

Frankenmuth Farmers Market

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FFM's Wednesday Market Begins June 3

FRANKENMUTH, MI – Three extremely successful Saturdays started the Frankenmuth Farmers Market (FFM) in its new location, and the Market will now welcome shoppers to its 3-6pm Wednesday Market, running weekly for the heart of the harvest season through September. The Wednesday Market offers a venue for local foods and artisanal products for weekday workers in town, locals typically out of town during weekends, and families with children during summer vacation or after school days. This is the first year the Market is operating both days at its newly purchased property, 534 North Main Street, next to long-time Market supporter and sponsor Frankenmuth Credit Union. Parking is best accessed off Franklin Street in the parking lot just west of the Market. The Market's future pavilion and permanent building will fill the gap between these two pieces of the property.

The first three Saturday Markets were met with an overwhelming welcome, featuring the widest variety of vendors and products this early in the season. New growers and producers were enticed to participate when the Market acquired its own property, diversifying the local product mix available to consumers. Vendor and former Board of Director member Greg Lawrence, of Lawrence Family Organic Farm, reported, "This was the best move this Market ever made. These are the best opening Saturdays I've had, and I sold out of almost everything I brought to each Market." This traffic-friendly location caters to the FFM's core constituents of serious shoppers, local residents, employees in town, and visitors interested in agritourism and experiencing Frankenmuth's true flavors.

Wednesdays and Saturdays feature different vendors, but many attend both Markets. Wednesday-only vendors include the exceedingly popular DMS Fish Supply, new vendor New Earth Micro Greens, and the Doyle Farm from just one mile south of town. Saturday-only vendors include Hoffman Farm, 4-H, The Wyld Rose Popcorn, Schiefer's Honey and Maple Syrup, Kapow Soap and KaChomp Dog Treats. Vendors attending both days are Lawrence Family Organic Farm, Ma Tilger Organic Farm, Miller's Orchard, Beyer Farm, Tozy Tea, Inspired Bodyworks, Ludwig Creamery, and John Henry's Meats.

The Market accepts credit/debit/SNAP Bridge Card redemption along with Double Up Food Bucks. The FFM is currently raising funds for its planned structure which will feature a Gathering Barn, Farm Store, Incubator Kitchen, and additional facilities. Board President Michele Bernreuter reports, "Excitement is building for the new construction project as we can now show visitors visually where the building will be, so they can realize the future lay of the land. We are excited for the Wednesday Market to welcome a different crowd than our Saturday regulars. There's still time to get flowers, plants, and herbs for your garden, pots and landscaping, plus many new vendors to see." Donations for the Market's fundraising campaign are being welcomed 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. A founding member of the Michigan Farmers Market Association, the FFM was named one of ten "must see" farmers markets in Michigan by *Michigan Travel Ideas*. Those interested can receive the Market's email newsletter by emailing frankenmuthfarmersmarket@gmail.com or follow the Market on Facebook.

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