

Hopkins Farmers Market 2019 Season – Calendar of Events

May 18th – Mainstreet Days, 9am to 4:00pm

June 15th Opening Day – Farm Fresh Cooking Demo
Strawberry Shortcake w/ Desserts First

June 29th Kids Day – Vendor Scavenger Hunt

July 6th - Celebrate Independence Day, Flag handouts

July 20th market open on 8th Avenue. “New lot”

July 21, Sunday – Raspberry Festival Parade on Mainstreet

August 10th *Grill n’ Savor the Hometown Flavor Event of
Vendor Samples*

ICA Food Shelves Donations Collected

August 31st Seniors Day & Hopkins Historical Society

Senior Savings Sheet of Vendor Specials

September 28^h Customer Appreciation Day

Raffle gifts of Vendors products

October 26th Pumpkin Decorating Contest/Prizes

Any Day possible Pop Up Farm Fresh Cooking Demo

November 2nd to December 14th – Saturdays – 9 am to Noon

Hopkins Farmers Winter Market – *Sign up is open*

Hopkins Farmers Market Annual Meeting Agenda 2019

May 5th 2019 5:15 pm to 7:00 pm Hopkins Activity Center, Hopkins

Welcome to our Annual HFM Meeting.

Welcome and introductions of attending board member and new market manager;

Gwen Smith, Christine Myhre, Andre LaSalle, Paul Johnsen and Market Manager Sally Nelson

Floor Open:

Motion to Open Hopkins Farmers Market Annual Meeting: Andre, 2nd Christine.

All attending has signed in upon arrival. Attendees listing attached

See below for attached documents of handouts or shared info

1. Old Business, 2018 Season Review

- a. Market Manager to be replaced.
- b. Questionnaire by MFMA results are positive. *See attached*
- c. Season Stats:
 - i. Vendors –
 - ii. Customers
 - iii. Overall – all very satisfied with season
 - iv. Changes addressed - none
 - v. Changes to be enforced before new season starts - none

2. New Business:

3. Treasurers' Report: April: #1880 – balance \$9456.98. #1922 – balance \$2850.18
 - a. Floor: Motion to Approve Andre, 2nd Paul.
4. Welcome New Board members assigned: all board members sharing all duties to get all jobs done. It is working great.
 - a. Christine Myhre – Desserts First Bakery
 - b. Andre LaSalle – ForageScape Farm
5. Vendor Stall:
 - a. We are 85% or more full already. About 80% are full time vendors. *That's Great!*
 - i. 30 stalls – Full Time Vendors, 3-5 – HFM & guest, 10 open for Daily Vendors.
 - b. Reminders:

- i. As stated in our application: Please keep the lot and street parking for customers.
 - ii. we are not able to move parked cars from our lot. Please be kind if asked to move or adjust the lot.
- 6. Vendors Team: It is important to be courteous to each other – “No man left behind” at the end of market days. As we know all vendors are carrying money and safer is always better.
- 7. Vendors Needed:
 - a. Wild Rice and/or unique vendors
- 8. 2019 Season of Advertising, Promotions & Partnerships
 - a. Keep sign boards & product back out of the walkway!
- 9. HFM “H” Signs for Customers to post
 - a. We will be offering to our customers: Post an H sign in their yard
 - b. Some vendors attending took signs to post in their yards.
 - c. It worked great last season.
- 10. Vendor Agreements & Reimbursements – *Making it easier and streamlined See attached promotional items; tokens, ez bucks, coupons, gift certificates etc. For reimbursements.*
 - a. Did you notice there is a spot on the application to sign the vendor agreement – much easier and save on corrections for emailing out checks.
 - b. New only food or consumable foods vendors are required to sign the agreement
 - c. All other vendors will be automatically on list as signed in vendor application.
 - d. All reimbursement checks will be emailed, *so clarify your email address at turn in!*
 - e. *Please wait until 11:30 am to bring up your coupons & tokens etc. for reimbursement*
 - f. *Other options talked about and declined.*
 - i. *Vendor fill a baggie and just hand it in at end of the day*
 - 1. *Response: No, we need both vendor and responsible party to sign off*
 - ii. *Vendor have a sign off sheet*
 - 1. *Response: each vendor is given a sheet to track their own. The “official” sheet as counted and signed off on is kept with the “daily bank logs” handed in each week for reimbursements.*

- iii. Each week the bank official will create a baggie filled with each separate vendor reimbursement.

