

Frankenmuth Farmers Market

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Frankenmuth Farmers Market (FFM) Announces Many Updates

FRANKENMUTH, MI – The Frankenmuth Farmers Market announces its twelfth season, construction progress, annual meeting report, new board of directors and other updates just over a month before its opening day. In the midst of a very busy capital campaign and construction period, the FFM is set to open under its new Pavilion May 14. The Market will run 8am to 2pm Saturdays May 14 to October 15 and 3-7pm Wednesdays June 8 to October 12. This twelfth season of the Market will be the first time the operation will be housed in its currently under-construction Vendor Pavilion and adjacent Market Building. The Market is located at 534 North Main Street, next to Market sponsor Frankenmuth Credit Union. The Market's Christkindlmarkt will operate November 25-27 and December 2-4 again at its original downtown location next to Harvest Coffeehouse.

With Wm. Bronner & Son as the general contractor, the last few supports and roof of the Vendor Pavilion are now being completed. The Market Building's roof was finished March 11. In keeping with tradition of the "tree-topping" or "topping off" ceremony, the construction crew placed a small spruce tree on top of the building, prompting the Market Board of Directors to throw a party with refreshments and snacks for the workers that afternoon.

The Pavilion will be ready by May 14 to welcome vendors and visitors. The Market Building, which will house the Gathering Barn, Incubator Kitchen, Farm Store and additional facilities, with opening dates yet to follow. A grand opening celebration is scheduled for mid-August. A very busy opening day is expected, and details, directions, and maps for parking and traffic flow will be announced and published shortly on the Market's website and Facebook page. Biking or walking to the Market are encouraged on Opening Day. Those interested can also receive the Market's email newsletter by emailing frankenmuthfarmersmarket@gmail.com.

The FFM hosted its annual meeting Monday, April 4, with 40 attendees learning about the Market's 2015 season and future plans. Board President Michele Bernreuter, who led the meeting, was moved by the vendor support: "Compliments heaped onto the Market's organizers by our vendors were heartfelt, tear-jerking, and overwhelming. These testaments evidenced the growth, progress and profitability the Market offers the vendors thanks to its leadership, faith of the vendors, and loyal following. Vendors who have attended farmers markets across the nation said that this was the best they have ever participated in." The new Board of Directors includes President Michele Bernreuter, Vice President Lynn Maurer, Treasurer Cheryl Lintz, Secretary/Capital Campaign Chair Bron Harmon, Vendor Representatives Mike and Mary Tilger of Ma Tilger Farm, Julie Gafkay, Gale Howe, and Jon Weirauch. Former Vice President Angela Engelhardt has termed off the board. Former Vendor Representative Jennifer Miller has transitioned from board member to Incubator Kitchen Manager while continuing to be a Market vendor through Miller Family Orchard. Gena Harken was hired as the Market's Business Manager. Laurajeanne Kehn remains the founding Market Manager for the Farmers Market and Farm Store. The Market's mission is to promote and provide locally grown food and products, education, and entrepreneurial opportunities to benefit the community and foster sustainability.

Fundraising efforts in the FFM's capital campaign for the \$2.2 million building project are still fervently under way. As to date, \$1,251,877 has been raised from an extremely wide avenue of sources. Custom-engraved bricks are one of the fundraising components. The first production order for bricks was just

submitted, and subsequent orders will be submitted soon. The bricks are limited in number, and the timeline for production and placing them is also limited, meaning that interested individuals should act now by emailing ffmbusmgr@gmail.com or finding order forms on the FFM website or Facebook page. The bricks cost \$100 or \$150 depending on the size and will be engraved with the desired choice of names or words. A few vendor stalls also remain available for permanent sponsorship. Donations are still being accepted, and opportunities for seeking funding through grants and other avenues are being pursued. The Incubator Kitchen is accepting users to book into its schedule by emailing ffmikitchen@gmail.com.

The FFM, along with other Michigan markets, was also recently featured on two episodes of the Delta Broadcasting program “Second Act, Life At 50+.” These can be viewed at http://www.deltabroadcasting.org/secondact/#.VwVSA_krKUK 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. To learn more, please visit www.frankenmuthfarmersmarket.org or the Market’s Facebook page.

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