FARMERS MARKET REPORT



2021 Season Recap

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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



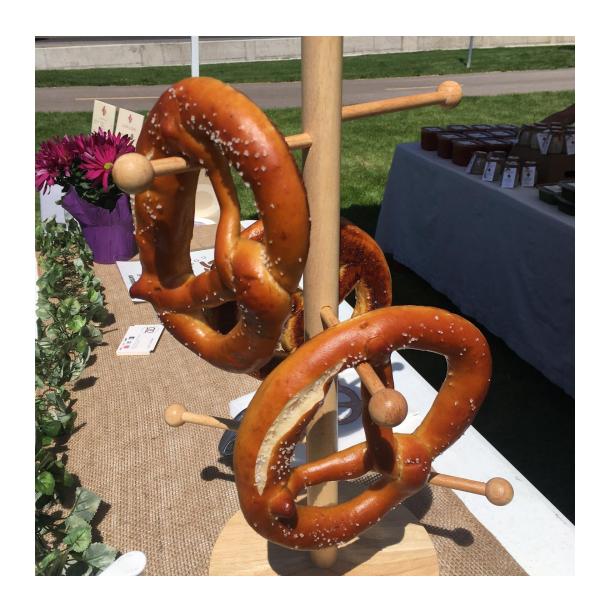
Diversity of Products

- 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























- 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

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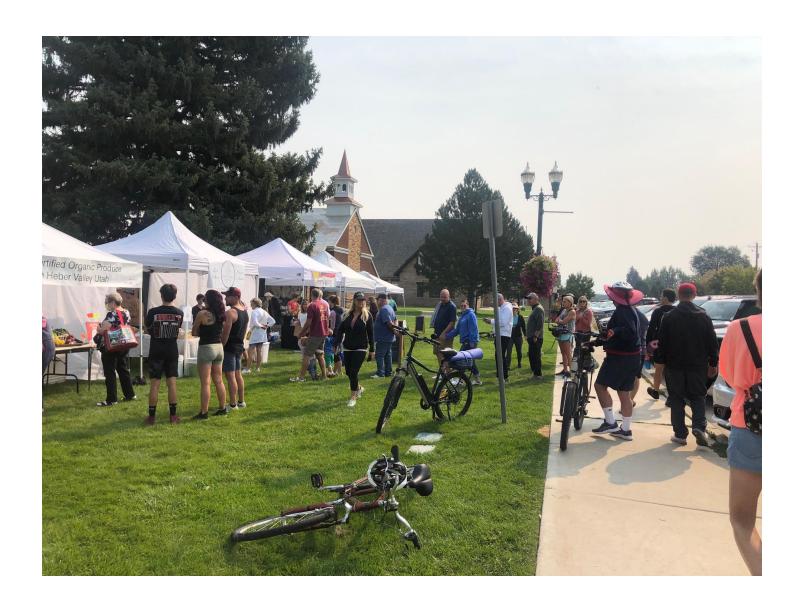






Community Support

- 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.