

# FARMERS MARKET ADVISORY BOARD

## AGENDA

Monday, May 19, 2021, 9:00 am

Zoom: <https://us02web.zoom.us/j/89687095534>

Webinar ID: 838 6381 7699

[www.downtowntc.com](http://www.downtowntc.com)

1. Roll Call
2. [Approval of Minutes](#)
3. Public Comment
4. Introduction to Kyle Warner (Dunham)
5. [Farmers Market & DDA Budget Update](#) (Derenzy)
6. 2021 In-Person Season (Dunham/Warner)
  - a. Update on Vendor feedback of the online pricing structure
  - b. Update on booth layouts
  - c. Recommend vendors for the upcoming season
7. Public Comment
8. Adjournment

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA Director has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice Regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the DDA office.

# FARMERS MARKET ADVISORY BOARD

## DRAFT MINUTES

Monday, February 22, 2021, 9:00 am  
Zoom: <https://us02web.zoom.us/j/89687095534>  
Webinar ID: 838 6381 7699  
[www.downtowntc.com](http://www.downtowntc.com)

1. Roll Call (9:04am)
  - a. Present: Lori Buchan, Joann Brown, Nic Welty, Courtney Lorenz, Tricia Phelps, & Brenin Wertz-Roth
  - b. Absent: Scott Hardy, Keith Adler, Tim Werner & Meghan McDermott
2. [Approval of Minutes](#)
  - a. **Motion to approve the minutes as presented. Motion by Buchan, Second by Welty. Motion approved unanimously.**
3. Public Comment
  - a. No Public Comment
4. Online Farmers Market Update (*Dunham*)
  - a. Buchan - Inquired about the success of our new members to the market.
  - b. Viox - Asked about the participation fee, and if that is appropriate for vendors.
  - c. Phelps - Inquired about the marketing needs of the market and introduced the possibility of utilizing the DDA's mailchimp account.
5. 2021 Rules & Applications Update (*Viox*)
6. Public Comment
7. Adjournment (9:23am)

The Traverse City Downtown Development Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. The DDA Director has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice Regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the DDA office.



## Memorandum

---

To: Farmers Market Advisory Board  
From: Jean Derenzy  
Re: DDA Budget and the Farmers Market  
Date: April 16, 2021

Within the DDA Budget we are including funding to update the master plan for the Farmers Market site. We plan to use the 2016 Beckett & Raeder Plan as a starting point, but would like to incorporate layout/spacing needs associated with the pandemic, needs for our online market, new offerings, and connection with the Boardman River. This spring is a great time to revisit this project.

The DDA plans to have our consultant from Smith Group, who has been guiding our conversations with the Lower Boardman Leadership Team, review these original plans and incorporate his findings from the Unified Plan. The modifications will build upon the acknowledged need for space within the aisles, pickup locations, covering with proper lighting, and all other needs identified in the original study.

We expect these modifications to take additional outreach to our stakeholders (i.e. vendors, the public, this Advisory Board, etc.) and will keep this board up to date with further developments on the project.

# Sara Hardy Farmers Market

## Online Market Memo

April 19, 2021

### Summary of Activity

Training has started for me and my first few weeks have been a blast! It's been great settling into a well organized routine that Elizabeth and her team have established over this past winter season at the Workshop. March took a little bit of a drop in orders and revenue. This could be attributed to a smaller selection of fresh produce as well as spring break at the end of the month.