11. Free * In-house advertising

- a. Our Facebook page: Like & share on it, Tag market and vendors for cross advertising.
- b. Email blast: Growing and great feedback from our customers.
- c. Twitter #HFM #HOPKINSFARMERSMARKET #MNGROWN
- d. Instagram
- e. Align
- f. Let me know if you want a special advertised in time to be able to post. Adding pictures is great as well. Even a short story.

12. Promotions HFM > Calendar of Events Promotions > Other HFM Promotions

- a. Opening Day – Farm Fresh Cooking Demo with
 - i. Desserts First shortcakes and Smith Farms strawberries – if in season
- b. Kids Day:
 - i. HFM Scavenger Hunt & prizes,
 - ii. Guest Usborne Books, storytelling, activities,
 - iii. POUND: kid class/play
- c. Grill n Savor: most popular, Give out vendor samples of 2 ounces or less per serving.
- d. Senior Day: “Savings Sheet” is popular with customers. Vendor AD’s.
 - i. Hopkins Historical comes and offers historical information & fun.
- e. Customer Appreciation Day: Raffle of Vendor products
- f. Pumpkin Decorating Contest:
- g. POP UP “Farm Fresh Cooking Demo’s”

Other HFM Promotions

- h. Preferred Customers Program:
 - i. Customers sign up with their email, we send out E-Blast, customer comes to HFM Tent and enters into a weekly drawing of 2 winners weekly.
- i. Mad Money: to be handed out throughout the season at special events.

- i. We are thinking of a new name for “Mad Money”
- j. Kids Club Cards: A punch card where kids receive \$2. In “Kids Cash” to spend at HFM.
 - i. The kids like coming up to the HFM tent to pull their own “Kids Club Card” and getting “Kids Cash”. We plan on keeping it going.
 - ii. Adding a “Sign in sheet for each child to keep counts more accurate.
- k. HFM Gift Certificates

13. Promotions & Partnerships

- a. We have our usual; MN Grown, MFMA, HBCA etc. and advertise thru their associations.
- b. Hunger Solutions: EBT SNAP, Market Bucks & Gift Certificates
- c. Guests of local businesses doing cross promoting.
 - i. Please Welcome our guests.

14. Sponsors:

- a. We are always looking for more sponsors.
- b. Our current signed up sponsors
 - i. \$ 1000. Shamblott Family Dentistry
 - ii. \$ 500. Mill City & County Credit Union
 - iii. \$ 250. Studio 6
 - iv. \$ 100. Farmers Insurance, Alan Beck, CPCU
- c. Welcome and Thank you’s have been sent out.
- d. Watch for them at our market and personally thank them if you can.

15. Off season Promotions & Advertising

- a. Hopkins “Taste of Hopkins” event
- b. Raspberry Festival Mainstreet Days on Mainstreet
- c. Raspberry Festival – Parade on Mainstreet

16. Volunteers for HFM - We have some great reliable volunteers – Thank you! To them.

- a. Always looking for more as they are an asset to our market & its success.
- b. We will be advertising more for more Volunteers

17. Market Manager: Please let us introduce our new Market Manager Sally Nelson.

- a. Sally spoke of her excitement of joining the market and getting back to her natural potato farming roots in Iowa. Now living on the edge of Hopkins in Minnetonka it will be great to meet all the vendors and residents of Hopkins area. She will try to keep the market running smoothly and seamlessly in the background. Let her know if there is anything you need.
- b. We are excited and happy for her to join our market and think she will be a great fit.

18. HFM BOD Voting in new BOD Members

- a. Anyone want to join the board? We will allocate positions to fit your strengths.
- b. Open the floor to nominate new board members
 - i. Accept nominations: Larita Nishanie Hess of Hess Meats
 - ii. Motion to accept: All voted "yes".
 - iii. Motion accepted. Larita offers her contact information and will be added as a Member at Large. Added to all Board of Directors communications and duties.

19. Open floor for Vendor discussion

- a. Questions & Answers
- b. Questions 1: by Jonathan Hess of Hess Meats requesting to amend his 2019 approved product listing to add his original requested items;
 - i. "Grass fed bison; ground, steak, roast, organ meat, jerky, sausage, and soup bones. Pastured raised Berkshire pork including chops, bacon, sausage, steaks, loin, ham, ground, and lard. We also have smoked bison bones available as dog chews."
 - ii. Discussion; Pros and cons
 1. Cons: Not enough customers to support 2 meat vendors
 2. Pros: More variety for customers,
 3. Examples: Produce has many vendors with same products.
 4. Watch to see how this effects the meat vendors, market as a whole and the customers.
 - iii. Motioned to amend Hess Meats approved items list as stated.

