



Kalkaska Farmers' Market

THE STRUGGLE WAS REAL

- Off and On for at least a decade
- Several Location Changes
- <5 consistent vendors
- Minimal foot traffic



Fall 2015

- Should we close
- Should we stay open
- What will be different



Collaboration is Key...

- Reached out to local farmers
- Reached out to local volunteers interested in the Farmers' Market
- Discussed Time Change/Location Change
- Scheduled monthly meetings for the first 2 years





**Kalkaska
Farmers'
Market**

- Partner with local non-profits
- Special Events
- Family Friendly

LIVE  WELL
Kalkaska County



5  One

SUCCESS



- Over 25 Registered Vendors in 2016
- ~12 Vendors every week
- Over 30 Registered Vendors in 2017
- ~15 Vendors every week
- More fresh produce
- Fish Monger in 2017
- Consistent Foot Traffic
- Many Repeat Customers





QUESTIONS???

THANK YOU!!!