

Frankenmuth Farmers Market

Mailing Address: Market Manager Laurajeanne Kehn, PO Box 63, Frankenmuth, MI 48734 ★ (989) 295-9766
www.frankenmuthfarmersmarket.org ★ frankenmuthfarmersmarket@gmail.com

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FOR MORE INFORMATION:

Dietrich Bronner ~ (989) 245-0806
dbronner@chartermi.net

New Location, New Season: Frankenmuth Farmers Market Opens May 16

FRANKENMUTH, MI – The Frankenmuth Farmers Market (FFM) begins its eleventh season Saturday, May 16, 9am-1pm at its new location, 534 North Main Street. Located in northern Frankenmuth, between Market-sponsor Frankenmuth Credit Union and da Vinci's Restaurant, the property was purchased by the Market last summer for constructing a permanent multi-use Farmers Market facility. The new location, new vendors, new members on the Market's Board of Directors, and a newly hired summer intern will bring exciting changes to this year's Market. The Market will run as follows: Saturdays 9am-1pm May 16-October 17; Wednesdays 3-6pm June 3-September 30; and our Christkindlmarkt on Fridays-Sundays November 27-29 and December 4-6.

With construction of the new building slated for Fall 2015, the Market will open and operate in the paved parking lot that will surround the planned Market Pavilion. Both Saturday and Wednesday Markets will take place at this new location, able to host 50 vendors compared to the Market's past maximum capacity of 30 vendors. The new venue offers easier access for both consumers and producers with less traffic and congestion than the former downtown location. While the FFM has always been registered to accept SNAP (Supplemental Nutrition Assistance Program) Bridge Cards and EBT for low-income consumers, the Market has this year qualified for the Double Up Food Bucks program, doubling the amount of dollars redeemable. This year, Market Intern Annalisa Creger, a Michigan State University Dietetics student, will help with educational outreach, event coordination, marketing and promotions. The Market's offerings include local produce, hand-made soaps, baked goods, herbs, bedding and potted plants, flowers, native Michigan plants, dog treats, honey, maple syrup, salsas, sauces, jerky, fish, chicken, beef and more.

The Market is currently raising funds for its planned structure which will feature a Gathering Barn, Farm Store, Incubator Kitchen, and additional facilities. These elements will draw a wide range of new vendors who will be able to use the Market's services to increase the use of local products. Donations for the Market's fundraising campaign are being accepted at the Frankenmuth Community Foundation with "Frankenmuth Farmers Market" written on the memo line of checks. The Frankenmuth Farmers Market is a nonprofit 501(c)(3) organization dedicated to providing and promoting the values of local food and products in an effort to strengthen and preserve our economy, agriculture, and sustainability. The FFM was named one of ten "must see" farmers markets in Michigan by *Michigan Travel Ideas*. Live music sponsored by Frankenmuth Credit Union, adult and children events, and artists create a festival of community each market day. To keep updated about the Market's progress, interested individuals may receive the Market's weekly email newsletter by emailing frankenmuthfarmersmarket@gmail.com. To learn more, please visit www.frankenmuthfarmersmarket.org or the Market's Facebook page. The Market is a proud charter member of the Michigan Farmers Market Association, which anyone can join to help move farmers markets forward by visiting www.mifma.org.

Laurajeanne Safford Kehn, Market Mistress
ljskehr@gmail.com, 989.295.9766

Dietrich Bronner, Marketing Coordinator
dbronner@chartermi.net, 989.245.0806