- iv. Voted: “yes” votes majority win.
 - 1. Hess Meats product addition is approved for the 2019 season.
- c. We also discussed T Shirts with vendors names on back.
 - i. Get your orders in.
- d. We also discussed about creating a “Hopkins Farmers Market Cookbook”
 - i. Vendors & Customers favorite recipes
 - ii. We will try to collect recipes all season.

20. CLOSE MEETING – Motion to close meeting 6:55pm, no need to 2nd. Have a great season!

Thank you for coming today. Have a great Season!

Meeting Minutes Approved 5/6/2019

[Attachments/handouts below.](#)

HOPKINS FARMERS MARKET ANNUAL MEETING

May 5th 2019 5:15 pm

Hopkins Activity Center, 33 14th St S, Hopkins, MN



Welcome: Please sign in

	Name	Business	Qty Attending
1	Jonathan Hess	Hess Meats	2
2	Gwen Smith	Smith Farms	3
3	ANDRE LaSAUE	FORAGESCAPE FARM	1
4	Sally Nelson	-	1
5	Rona Mitzi Shimanski	Shimanski Orchard	2
6	Rochelle Christensen	Sanitas Foods - Ginger Pops	1
7	Anna Mace	Mau Family Produce	1
8	Richie Mann	Sitka Salmon Shares	1
9	Maurice Jimenez	Chocolate San Jose	2
10	Michelle Picord	Gray Duck Soap	1
11	Sue Severson	Designs by Sue	2
12	Lauren Barry	Dancing Gnome Farm	1
13	Kevin Bennett	Choose Love MN / Acres & mules	3
14	Paul Chuser	Paul's Coffee	
15	Sue Gajewy	Bee Happy Honey	
16	Carmen Marshall	Peteris Pumpkins CC	1
17	Susanna Clark	Pet Wants	1
18	Christine Oyhre	Desserts First	1
19	Jihari Joane	volunteer	1
20	Ann Patlike	volunteer	1
21	Shannon Slattem	JAX'S Nut Butter	2
22			
23			

2018 Questions Results







Web Address www.mda.state.mn.us
 www.minnesotagrown.com

Mailing Address 625 Robert Street North
 St. Paul, MN 55155

Farmers Market Development & Nutrition Programs	651-201-6012
Food Guidelines & Regulations for Farmers Markets	651-201-6027
Pesticide Applicator License	651-201-6006
Plant Protection Nursery License	651-201-6095
Minnesota Grown Directory & Logo Information	651-201-6170
Organic Information	651-201-6134
Cottage Food Law	651-201-6081
Value Added & Other Grants	651-201-6500



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Motivations of Consumers at MSP Metropolitan Farmers' Markets: Hopkins Results

September, 2018

Graham Ambrose; Anu Ramaswami

OVERVIEW

Agricultural production within city boundaries is a growing trend that offers more options to consume locally produced food,¹ and is seen as a means to improve multiple different facets of local communities. We understand different types of agriculture markets (i.e. farmers' markets, CSAs and wholesale) influence our communities in different ways. In this research we work to understand how the perception of 'personal benefits', 'market experience', and 'social benefits' influence consumers to attend farmers' markets and **purchase fresh fruits and vegetables**.

Background

Farmers' markets are a growing trend in direct-to-consumer marketing, growing steadily in number since the 90s and accounting for over \$1 billion in sales per year (AMS, 2009). They are seen as a positive impact on an area's sense of community

and the local economy while also providing fresh food (Brown and Miller, 2008). Farmers' markets are used to promote local food systems that can benefit producers with better pricing and consumers with information production methods (Gillespie et al., 2007). Motivations for attendance range from traits of the food, social experiences, and political cause. Fresh food, high-quality food, support of local agriculture, and social appeal were some of the most documented reasons (Appendix 1). Some motivations such as convenience and price were listed as barriers for some, but not for others. Others stressed the importance of food safety, taste, and organic foods.

