

Midway City Council
21 March 2023
Regular Meeting

Farmers' Market /
Presentation



2022 Season Recap

Athina Koumarela

Chris Pyper



21 Saturdays – June thru October

- Cacao Breath
- Casperville Creations
- Garden Alchemy
- Hawk and Sparrow Bread
- Heber Valley Creperie
- Mary's Gold Farm
- Midway Bakery
- My Brother's Pastry
- Pamaw Organic Farm
- Park City Creamery
- Pink Elephant Coffee
- Rooted
- Rustling Aspen Farm
- SunWise Apothecary
- Three Dawgs – Dog Treats
- Vabasta
- Wasatch County Library
- Wasatch Mountain State Park
- 2 Farm Boys – Goat's Milk Soap
- + Community Booth w/ many products



Diversity of Products

- Bread
- Cacao
- Cheese
- Coffee beans – roasted locally
- Crepes
- Dog treats
- Eggs
- Flower bouquets
- Fruit – apples, berries
- Goat's milk soap
- Hand salves and lip balms
- Herbs
- Honey
- Jams and jellies
- Pastries
- Pumpkins
- Sauces – pesto
- Veggies – carrots, cauliflower, eggplant, greens, peppers, squash, tomatoes, zucchini, etc.
- Vegetable starts





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

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ARTISAN CHEESES
PARK CITY
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WHITE NUGGET
SUBTLE LITTLE GOAT CHEESE
+
\$10

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WHITE NUGGET
SUBTLE LITTLE GOAT CHEESE





Community Co-Op

Basil \$5.00/lb

BASIL \$2/BAG

Fresh \$1.00

Herbed \$6.00

HERBAL SALTS
NOW AVAILABLE IN A VARIETY OF FLAVORS
AT 24.95/16oz

Flower SEEDS \$1/bag

Cherry Tomatoes \$4.00/Container

Heirloom Tomatoes \$5/lb

Fresh \$1.00







Sunwise
Apothecary

Garden
Alchemy

FRESH CUT
THIS MORNING
SPICY LETTUCE
SALAD & MILK
MIX \$3.99

SPINACH
\$3.99

LOCAL FARM FRESH EGGS
\$6 PER DOZEN

LOCAL
FARM
FRESH
EGGS
\$6 PER
DOZEN

Organic Food Medicine
Chemical Free • Sustainable



MaMaw's Organic Farm



USDA
ORGANIC
3638 Big Hollow Rd.
Heber, UT 84012
Certified Organic No. 10121-2

Local Certified Organic Produce From Heber Valley Utah

We Accept
VISA
MasterCard
Discover
American Express

Microgreens
Quarts/Pints
\$8 / \$5
Cilantro
Chard
Kale
Spinach
Basil
Peas
Edamame

Duck Eggs
\$9
Chicken Eggs
\$7

Microgreens
Duck









.... A CINNAMON ROLL MAKES FOR A HAPPY DAY

FROM OUR FAMILY TO YOURS



435-557-0518
@midwaybakery_utah

MENU

- SWEET ROLLS \$4.75
(Cinnamon, Strawberry, Icing or Pecan.)
- Pecan Pie (Strawberry, Icing or Pecan.)
- Hot Fudge Brownie (with or without ice cream)
- Soft Pretzels (with or without sauce)
- Cake (Pineapple, Chocolate Chip or Blueberry)
- ~~SOME~~ (Some items may be unavailable during certain times)
- ~~BRUNNEN~~
- Cinnamon Swirl Loaf
- Garlic Pull Apart Loaf
- Lemon Bars
- Dinner Rolls
- ~~Cheese~~ (Some items may be unavailable during certain times)
- COFFEE, OJ, WATER, SODA

have a great week end
- MIDWAY BAKERY -

- Vendors offering unique and creative products
- Added 7 new vendors in 2022
- Providing “business incubator” opportunities for young entrepreneurs
 - Heber Valley Creperie
 - My Brother’s Pastry
 - Three Dawgs
- Continues to be a good retail outlet for many existing food businesses







