

FARMERS MARKET REPORT



2021 Season Recap

Athina Koumarela

Chris Pyper



HOLY COW!
July 24th
Week at
Midway Town
Square
More info:
MidwayMOomba.com
email:
MidwayMOomba@gmail.com

Food Grown
Locally
Midway
Town Square
(SW Corner)

June - October
Saturdays
10am - 2pm

**MIDWAY
FARMERS
MARKET**
since 2019

Instagram icon Facebook icon

21 Saturdays – June thru October

- Allora Catering
- Granarlo Granola
- Hawk and Sparrow Bread
- Mary's Gold Farm
- My Brother's Pastry
- Pamaw Organic Farm
- Park City Creamery
- Pink Elephant Coffee
- Rooted
- Rustling Aspen Farm
- The Pretzel Connection
- Vabasta
- Wasatch Creamery
- Wasatch Mountain State Park
- Wasatch Waffles
- 2 Farm Boys – Goat's Milk Soap
- + Community Booth w/ many products



Diversity of Products

- Bread
- Cheese
- Coffee beans – roasted locally
- Eggs
- Flower bouquets
- Fruit – apples, berries, melons
- Goat's milk soap
- Granola – homemade
- Hand salves and lip balms
- Handmade Pasta
- Herbs
- Honey
- Ice Cream
- Jams and jellies
- Pastries
- Pretzels
- Pumpkins
- Sauces – pesto, salsa, tomato
- Veggies – carrots, cauliflower, eggplant, greens, peppers, squash, tomatoes, zucchini, etc.
- Vegetable starts
- Waffle mix











ORGANIC ARTISAN BREAD
www.hawk-sparrow.com



vegetables / herbs / flowers
fresh / local
Hawking
sparrow farm







READ
o m

Community Co-Op

Local Produce

Free Range EGGS

Fresh Eggs

Fresh Pesto

\$10

THE GARDEN OF ELOHAMMA

WHITE BEAN PASTA

MAKES 1 LITER

ROO





kristina.michaelis_rooted





HANDMADE IN UTAH
ARTISAN CHEESES
PARK CITY Creamery
★
WHITE NUGGET
SUBTLE LITTLE GOAT CHEESE
+
\$10

HANDMADE IN UTAH
ARTISAN CHEESES
PARK CITY Creamery
★
WHITE NUGGET
SUBTLE LITTLE GOAT CHEESE

HANDMADE IN UTAH
ARTISAN CHEESES
PARK CITY Creamery
★
WHITE NUGGET
SUBTLE LITTLE GOAT CHEESE

- Vendors offering unique and creative products
- Added 8 new vendors in 2021
- Providing “business incubator” opportunities for young entrepreneurs
 - Granarlo Granola
 - My Brother’s Pastry
 - The Pretzel Connection
- Continues to be a good retail outlet for many existing food businesses



my_brothers_pastry







Community Support

- Regular customers came every week
- Members of the community regularly commented how happy they were to have a local farmers market
- There were new customers that found the market nearly every week
- Several local chefs came to the market to purchase for their restaurants
- Out of town visitors often stopped by and supported vendors, and the farmers market added to their Midway experience











Updates for 2022 Season

- Adding several new vendors with exciting new product offerings
- Offering SNAP and Double-up Food Bucks for low income shoppers
- Creating a website
- Considering new ways to engage with community through kids activities, music, etc.
- Inviting more educational, informational organizations to participate
 - USU Agricultural Extension Agent
 - Wasatch Mountain State Park
 - Voter registration





Thank you MIDWAY CITY COUNCIL for
your support in 2021!

We are excited for another great season
in 2022.