



2011
ANNUAL REPORT

2011 Sioux City Farmers Market Annual Report

- Total vendor sales were down slightly at approximately \$500,000 due to a wet May and flood mitigation efforts of the citizens during the Great Missouri Flood of 2011.
- The total number of vendors selling products this year remained stable at 52.
- Provided and staffed an information booth for consumers for questions regarding the market and the WIC/Senior State Programs.
- To better serve our customers, the Market opened on Monday evenings during the peak season.
- Local area schools including Dakota Valley, Heelan and Westwood, purchased fresh produce from Farmers Market vendors to serve to their students.
- A significant increase in the number of first-time customers to the market was noted.
- Our signature event, National Farmers Market Week, had a record number of customers enjoying the market, registering for giveaways, listening to live music and eating breakfast with their friends. Additionally, our vendors had a record day for sales.
- The Market provided opportunities for a variety of vendors including jewelry, crafts, art, wooden furniture, produce, jams and jellies, specialty popcorn products, meats, eggs, pasta and spices.
- The number and variety of food for immediate consumption vendors increased including home-made ice cream, root beer floats, sandwiches, omelets, pancakes and desserts.

- The Market included an increased number of weekends with live music and other entertainment including a magician.
- Vendors donated 17,730 lbs of produce to the Food Bank of Siouxland in 2011 through daily donations and during the National Farmers Market Week partnership called "Feed the Van."
- The Sioux City Farmers Market is on Facebook with over 400 current friends.

Goals for 2012

- Work to begin the process of finding a site for, designing, financing and construction of a new permanent Market structure.
- Increase the number of special events at the market
- Use more social media to attract customers
- Increase customer base for the Monday night market
- Add cooking demonstrations by local chefs

- The Market's web site, www.farmersmarketsiouxcity.com has been expanded to include additional information on individual vendors and their products.

- Sponsorship support in the amount of \$24,500 was provided to fund the Market's advertising and promotion program.

- As a means to help develop the Market as a place to have breakfast or lunch, five tables were provided for patrons to rest or enjoy food through a partnership with Carol's Kitchen and Chesterman Bottling. Carol's Kitchen provided the tables and Chesterman Bottling provided Coca-Cola umbrellas to provide shade and help create a pleasing atmosphere.

- Scheduled a full range of marketing and promotional activities including television, radio, print ads, posters, billboards, and Internet advertising.

- This year continued our productive partnership with Iowa State University Extension Service and the Woodbury County Extension Service to provide



assistance in recruiting new vendors and outreach to the vendors. Additionally, Iowa State Extension Service organized the Loess Hills Culinary Tour which included some of our vendor farms.

• Laura Kuennen, the Regional Foods Coordinator for Iowa State Extension Service completed a survey of customers showing that:

- Approximately 78% of our customers come to the market once a week
- Our customers spend an average of \$20 per visit
- Approximately 71% of our customers were either female or a couple
- When asked about what they would like to see at the market, here are the results:
 - Permanent Roof Structure - 43%
 - Special Events - 36%
 - Cooking Demonstrations - 28%
 - Nutrition Information - 23%

• Comments from Our Customers:

We love it, its our weekend time together
Really enjoy the stands and live music
Nice to be open freely to park and walk in
Been to Farmers Markets all over and think
Sioux City's is the best
Awesome! Didn't know there was this much
food!
I enjoy the farmers market and producers
Really like to get good foods and new foods
for my kids to try
Would love to see this expand!

• Financially, Buy Fresh Buy Local - Siouxland, Inc., the corporate structure for the Farmers Market ended 2011 with a small balance of funds to carry the organization through the winter and provide seed money for the 2012 Market season.

Buy Fresh Buy Local - Siouxland Inc. Board of Directors

Lew Weinberg - President
Rob Marqusee - Vice President
Roger Caudron - Secretary/Treasurer
Audrey Brown - Vendor Representative
Abbie Gaffey - Iowa State Extension Representative
Terry Hoffman - Patron
Stan Sherman - Patron

Market Staff:

Dee Polak, Market Manager
George Polak, Market Manager Assistant

2011 Market Sponsors:

Presenting Sponsors:

Great Southern Bank
St. Lukes Medical Center

Master Sponsors:

Woodbury County Rural Economic Development
Weinberg Investments
City of Sioux City
Beef Products, Inc.
Joe Mohrhauser, CPA

Supporting Sponsors:

Manpower
State Steel
Argosy Casino Sioux City
Chesterman Company
Knife River
Avery Brothers
Stan and Laney Sherman, Sr.
Stan and Amber Sherman, Jr.

Friends of the Market:

MidAmerican Energy



2011 Vendors

Esmeralda's Bread Basket
Jean Barr
Artisan Bling
Jolly Time Coated Kernels
Farmer Browns Garden
C. Brown Gardens
Recycled Barns
Plum Creek Hostas
Dakota Harvest Farm
D & V Produce
Freedom Farms
Garden Perennials
Custom Creations
Family Farms Produce LLC
Carol's Kitchen
Grandma's Garden
J-Moo Gardens
Veggie Patch
Verdigre Bakery
Peyton Place Produce
Hope by Design
Schettler's Garden
Sherer Gardens
Skow Vineyards
Cherrybean Coffee Company
Michele's Creations
Mary's Little Co.
The Cornucopia
Wheeler Breads
Windy Acres
Wolff Farms
Dakota Earth - Artisan Italian
Siouxland Artists
Knotty Daughters
Lucy & Woody Soaps and Sundries
Graffia Traffic
Castle Creek Family Farms
Jumpy Monkey Coffee
Kandy Korner
Deb's Scones & More

Erick's Enchiladas
Timber Ridge Winery & Vineyard
Trattoria Fresco
Under the Rainbow
Explorations Early Learning
For Your Inspiration
Pureside Organics
Fresh Fixins
R & D Catering
Worm Works Organic Fertilizer
Karen's Crafts
Siouxland Club Corazones Alegres



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