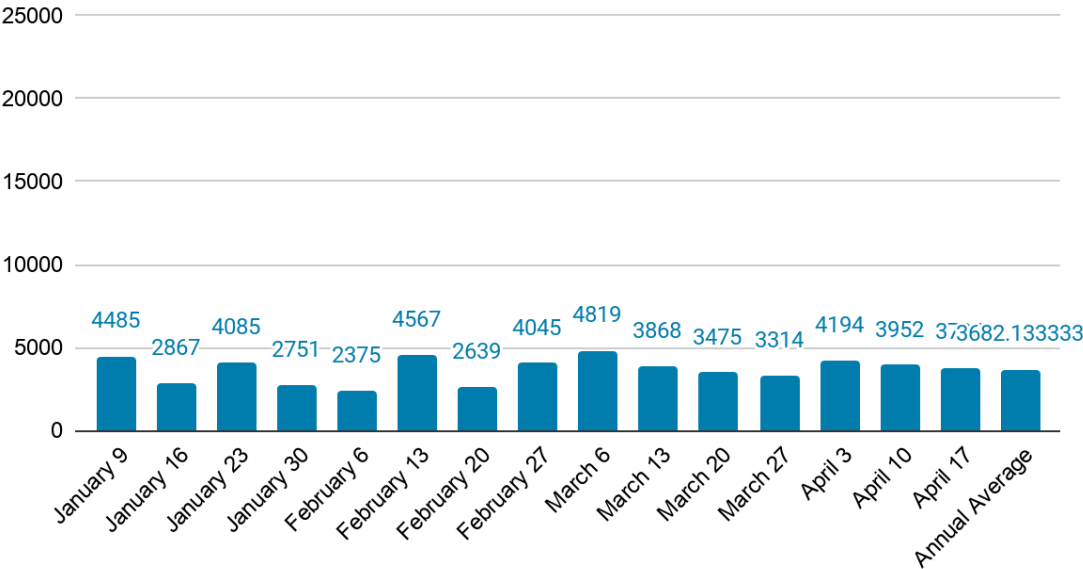
### Marketing

The targeted emails for our subscribers continue to be popular with them and continue to have high open rates as well as click rates.

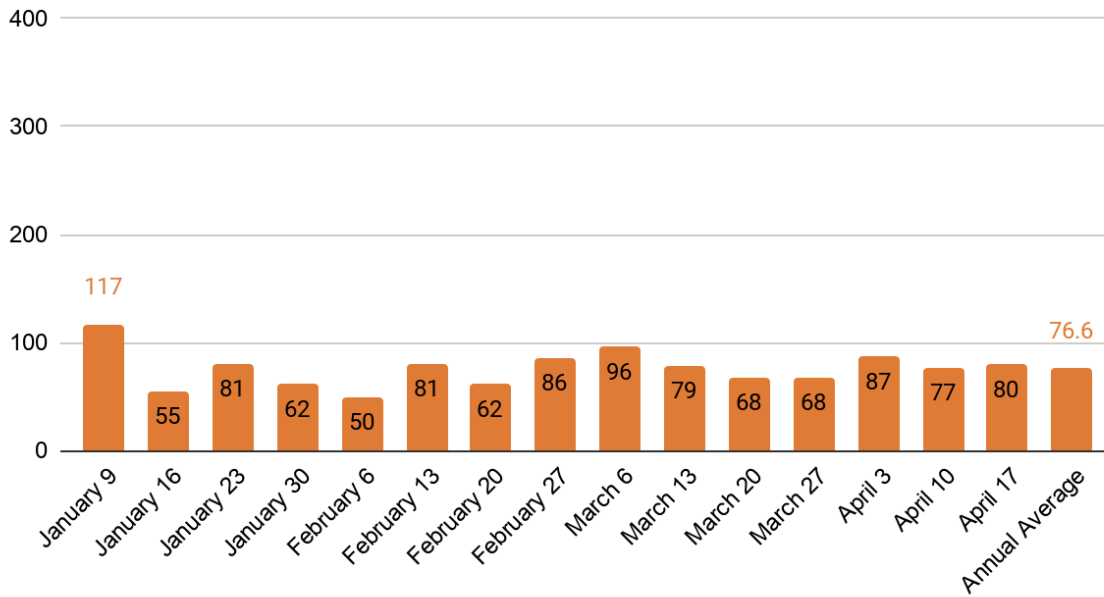
### Data

We are really looking forward to getting through the next couple of months so we can have a full year's worth of data to look at. We are anticipating that with the physical market opening as normal we will not see the high sales numbers online as we did last year.

