

## Grand Lake Farmers Market Quarterly Report

Check which Quarter and Season Report Covers:

- First Quarter: Jan. – Mar., 2009       Second Quarter: Apr. – Jun., 2009  
 Third Quarter: Jul. – Sep., 2009       Fourth Quarter Oct. – Dec., 2009

### I. Vendors Report

Summer Peak Season

Market Vendor Breakdown	July 2008	July 2009
Growers, Ranchers	42	50
Food Purveyors	8	12
Value-added (JAM/Burns/Quire)	22	19
Artisans	13	17
Non-profits	1	2
Commercial Businesses	5	5
<b>Total</b>	<b>91</b>	<b>104</b>

Fall Season

	Oct 2008	Oct 2009
Growers, Ranchers	45	48
Food Purveyors	9	11
Value-added	15	16
Artisans	16	13
Non-profits	2	2
Commercial Businesses	5	5
<b>Total</b>	<b>92</b>	<b>95</b>

Winter Season

Market Vendor Breakdown	Number	Number
Growers, Ranchers		
Food Purveyors		
Value-added		
Artisans		
Non-profits		
Commercial Businesses		
<b>Total</b>		

**Notes Regarding Vendors:**

In tune with the season, the market has decreased slightly in size since the last report. As mentioned in the previous report, the market functions in a way similar to an accordion – it expands and shrinks throughout the year due to a variety of factors ranging from season, weather, the economy, customer demand and sometimes for no reason at all. A new vendor has been added in the last quarter:

- BTTR Mushrooms – Uses a closed loop system to grow oyster mushrooms in a warehouse in Emeryville that utilizes the spent coffee grounds collected from local coffee shops, which are then donated to City Slicker Farms for composting.

We have also lost a couple of vendors since August. Souley Vegan left the market in August, and Phat Matt's left in December. While we were very sad to see each of these vendors leave, we were very excited to hear that their new permanent locations were keeping them so busy! We are always very proud when our vendors 'graduate' towards bigger things, fulfilling one of the market's main goals – to incubate new and local businesses.

**II. Condition/Status Report**

<p><b>Public/Shopper Turn-out</b></p>	<p>As always, the Grand Lake and Lakeshore communities have been extremely supportive of the market. We continue to receive very positive input from customers. Vendors have indicated that the number of people shopping seems to have dropped over the past year, which seems to be paralleled at all markets they attend and in congruence with recent events. But we are beginning to see an increase, even within the drop that comes seasonally with winter.</p> <p>Regarding local merchants, I am working with Ken and others to have a space set up for local businesses (to the Grand Lake area) to represent themselves at the market.</p> <p>As of October, the market included nine vendors from Oakland as well as thirteen vendors from the East Bay. This does not include the many local artisans that join the market as well. Considering the amount of the market that is agricultural / value-added (and therefore very difficult to find in Oakland or the East Bay), these are significant numbers.</p>
<p><b>Community Participation in the Market</b> (i.e. volunteers, community groups etc.)</p> <p>3 - CRAIG'S LIST VOLUNTEERS @ BOOTH. SPRING &amp; SUMMER MAY HELP w/ TASTINGS</p>	<p>The market continues to receive some wonderful support and assistance from local residents and members of the SPFMAC.</p> <p>We now have three rotating volunteers that join us at the market on an almost weekly basis. They are a great help, all from Berkeley or the Lake Merritt area, and very enthusiastic!</p> <p>We are working with Nancy Deming of Sowing Seeds (also gardener for the Lakeshore BID), who will be hosting sustainable gardening workshops at the market on a bi-monthly basis starting the second week of March. She will focus on various urban gardening subjects depending on the season, a different one to be highlighted each week. These will occur on the second and fourth Saturday of each month beginning in March.</p> <p>We are also beginning to work with Covenant House (Oakland</p>

	shelter for homeless youth) to do a donated produce pick-up at the end of each market. They will come each Saturday to pick up any produce farmers wish to donate.
<b>Marketing Strategies</b> (to increase number of vendors & shoppers)	As mentioned above, we will be hosting sustainable gardening workshops at the market, which will add to the customer experience at the market and hopefully bring more people to the Grand Lake area each Saturday.
<b>Environmental Conditions</b> (Trash, parking, disturbances, etc.)	<p>Preserving the condition of the park is a priority for us. Working with vendors on clean-up and 'grass damage-control' is a step by step process, but still moving forward very successfully. I have noticed a slight increase in trash/waste in the park upon my arrival on Saturday mornings, perhaps due to more people sleeping in the park.</p> <p>We are also in the process of implementing 'waste wise' stations at all of our East Bay markets, to make recycling and green waste disposal available at the market.</p> <p>We continue to rent a parking lot nearby for the majority of our vendors to keep the maximum amount of parking available to customers. We also pay for parking permits from the City of Oakland for the MAI truck and four other vendors that park on the street.</p>
<b>Other Notes</b>	It should also be noted that as of January 1 <sup>st</sup> , 2010, we are now known as Marin Agricultural Institute (MAI).

Prepared By

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COMPOST BINS / RECEPTACLES ARE A GOAL.  
 PK OFFICE / JOANNE WORKING ON IT. WILL  
 ENABLE MFM TO PROMOTE USE OF COMPOSTABLE  
 PRODUCTS. ALSO WOULD ENABLE FARMERS TO DUMP  
 LEGALY.