  
EasternInghamFM@gmail.com

## Our Vendors

In 2022, we welcomed 41 new and 45 returning vendors for a total of 86 farm, food, artisan suppliers and community organizations (up 43% from 2021). They sold fruits, vegetables, meat, cheese, honey, maple syrup, flowers, bread, baked goods, sauces, preserves, and much more. We continued to grow the number of vendors, averaging 24 vendors per week for the season, our highest yet. We added a knife sharpener for the first time in more than 5 years and worked to have ready-to-eat food, and coffee at nearly every Market this season. Thanks to these 2022 vendors:

Ann's Cookie Jar \* Apple Eye Jewelry \* Baby Bear Burger \* Barkham & Co. \* Bayard Candle Co. \* Better Finds LLC \* Bloom Farms \* Boza's Boutique \* Broken Brain Woodworking \* C & S Family Farms \* Chateau Coffee Co. \* Chickadee Goat Milk Soap \* Circle F Ranch \* Clark Sugarbush \* Coleen's Greens \* Cub Scouts \* David's Delicious Pies \* Dawn's Creative Design \* Denise's Designs \* El Burrito Mexicano \* English Flower Farm \* Everhart & Co.\* Finger Lickin' Chicken & Fish \* Flore Orchard \* Flower Essence of Blue Barn Farm \* For the Love of Grain \* Freshly Picked (Rojas Farm) \* From Scratch Mediterranean Cuisine \* Grand Traverse Sauce Co.\* Green Heart Exchange \* Happy Buddha Farm \* Havin' A Ball Chocolates \* Hearty Greens \* Heaven Scent \* Henna by Akhila \* Hometown Hone Knife Sharpening \*Hong Kong Restaurant \* James' Dustee Acres \*Jennifer's Crafting Creations \* Jen's Shed \* Karen and Karl's Cruisin' Cafe \* Kat's Kards \* Kerekes Farms \* Kona Ice/Kocoa \* Lee-n-T's Sweets-n-Treats \* Linda Remington \* Lorien's Blends \* Mama C's LLC \* Love Bug Boutique & Co. \* Love My Clairefinité \* McAvoy's Fresh Produce \* Nature Discovery Center \* Old School Artisan Cookies \* Patrick's at Arbor Ridge \* Pizzelles Plus \* Post Bakery \* Precious Peony Kitchen \* Premier Martial Arts \* R & R Custom Designs \* Red Cedar Garden Club \* RGS Publishing \* RRCL Enterprises \* Rudy's Chestnuts \* S & S Crafts \* Smash and Dash Smashburgers \* Sparrow Hospital Guild \* Tatse Restaurant \* The Beeswax BARRN \* The Butterfly Bush \* The Cheese People of Grand Rapids \* The Conscious Cloth \* The Good Bake \* The Sweet Spot \* Tina's Which Crafts \* Tri County Agency on Aging \* Titus Farms \* Ugli Pi Company \* Vermillion Creek Honey Company \* Walk to End Alzheimers \* Wednesday Whimsey \* Wild Hearts Orchards \* Williamston Chamber of Commerce \* Williamston Depot Museum \* Williamston Rotary \* Zulema's Authentic Mexican Food.

# Sowing Growth

## Annual Report for 2022

GROWING A DESTINATION



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

## SOWING GROWTH\* BOARD OF DIRECTORS FOR 2022

### Board of Directors:

Jane Reagan, President  
(517) 525-4177  
[JaneEllenReagan@gmail.com](mailto:JaneEllenReagan@gmail.com)

Sharon LaPointe, Past President  
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Frank Vicente, Vice President  
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\* Beth Schrader, partial year

**Tom Cary**  
Market Manager  
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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 and Successes

### THANK YOU TO OUR DONORS

Carol Grainger, Jackie Ellis, Jane Reagan, Michelle Martin, Nancy Stanley, Sharon LaPointe, Tom Cary, C&S Farms, Flower Essence of Blue Barn Farm, David Grainger, Steve LaPointe, Scott VanAllsburg, and anonymous donors.

Also, thanks to the businesses, 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 event drawings.



In 2022, we benefitted from the generous donation of time from 70 volunteers. Volunteers contribute in a variety of ways. We continue to recruit volunteers to support our community Market programs.