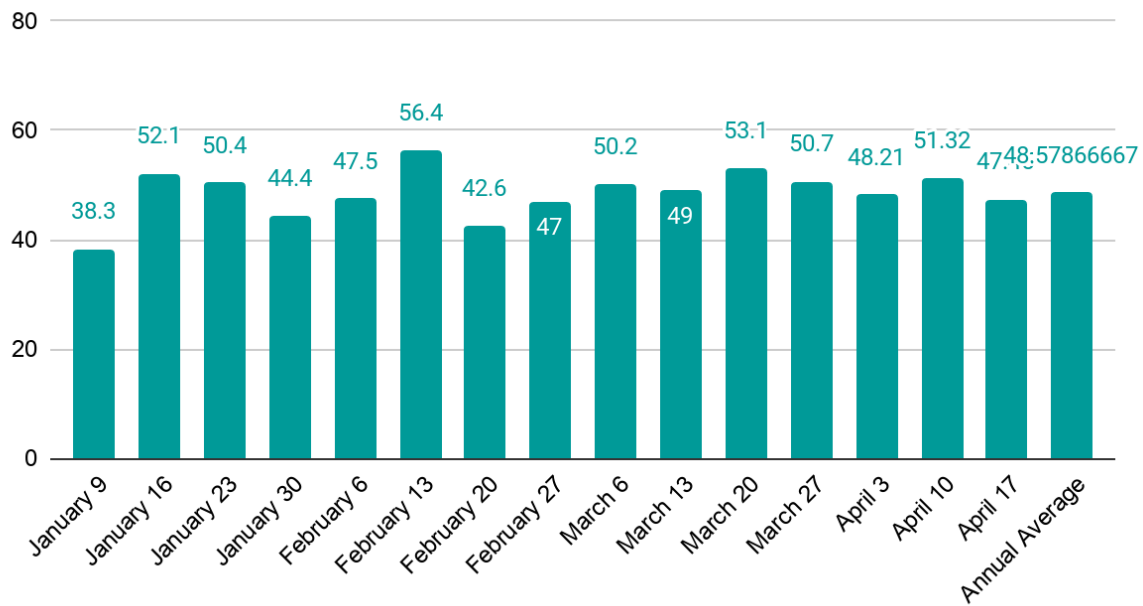
2021 Online Market Data, Sales by Week (\$)