**HEBER
VALLEY
CREPERIE**

Hvc

 @hebervalleycreperie

 @hebervalleycreperie

CRÊPES

Sunwise
Apothecary

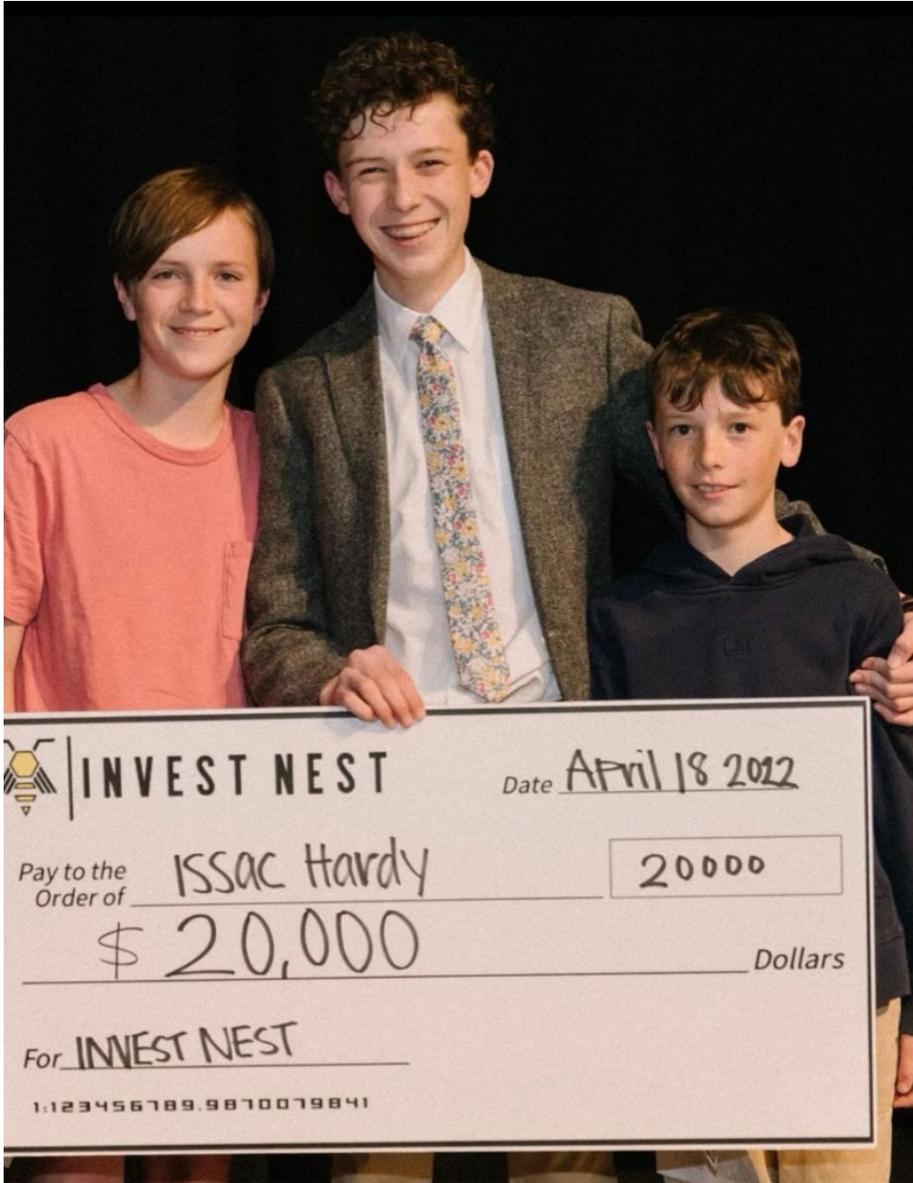
Nutrient



My Brother's Pastry – Isaac Hardy







INVEST NEST

Date April 18 2022

Pay to the Order of ISSAC HARDY

20000

\$ 20,000 Dollars

For INVEST NEST

1:123456789.9870079841





Community Support

- Regular customers come every week and spread out support among vendors
- New location was a hit, felt more cohesive
- 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
- Out of town visitors often stopped by and supported vendors, and the farmers market added to their Midway experience



Your story 8m



mysticalmatriarch



We love [@midwayfarmersmarket](#)

It's really what my dreams are made of. Family circles on the grass, friends laughing and connecting, eating local nourishing foods. knowing almost everyone at the booths selling their hard work. I'm proud of this community.



Activity



Boost



Highlight



More

Informational Booths

- Wasatch County Library – offered free books to market shoppers
- Wasatch Mountain State Park – educational kids activities about geology, local wildlife, brought birds of prey





Updates for 2023 Season

- Hope to add a few new vendors with diverse product offerings
- Considering new ways to engage with community through kids activities, music, etc.
- Inviting more educational, informational organizations to participate
 - USU Agricultural Extension Agent
 - Local food banks

Thank you MIDWAY CITY COUNCIL for
your continued support!

We are excited for another great season
in 2023.