Musicians are a big part of Sowing Growth programming. The 25 musicians who volunteered in 2022 helped to make the Market a pleasurable place to gather and a popular destination in Williamston on Market Sundays.



To volunteer in 2023, please complete the online form using the QR code above or visit our website VOLUNTEER page or Contact Jackie Ellis at [JHarris701@gmail.com](mailto:JHarris701@gmail.com)

## 2022 Achievements

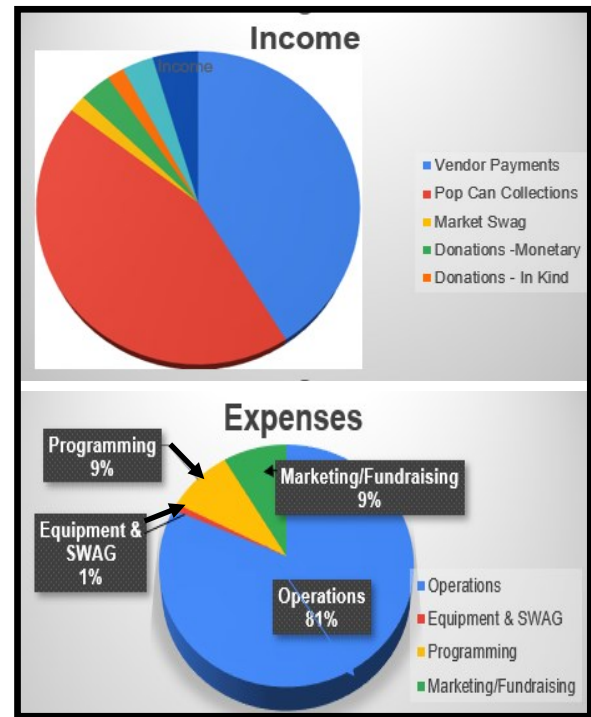
- Conducted Strategic Planning for the EIFM, Sowing Growth, and the Sowing Growth Board, with a 5 year goal of 30 vendors/market and 15,000 customers/regular season by 2026.
- Created specific 2022/2023 targets/work plans toward attaining the 2026 goals for the regular Market season
- Achieved the following 2022 objectives
  - Reinstated Power of Produce (POP) Club, live music, Seedlings and Sprouts craft booth, and Nature Discovery exhibits, previously paused due to COVID-19
  - Continued the "Art with Scott" Art Booth, initiated the Pollination Station offering information from community partners regarding their service projects, found a coffee vendor, and increased the number of vendors offering prepared foods.
  - Upped our social media presence from 2021 by increasing Facebook followers from 2,856 to 3,700; newsletter subscribers from 458 to 661; and Instagram followers from 248 to 296. Worked with community partners and the City of Williamston to finance and install the Community Message Board.
  - Increased overall number of volunteers helping out in 2022 (from 30 to 70) and initiated vendor stories for Market publicity.
- Partially Achieved: Created one of six planned videos showcasing the Market; increased average number of vendors/week from 23 to 24 (target 25); increased average number of customers/week from 508 to 526 (target 536); increased total regular season customers to 11,581 (target 11,792). Expanded fundraising from bottle/can collecting and local grants, to seeking Sunday Market support sponsors and state/national grants.
- Pleasant surprises: The donation of a van to Sowing Growth for year round bottle/can collecting, a \$500 anonymous donation, and a Grainger Corporation grant for POP Club.

Goals for 2023: Next year we will continue our focus on implementing the Strategic Plan, especially increasing the number and diversity of EIFM vendors, and our weekly EIFM visitor count. We will continue to strive for a Market that is an inclusive and inviting destination for all of the Williamston area communities that we serve.

### Donations are Critical to Our Financial Strength

Sowing Growth is not publicly funded. Each year we must raise money to cover Market operations. Please check the Market Tab on our website for information on how to donate to Sowing Growth. Donations are our lifeline. No donation is too small.

## 2022 Financial Snapshot



## 2023 Market Schedule

**May** - 14, 21, 28

**June** - 4, 11, 18, 25

**July** - 2, 9, 16, 23, 30

**August** - 6, 13, 20, 27

**September** - 3, 10, 17, 24

**October** - 1, 8, 15

**Holiday Market**- December 17th

Time: 10:00 AM-2:00 PM