## 2021 Online Market Data, Number of Orders



## 2021 Online Market Data, Average Order Size (\$)



Company/Farm Name	Proposed products you would like to sell at Market	Where do you prepare the products offered for sale?	Ingredients GROWN by the applying Vendor	Ingredients PURCHASED from local farmers/vendors	Ingredients PURCHASED from other sources	APPLIED FOR WEDNESDAYS	APPLIED FOR SATURDAYS	Category	WAS IN LAST YEAR	What percentage of your product is from the GROWN ingredients?	What percentage of your product is from the LOCALLY PURCHASED ingredients?	What percentage of your product is from the PURCHASED ingredients from other sources?	Other Considerations	Recommendation
Traverse City Hemp	We are hoping to have processed industrial hemp and byproducts available all available months. Our hemp is licensed by MDARD and tested by third parties to meet State certification. We are also certified by the state for growing, processing and hold a food processing license through Great Lakes Treats. Ideally, we would want to include the hemp products along with our wild foraged mushroom Great Lakes Treats stand, but understand restrictions or concerns with this being a potentially newly accepted product.	8227 E. M-72, Williamsburg, MI (processing) and 767 Duell Rd, Traverse City, MI (food license)	Hemp	Beeswax	n/a					99	1	0	No	Need consideration by board
9 Bean Rows	croissants, bread, cookies, muffins, pies, granola and other fancy pastry stuff	9000 E Duck Lake Rd, Suttons Bay, MI 49682 Leelanau County	herbs, spinach, arugula	eggs-pristine acres, wheat - GT culinary local wheat, (butter and Milk Michigan sourced), fruit from Leelanau fruit, apples, cherries, strawberries from MI Farm co-op, sugar from Pioneer in MI, maple syrup from Olds Farm, Honey from Jelenik; rye from Greg Mikowski	white flour, ham, salt, cheese - Sysco, R-hirt, UNFI and VanEarden	yes	yes	Baked Goods		10	less than 10% (SPINACH AND HERBS DON'T WEIGH MUCH)	MI sourced around 50%	around 50%, mostly the bulk white flour by weight	Baked Goods, Recommend Wednesdays and Saturdays
Modern Bird	Baked Goods	Commercial Facility	No e	All fruit and veg from vendors at Bardenhagen Buchan Lakeview Hill Altonen Various others as the season all	Flour, butter, sug	20%	80%	0%	No				Yes	Baked Goods, Recommend Wednesdays and Saturdays
Great Lakes Garlic Farm	Garlic Powder, Garlic and Peppercorn, Garlic Salt, Garlic Dijon Mustard, Maybe black garlic, maybe buckwheat groats, maybe rolled oats	Garlic powder, garlic salt, garlic and peppercorn, black garlic are made in our on farm licensed processing kitchen. Garlic dijon mustard is prepared for us at Grand Traverse Culinary Oils.	Garlic, buckwheat, oats	garlic dijon mustard ingredients purchased from Bill at Grand Traverse Culinary Oils. (this product has our garlic in it)	salt and peppercorns purchased from GFS for our spice blends	yes	yes	Other		90	90+	8	2	Recommendation 1
The Cherry Stop	jams, jelly, condiments (BBQ, vinaigrette, mustard, salsas), dried cherries, cherry snack mixes	commercial kitchen on 8th st	cherries	blueberries, strawberries, peaches	sugar, pectin, spices, tomatoes	yes	yes	Other		50	50-100 (depends on product)	75-100 (depends on product)	25-50 (depends on product)	Recommendation 2
Silver Star Goods	No oil added Granola, Herbed Sea Salts, Dried Herbs, Vegan Quick Breads	Home kitchen	Herbs, veggies, fruit	Dried cherries, maple syrup	Organic Oats, flour, sugar, spices, salt	yes	yes	Other		20	20	30	50	Recommendation 3
Cultured Ferments Company LLC	Cultured Kombucha Co. Kombucha Teas in 5 year round flavors and farmers market specialty flavors.	3842 Jupiter Crescent Dr. Traverse City MI 49685	SCOBYS!	Basil, Cherries, Blueberries, Strawberries, Ginger (when possible), peaches (when possible), local glassware	Tea, sugar, organic botanicals		yes	Other		10	10	10	80	Recommendation 4
Bear Earth Herbsals	Artisan loose leaf teas, salves, infused honeys and dried herbs	In our licenses on farm kitchen	Lemon Balm, Mint, Echinacea, chamomile, calendula, hyssop, anise hyssop, lemongrass, milky oats, lavender, rosemary, marjoram, oregano, sage, elecampane, Thai basil, holy basil, sweet basil, lemon verbena and other herbs. We also sustainably wild harvest nettles, raspberry leaves, mint, mullein, St. John's wort, cedar, white pine, sumac and other abundant wild herbs.	Elderberries, elder flowers, lemon balm, anise hyssop, lemongrass, milky oats, nettles, raspberry leaves and other herbs, beeswax	Base oils for salve		yes	Other		40%	40%	30%	30%	Recommendation 5

