

# Brownsville Farmers' Market Progress

## Past Meeting Dates:

October 16, 2007	March 7, 2008- <u>Business Structure Committee</u>
November 5, 2007	March 19, 2008
November 27, 2008	April 17, 2008- <u>Business Structure Committee</u>
December 4, 2007	May 15, 2008
January 9, 2008- <u>Location Committee</u>	June 4, 2008
January 14, 2008- <u>Location Committee</u>	August 8, 2008
February 25, 2008	August 11, 2008
February 29, 2008- <u>Business Structure Committee</u>	

## Feasibility Study Committees and Accomplishments

### Location Committee

Members: Rose Gowen, Mauro Ruiz, Diana Garcia, Alice Gonzalez, Emily Moore, Vanessa Gartrell, Arturo Rodriguez, Belinda Reininger

- Considered the following sites: Market Square, Linear Park, IBC Ranchito, Lincoln Park, Good Shepherd and Burns Elementary
- Gained the support of the City and Parks and Recreation for the Linear Park location
- Parks and Recreation board member plans to donate \$3,000 to the Linear Park market
- Gained the support of the City for the Market Square location

### Growers Committee

Members: Arturo Rodriguez, Belinda Reininger, Vanessa Gartrell, Adrian de los Santos, Carlos Lago, Mike Pierce, Jill Francisco, John Sossi, Beth Lacy, Armando Salinas

- Developed a survey tool to assess needs and interest of local farmers
- Currently surveying local producers, with close to 20 surveys already completed
- Identified 17 farmers that are interested in participating in the market

### Consumer Committee

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Members: Mauro Ruiz, Diana Garcia, Belinda Reininger, Arturo Rodriguez, Vanessa Gartrell

- Developed a consumer survey to assess interest and needs of local consumer
- Currently surveying local consumers with 36 surveys already completed

### Partner Development Committee

- Search for market sponsors/ collaborators
  - Obtained a grant totaling \$34,680.64 for the farmers' market from Su Clinica
  - Developed a partnership with the City of Brownsville
    - City Manager supports the market initiative and will write a memo to all public departments for market events to support the market
    - All permits from the City of Brownsville Health Department and Building Inspection Department will be waiver for participants

### Legalities Committee

- Researched insurance needs
  - Can use the liability insurance of another group (i.e Brownsville Community Foundation or the City) for market events until we have formally established as a 501(c)3.
- Researched permit needs
  - Developed a permit matrix outlining the different permits vendors may be responsible for, depending on produce.
  - Established a relationship with the City Health Department and Texas Department of Agriculture, with each entity offering to set up a group application date to make this process easy for vendors
- Researched establishing a non-profit
  - Identified Texas C-Bar and the Brownsville Community Foundation, both of which can help with the paperwork involved with establishing a non-profit, vendor contracts, by-laws, etc.

### Business Structure Committee

Members: John Sossi, Jill Francisco, Daniela Venegas, Esmeralda Salguero, Maribel Herrera, Marvin Lovett, Belinda Reininger, Vanessa Gartrell

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- Interns developed a market matrix, outlining the different business structures used in various markets throughout the U.S.
- Researched food stamp acceptance, the WIC Farmers' Market Nutritional Program, market vouchers for lower income residents (Su Clinica has allotted \$10,000 for vouchers)
- Researched different sales avenues (brown bag program, electronic markets, etc.)

Begin two months prior to market opening:

### Marketing Committee

- Identify different avenues to market the FM
- Identify different promotional ideas (2 for 1s, samples, etc.)

### **Brief Overview of Producer Survey Results:**

- Most interested growers are retired and interested in extra hobby or part-time income
- Most are small growers
- Prefer a weekend market
- Would prefer to pay a daily participation fee versus a seasonal or yearly fee
- A commonly stated price for a reasonable market participation fee was \$10 per day
- Most are from Cameron County, a few are from Hidalgo County

### **Brief Overview of Consumer Survey Results:**

**Market Days**

	Frequency	Percent
Monday	5	13.9
Wednesday	1	2.8
Friday	5	13.9
Saturday	17	47.2
Saturday and Sunday	2	5.6
Sunday	6	16.7
Total	36	100.0

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### Time For Farmers' Market

	Frequency	Percent
No response	6	16.7
<b>Morning</b>	<b>26</b>	<b>72.2</b>
Afternoon	4	11.1
Total	36	100.0

### Money Spent at Market

	Frequency	Percent
<\$5	2	5.6
\$5-\$10	2	5.6
\$10-20	<b>22</b>	<b>61.1</b>
>\$20	10	27.8
Total	36	100.0

### Willingness to Pay More for "Farm Fresh"

	Frequency	Percent	Valid Percent	Cumulative Percent
No	6	16.7	16.7	16.7
<b>Yes</b>	<b>25</b>	<b>69.4</b>	<b>69.4</b>	<b>86.1</b>
NO RESPONSE	5	13.9	13.9	100.0
Total	36	100.0	100.0	