Preliminary Results: Hopkins Farmers' Market

As shown in Figure 1, survey participants are highly motivated by the perceived

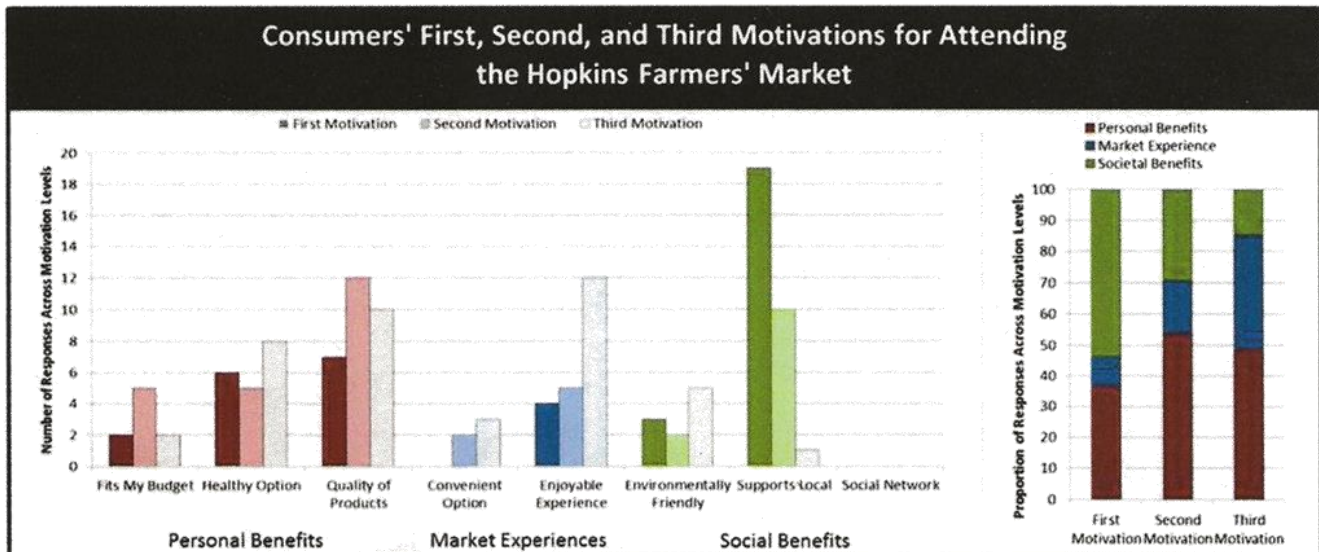


Figure 1|

<http://www.sustainablehealthycities.org/>

Motivations of Consumers at MSP Metropolitan Farmers' Markets: Hopkins Results

Graham Ambrose; Anu Ramaswami

Consumer Characteristics Based of Their Main Motivation

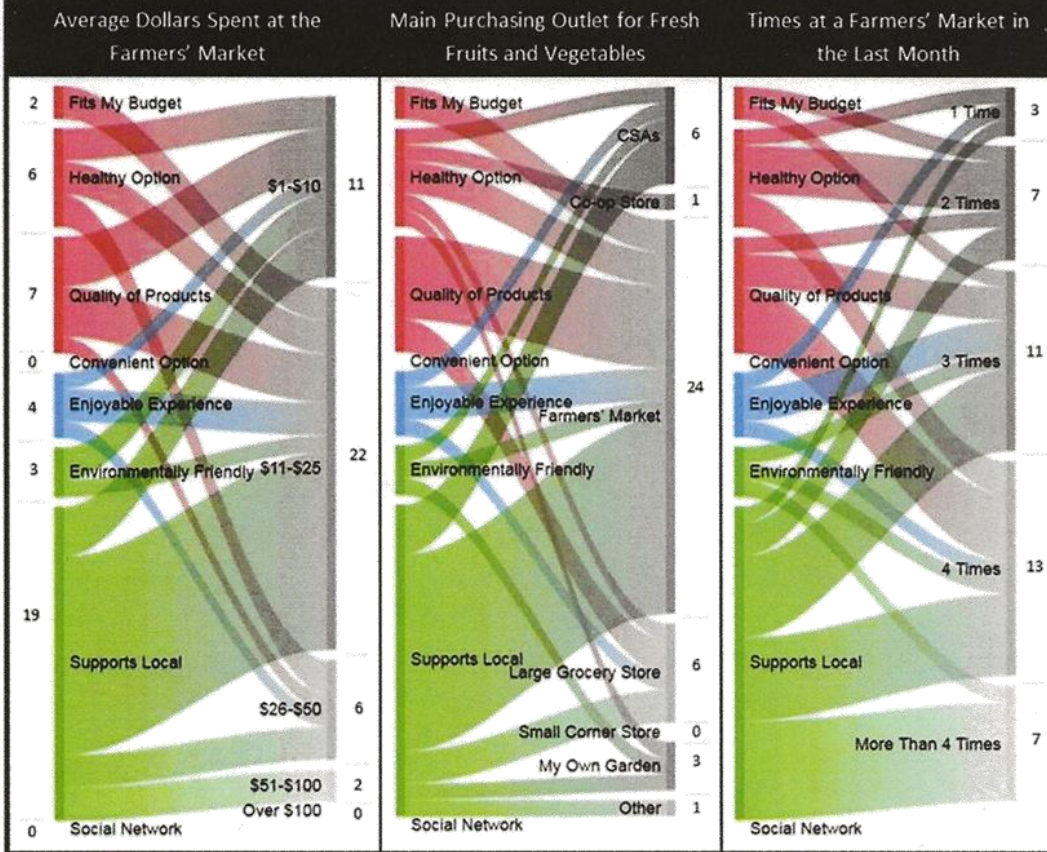


Figure 2]