Company/Farm Name	Proposed products you would like to sell at Market	Where do you prepare the products offered for sale?	Ingredients GROWN by the applying Vendor	Ingredients PURCHASED from local farmers/vendors	Ingredients PURCHASED from other sources	APPLIED FOR WEDNESDAYS	APPLIED FOR SATURDAYS	Category	WAS IN LAST YEAR		What percentage of your product is from the GROWN ingredients?	What percentage of your product is from the LOCALLY PURCHASED ingredients?	What percentage of your product is from the PURCHASED ingredients from other sources?	Other Considerations	Recommendation	
Treaty Fish Co	Smoked Fish, Fish Patties, Fish Dip	In a inspected licensed processing facility at the Peshawbestown Marina.	O	O	Gordons-Packaging, Cream Cheese, Miegers-Salt, Bread Crumbs, Celery, Eggs, Oil. Must purchase USDA labeled certified food.	yes		Other			0	0	100	0	Recommendation 6	
Boss Mouse Cheese	Cheese & butter	Boss Mouse Cheese, 3550 Bowerman Road, Kingsley MI 49649	none	100% milk from Moomers Creamery, Traverse City MI	Salt, spices, cheese cultures etc from local grocery stores & cheese supply (on line)	yes	yes	Other			0	0	98%	2% cheese cultures from on-line resource in WI (not available locally or in MI)	Recommendation 7	
Saltless Sea Creamery	Cheese and accompaniments	Kingsley	None	Milk	French and Italian cheese cultures		yes	Other			0	0	99.9	0.1	Recommendation 8	
Natural Northern Foods	Hummus, cheese spreads and salsas	Commercial kitchen		0 Cherries, jalapeños, beans	Oryana, Cherry capital foods, gfs		yes	Other			75	0	30	55	Recommendation 9	
Leelanau Savory's	Pesto	545 E. Eighth St Traverse City, MI 49686	Hydroponically grown basil and spinach	Cheese, olive oil, acidified garlic, salt and pepper			5/1/2021	Other			Approximately 5	5% by weight	95% by weight	95% by weight	Recommendation 10	
Northern Elderberry	Elderberry Syrups & Elderflower Teas	Commercial Kitchen: 2889 Aero Park Dr. Traverse City, MI	I have a few elderberry bushes planted last year. They do not produce until the the 3rd year. We do grow some herbs that are used in tinctures.	Honey from Ona Mission Farm	Frontier Co-op, Mountain Rose Herbs, Elderberry Trade Association,		yes	Other			2	2	30	70	Recommendation 11	
Grand Traverse Sauce Co	Hot Sauce	Traverse City	Yes	Great Lake Garlic, Georgia Rae Acres	Oryanas		yes	Other			20	20	20	60	Recommendation 12	
The Cheese lady (dips) (Compound butters, Michigan Butter) / Idyll Farms	In-house made compound butters and Dips. Idyll Farms local Northport cheese	At our shop. WE have an agriculture food licence		0 Honey	Suppliers such as Rhirt Michigan Distributor.		yes	Other			10	If it includes idyll farms probably over 50% if not more like 10%	unknown	unknown	Recommendation 13	
Greenetown Foods	Dehydrated apples	TC	Local apples	Apples	Sysco/store			Other			0	All	90	10	Recommendation 14	
Leelanau Gourmet	roasted maples ginger walnuts with and without cherries, walnut butter	home - cottage law		0 Olds Bros. Maple Syrup, local farmers (cherries) via Shoreline Cherries	Gold River Orchards ( walnuts) Star West Botanicals (spices)	yes	yes	Other			0	100	75	25	Recommendation 15	
Sobremesa Tamales, LLC	Tamales	Commercial Kitchen, 2295 Traversefield Drive, TC	None at this point	Veggies when available for the veggie tamales	Retail stores		yes	Other			0	None at this time	15%-30% depends on the tamale	70%	Recommendation 16	
Niem's Vinegars (Rural Good LLC)	Apple Cider Vinegar of various flavors	My home (cottage food business, with very near term goals to move into a licensed space)	The majority of ingredients are currently sourced, but within a year we'll have Apples, Blackberries, Herbs, and much more.	Altonen Orchards (Williamsburg), King Orchards (Central Lake), Saskatoon Michigan (Williamsburg)	None		yes	Other			0	Currently 0%. By next year, we're hoping that will change significantly	100%	0%	Recommendation 17	
Viking Coffee Company	Pre-bagged coffee Whole Bean	1610 Barlow Street, unit 105	Non	non	Raw Coffee beans		yes				0	100%	0	100	Recommendation 18	
Winnie's Originals LLC	Tomato Butter Condiment, Creole Finishing Sauce, Seasoning Packets	210 E. Calhoun, Mancelona Mi. 49659	N/A	N/A	Gordons Foods, R.L. Schrieber	yes	yes	Other			0	0	0	100	0 Tomatoes are grown on family owned farms in the Tri-State area of Southwestern Michigan	Recommendation 18

