

Frankenmuth Farmers Market

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Frankenmuth Farmers Market Opens at its New Home This Saturday

FRANKENMUTH, MI – Excitement is mounting for the Frankenmuth Farmers Market (FFM) to open Saturday in its new location, along with a little nervous anticipation as to whether the site will be ready. After setting up temporary operations in two alternating locations for the last ten years, the Market now owns permanent property to call home at 534 North Main Street, next to long-time Market supporter and sponsor Frankenmuth Credit Union. This traffic-friendly location will cater to the FFM's core constituents, local residents, employees in town, and visitors interested in agritourism and experiencing Frankenmuth's true flavors.

As asphalt was being laid down with the generous support of Wm. Bronner & Son Contractors Tuesday morning, May 12, just four days before the Market's opening, Market Board of Directors President Michele Bernreuter stated, "Due to common delays that occur with such a large project, the site work's progress has caught the curiosity of many people eager for our move. Yet thanks to Matt Bronner and his team, without whom this project would not be where it is today, we will assuredly provide everything to the community in its freshest state possible, from the produce to the pavement! The town is abuzz with excitement and anticipation as both longtime supporters and curious newcomers prepare to welcome the Market and its future components as a new, permanent establishment in town. So many community residents have voiced their eagerness to experience the new Market along with their overwhelming approval of our transformation to enhance what we provide as a Market supporting local, small family farms and businesses. Our new home opens a world of opportunities and possibilities for us to more powerfully impact our region."

Current vendors who formed and founded the original Market ten years ago include Paul and Laura Weiss of Kapow Soap, Bill Hoffman of Hoffman Farms, and Heidi Enge of Tozy Tea. Other vendors dating back to the FFM's first year include Miller's Family Orchard, Butter Crust Bakery, and the family farms of the Doyles, Lawrences, Beyers, and Bublitzes. More recent regulars include Jar Head Salsa, Ma Tilger Organic Family Farm, and Ludwig Creamery, with new entries into the Market from John Henry Meats and La Valley Microgreens. Products offered at early Markets include local asparagus, rhubarb, greens, eggs, soaps, baked goods, herbs, bedding and potted plants, hanging baskets, flowers, dog treats, honey, maple syrup, salsas, sauces, cheese, chicken, beef and more. The Market will operate Saturdays 9am-1pm May 16-October 17 and Wednesdays 3pm-6pm June 3-September 30, with the signature Christkindlmarkt taking place Fridays-Sundays November 27-29 and December 4-6.

The Market accepts SNAP Bridge Card redemption along with Double Up Food Bucks which doubles the dollars redeemable on produce for low-income consumers. The Market is currently raising funds for its planned structure which will feature a Gathering Barn, Farm Store, Incubator Kitchen, and additional facilities. The Market's Board of Directors has engaged many community leaders and volunteers to assist with its transformation. These volunteers have worked extremely hard in a small amount of time to lead the Market where it is today, having raised \$365,375 out of the \$750,000 needed for the Marketplace Pavilion. This team and a contracted professional fundraiser are actively pursuing grant opportunities along with other community engagements to reach the fundraising goal. 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. 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.

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