social benefit of the Hopkins Farmers' Market. The perception of 'Supporting Local' ranks as the top primary motivation and among the top secondary motivations. While 'Societal Benefits' decrease in times-selected moving from primary to tertiary motives, the selection of 'Market Experience' increases. Across all motivation levels, 'Personal Benefits' hold a constant selection rate.

Figure 2 aims to connect Hopkins Farmers' Market's consumers' main motivation to attend to their basic consumer characteristics. While 'Social Benefits' consumers are the largest group sampled, they are also statistically more likely to spend more and attend more frequently than any other group.

vegetables from a Large Grocery Store, it has been uncommon to see such a large proportion of consumers site the farmers' market as their main market outlet. This 'consumer loyalty' is consistent with Hopkins's higher frequency of attendance compared to other markets. These trends further exemplify the Hopkins Farmers' Market's consumers motivation to support local.

Citations/References

1. Urban vs conventional agriculture, taxonomy of resource group.profiles: a review, Goldstein, B., Hauschild, M., Fernández, J. et al. *Agron. Sustain. Dev.* (2016) 36: 9.
2. University of Minnesota's Sustainable Research Network
3. Data from Gardening Matters
4. Minneapolis Code of Ordinances, Title 20. Chapter 520.169.
5. USDA Alternative Farming System Information Center
6. Peterson, H. (2017). Economics and livelihoods of the urban food

Take-Aways: Hopkins Farmers' Market

Hopkins is the only market we have studied which has such a strong bias towards 'Social Benefit' motivations. While 'Supporting Local' is always a top five motivation, results have never been this heavily skewed. In past studies, consumer motivations often match market branding, so skewed result may be the result of a strong and consistent market message.

While it is expected a large proportion of respondents are purchasing a majority of their fresh fruits and



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Hopkins Farmers Market Promotions 2019

1, 2, 3, 4, 5 ALL VENDORS

6, 7, 8. PRODUCE & FOOD ONLY Please follow the EBT Guidelines for accepting tokens and market bucks as they are only for specific vendors. (Food items as specified in the EBT program) The link is on our website. Including: produce, meat, fish, poultry, eggs, dairy products, bread products, seeds, and plants which produce food to eat.

Upon **ONLY** accepting Hopkins Farmers Market tokens, bucks, coupons etc., please turn them into our Market Manager **ONLY 11:30 AM TO NOON** market day, for reimbursement

YOU ARE RESPONSIBLE TO CHECK EXPIRATION DATES AND "HOPKINS FARMERS MARKET APPROVED"

1. HFM ATM EZ Bucks- \$ 5

All Vendors

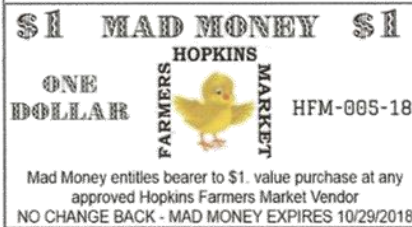
YES Change Back YES



2. HFM MAD MONEY - \$ 1

All Vendors

NO change back.



3. HFM COUPON - \$ 1

All Vendors

NO change back



4. HFM GIFT CERTIFICATE - \$ 0.00 AS SHOWN

All Vendors

YES Change Back YES



5. HFM COLD CASH \$ 1 WINTER MARKET ONLY

All Vendors

NO Change back



6. HFM KIDS CASH \$ 2 PRODUCE & FOODS

Vendors Only

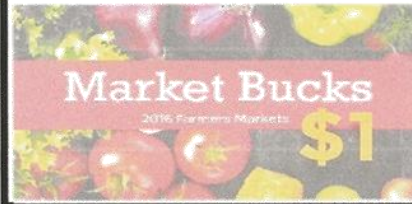
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7. EBT MARKET BUCKS \$ 1 PRODUCE & FOODS

Vendors Only

No Change back



8. HFM EBT SNAP TOKENS \$ 1 OR \$ 5 PRODUCE & FOODS

Vendors Only

No Change back



EXAMPLE: Post your licenses in plain view each market day.



mn DEPARTMENT OF AGRICULTURE

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