



New Baltimore Farmers Market
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Hello, Happy Sunny Days!

The New Baltimore Farmers Market (NBFM) is busy preparing for the upcoming market season and recently held their Annual Strategic Planning Session. NBFM Board Members and Staff look forward to opportunities to connect with partners and donors who believe partnership is a great way to not only support the market, but also for their business or organization to gain some terrific exposure. You will find a 2021 Partnership Program packet attached. It is important to note that deadline requirements apply to some levels of partnership. While deadlines apply to aspects of the certain levels; we are happy to accept inquiries about all forms of partnership/donations at any point during the year. To say that the year 2020 was like no other seems like such an understatement; however, for the New Baltimore Farmers Market...it is indeed very true!

Once it was determined that farmers markets were considered an essential business under the categories of both food and agriculture...the NBFM opened our 13th market season a little later than planned, limiting participants to vendors offering food products and partners only with the addition of non-food product vendors when the governor lifted restrictions on retail sales. In spite of the cancelation of attendance for community groups, educational organizations, and entertainment as well as most special event activities/themes being canceled, the market experienced an unprecedented record attendance of both customers and participants last year.

The NBFM set their record market day customer attendance with 5879 people attending and a seasonal customer average of 2750 per market. In 2019, the market hosted over 46,800 guests in total with an average of 1852 customers per week ~ ~ an increase of over 12,000 customers from 2018! As the season carried on, we wound up with 130 spaces filled for many market dates. This far exceeded the participation record of the recent past, which was 60 spaces filled. Our 14th Season in 2021 is expected to continue to expand, following the trends of past years and riding on the momentum from last season.

This market season is predicted to be the largest to date with more unique and diversified participants than ever before and the expected return of the NBFM's Annual Special Events with both the traditional activities and newly-added features. The New Baltimore Farmers Market's Board of Directors is 100% volunteer and our market employs a year-round certified professional market manager, a seasonal market day assistant, and two seasonal market clerks who assist in our Bridge Card/SNAP - DUFB Program. A sizable amount of our annual budget is allocated for special event programming, promotion, community outreach, and SNAP (Supplemental Nutrition Access Program - the "Bridge Card") and Double Up Food Bucks outreach. There just over 300 farmers markets in Michigan and almost half of those accept the Bridge Card (SNAP).

Through our SNAP program, we are able to provide our customers with the chance to use their Supplemental Nutrition Allowance Program funds at the market, giving them access to fresh, locally-grown fruits and vegetables along with a variety of local foods ~ greatly improving their healthy food choice opportunities. The DUFB program allows SNAP recipients to "double up" the amount of food assistance funds they spend at the market – typically up to \$20 per market maximum; however last year the government removed the limit on matched funds...allowing food assistance monies spent to be matched dollar for dollar. There is no cost to participate and It has been announced that the limit will continue to be removed for this year's market season.

NBFM has participated as a SNAP retailer since 2011, and as a DUFB grantee since 2012 ~ the first market to do so in Macomb County! Funds received in the *NEW* NBFM Partnership Program will allow the NBFM to purchase supplies for programs as well as to add new activities and features to the market's schedule. The market uses these programs, activities and features to attract local families, senior citizens and other members from your community in order to educate and inform them of the benefits of fresh fruits and vegetables. We also promote the bonus of qualifying customers using their Bridge Card/DUFB to stretch their dollar at participating locations such as ours. It is our hopes that your group will benefit the market and its attendees with your continued support.

Feel free to contact us if you have any questions or would like additional information.

Gratefully ~ The New Baltimore Farmers Market

Our Mission Statement:

The New Baltimore Farmers Market is a 501(3)c non-profit community organization whose purpose is to provide a link to local foods, farmers, and artisans, with supportive access to fresh foods for all consumers, while educating, sharing and encouraging the health and economic benefits of local foods, entrepreneurship, and activities with partnerships and volunteers from the Macomb/ St. Clair County areas.