Company/Farm Name	Proposed products you would like to sell at Market	Where do you prepare the products offered for sale?	Ingredients GROWN by the applying Vendor	Ingredients PURCHASED from local farmers/vendors	Ingredients PURCHASED from other sources	APPLIED FOR WEDNESDAYS	APPLIED FOR SATURDAYS	Category	WAS IN LAST YEAR	What percentage of your product is from the GROWN ingredients?	What percentage of your product is from the LOCALLY PURCHASED ingredients?	What percentage of your product is from the PURCHASED ingredients from other sources?	Other Considerations	Recommendation
Bee Joyful	Beeswax bar soaps, lip balms, body balms, salves, deodorants, beeswax candles, laundry soap, body powder and creams.	Home workshop.	Natural plant herbs lavender, plantain, lemon balm, mint.	Beeswax and Honey, from Harmony Honey Farm.	Natural Oils, olive oil, coconut oil, Grape seed oil, Lye, Essential oils, from Bulk Apothecary, and Wholesale supplies plus, essential depot.	yes	yes	Bath & Body		5%	25%	70%	Consistent vendor	Yes for Saturday & Wednesdays
LAND OF MILK AND HONEY LLC	GOAT MILK SOAP	At our home/farmstead: "Land of Milk and Honey"	There is over 1 ounce of rich, creamy goat milk in every bar of LOMH soap, all sourced from our herd of Nigerian Dwarf Goats!	Most essential oils are purchased locally from Higher Self Bookstore and Oryana Community Co-op. Lard is purchased from Gordon Food Service.	Other premium soap making ingredients from Brambleberry.com	yes		Bath & Body		25%	35%	40%		Yes for Wednesdays
Alchemy Farms	Value added products: Culinary use - Flc products and business. Fresh products will include: A variety of	I have a portion of the first floor of my home dedicated to our value added We also package at the farm.	All of the flowers and 75% of the herbs	0 currently	Frontier Herb, Essential Wholesale, Royal Chef House, Bulk Apothecary & Mountain Rose		yes	Bath & Body		80%	0	20%		Yes for Saturdays
Wildflower Soapworks	Soap, lotion, herbal sprays, lip balm	at our shop at 117 River Street, Elk Rapids	jewelweed, comfrey, lavender	Honey, lavender,	olive & coconut oil	yes	yes	Bath & Body		20	5	75		Yes for Saturday & Wednesdays
Harbor View Farm	soaps, body butters, lip balm, lavender essential oil, room sprays, lavender sachets & dryer bags, natural bug spray, body scrub, eye pillow & neck wraps, honey, lavender sugar, lavender teas, bath products, culinary lavender, lavender jams, BBQ sauce, vinaigrette	at the farm and commercial kitchen on 8th st, TC	lavender and cherries	blueberries, peaches, strawberries	sugar, oils and butters (shea, coconut, apricot), pectin, other essential oils	yes	yes	Bath & Body		50-75 (depends on products)	20-25 (depends on products)	20-25 (depends on products) We buy from Michigan companies as much as possible if no local source is available. Ex: Pioneer sugar and Grand Rapids popcorn (for coconut oil)		Yes for Saturday & Wednesdays