



2010

www.farmersmarketsiouxcity.com



2010 Sioux City Farmers Market

- Total vendor sales are estimated at \$600,000 representing an increase of 20% over 2009.
- The total number of vendors displaying products this year increased to 59, representing a 73.5% increase over 2009.
- Along with the rest of the community, the Farmers Market hosted the participants in RAGBRAI 2010 this year with extended hours and expanded products for tasting.
- The vendor list expanded to include jewelry, crafts, art, wooden furniture, fresh-made ice cream and fresh-made food for immediate consumption.
- The Market included an increased number of diverse local entertainers including local musicians, singers, and belly dancers.
- Market vendors donated over 20,000 pounds of excess fruits, vegetables and breads to the Food Bank of Siouxland and the Gospel Mission in 2010.
- The Sioux City Farmers Market is on Facebook now with over 215 current friends.
- Hired George Lindblade to complete a 5-minute marketing video on the benefits of the Farmers Market.
- The Market's web site, www.farmersmarket-siouxcity.com has been expanded to include additional information and the downloadable Lindblade marketing video.
- Raised \$25,500 in local sponsorships to help defray the cost of advertising and promotion of the Market.
- Doubled the number of banners on-site and added parking signage to better direct traffic at the Market.
- This year has produced a productive partnership with Iowa State University Extension Service and the Woodbury County Extension Service to provide assistance in recruiting new vendors and outreach to the vendors. Additionally, Iowa

Annual Report

Buy Fresh Buy Local - Siouxland Inc. Board of Directors

State Extension Service is currently working on the creation of a program to develop food tourism related programs that will help to expand the reach of the Market through its new Regional Flavors Initiative.

- Dee Polak joined the organization as the new Market Manager replacing Megan Will who left in July.
- Laura Kuennen, the Regional Foods Coordinator for Iowa State Extension Service completed a survey of customers showing that:
 - 56% of respondents visit the Market two or more times per month.
 - 54% of respondents spend more than \$15 per day. 13% spend more than \$38 per day.
 - 42% of respondents stay more than 30 minutes.
- Scheduled a full range of marketing and promotional activities including television, radio, print ads, posters, billboards, and Internet advertising.
- Worked with the City of Sioux City to install a dedicated pedestrian crosswalk across Tri-View Avenue with signage to increase the safety of patrons.
- In November, 2010, Great Southern Bank and St. Luke's Medical Center committed to return as Presenting Sponsors in 2011.
- A new Board of Directors has been named to Buy Fresh Buy Local - Siouxland, Inc., the Farmers Market parent organization. See list of board members on the right of this page.
- The application for status as a 501c(3) non-profit charitable organization has been completed and filed courtesy of Joe Mohrhauser, CPA of King Reinsch Prosser & Co., at no charge to the organization.
- Financially, Buy Fresh Buy Local - Siouxland, Inc., the corporate structure for the Farmers Market ended 2010 with a small balance of funds to carry the organization through the winter and provide seed money (pun intended) for the 2011 Market season.

Lew Weinberg - President
Rob Marqusee - Vice President
Roger Caudron - Secretary/Treasurer
Audrey Brown - Vendor Representative
Abbie Gaffey - Iowa State Extension Representative
Terry Hoffman - City of Sioux City Representative
Stan Sherman - Patron

Market Staff:

Dee Polak, Market Manager
Megan Will, Past Market Manager

2010 Market Sponsors:

Presenting Sponsors:

Great Southern Bank & St. Lukes Medical Center

Master Sponsors:

Woodbury County Rural Economic Development
Weinberg Investments
City of Sioux City
Beef Products, Inc.
Joe Mohrhauser, CPA

Supporting Sponsors:

Terra Industries & Avery Brothers,
Siouxland Chamber of Commerce & State Steel

Friends of the Market:

Stan and Laney Sherman, Sr.
Stan and Amber Sherman, Jr.

Goals for 2011

- Create a late afternoon/evening market day.
- Create and staff an information booth each day for consumers.
- Expand the number of vendors with food for immediate consumption.
- Provide additional seating.
- Work with other organizations and vendors to provide cooking demonstrations or more instruction in food safety.
- Expand the diversity of products offered.
- Arrange the Market layout to allow for the expansion of the number of vendors and to create a more appealing and functional entrance from the parking area across Tri-View Avenue.
- Work to begin the process of finding a site for, designing, financing and construction of a new permanent Market structure.

2010 Vendors

Esmeralda's Bread Basket
Alexander Farm
Of the Earth
Jean Barr
Artisan Bling
Rhoadside Blooming House
Mary Blankenship Country Artist
FAROUT
Coated Kernels
Farmer Browns Garden
C. Brown Gardens
Spoon Jewelry
Recycled Barns
Plum Creek Hostas
Lots A Pots
Genesis Enterprises LLC
Dakota Harvest Farm
Jumping Jacks Plantation
D & V Produce
Freedom Farms
Garden Perenials
Eternal Star Dust Designs, Inc.
Circlejewelry.com
Karen's Creations
River Woods Natural Produce
Hebda Family Produce
Johnson Craft
Family Farms Produce LLC
Carol's Kitchen
Gentle Creek
Grandma's Garden
Maximum Welding
Stone Creek Farms
J-Moo Gardens
Busy Bee Baked Goods Co.
Veggie Patch
Nelson Inc
Verdigre Bakery
Ma's County Bakery
Peyton Place Produce
Plain Janes
Hope by Design
The Pampered Chef
Norb Ruhland Iron Decor
Schettler's Garden
Real Food - Chef Paul
Sherer Gardens
Food Flowers and Favors
Skow Vineyards
Cherrybean Coffee Company
Michele's Creations
Mary's Little Co.
The Cornucopia
Wheeler Breads
Watkins Products
Windy Acres
Wolff Farms
The Daily Grind



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