



7110 West Q Avenue
Kalamazoo, MI 49009
www.texastownship.org/farmers-market

Dear market supporter,

The Texas Township Farmers' Market has been providing our community with access to fresh, local foods for eight seasons since it began under tents in 2009. Since then, the market has grown tremendously as a central gathering place and community hub in Texas Corners, extending its season and adding a weekday market on Tuesdays in 2011 and a Holiday Market in 2013.

As the market, which is supported almost entirely by vendor fees, has grown, so has its capacity to better reach and serve the members of our community. This year, we are looking to raise additional funds to support the Farmers' Market and invite you, as an individual or business, to contribute to this vibrant and integral part of our community.

Some highlights about the Farmers' Market:

- The market is open on Saturdays from 8 a.m. to 12 p.m. from May 7 through October 15 and on Tuesdays from 4 to 7 p.m. from June 7 through August 30.
- Each Saturday market features roughly 35 vendors, and each Tuesday market features roughly 28 vendors, all selling **locally-grown and produced foods and agricultural products**. These vendors include local farmers and food business owners within a 50-mile radius of the market, many of whom own homes or businesses in Texas Township.
- In 2015, the market averaged more than **2,200 shoppers on Saturdays** and more than **1,000 shoppers on Tuesdays** (not including children).
- The Fresh on Q! E-newsletter, which goes out the day before each market, reaches the inboxes of nearly **1,800 consumers per newsletter** and includes a "shopping list" of seasonal products, a vendor list for that market, tips for food safety, storage and preparation, and updates on what's happening at the market. The E-newsletter is also posted to the market's Facebook page to nearly **3,000 followers**.
- The market currently accepts credit and debit, as well as food assistance benefits, including the Supplemental Nutrition Assistance Program (SNAP) via the Michigan Bridge Card, Double Up Food Bucks, WIC Project FRESH, and Senior Project FRESH/Market FRESH, to increase local food accessibility in our community.

This year, the Farmers' Market is hoping to be able to install a Public Announcement System in the pavilion to be better able to communicate with our shoppers and vendors in case of an emergency, as well as to highlight special events and happenings at the market and other community events that take place in the pavilion. All contributions to the market are tax-deductible.

The market welcomes donations from those who support our mission to create a sense of community for Texas Township and surrounding areas, promote local businesses and create economic development around foods that are grown, raised, and processed locally, and to raise awareness about the rich and diverse agricultural areas in southwest Michigan.

If you have any questions or would like to discuss opportunities for supporting the market, please don't hesitate to contact me at 269-501-1107 or farmersmarket@texastownship.org.

Sincerely,

A handwritten signature in blue ink that reads "Emily Beutel".

Emily Beutel

Texas Township Farmers' Market Manager and Chairperson of the Farmers' Market Committee

Texas Township Farmers' Market Supporter Form



Name: _____

Organization or Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Mobile: _____

Email: _____

Website: _____

Social Media: _____

I would like to support the Texas Township Farmers' Market at the following level:

Fresh on Q! Friend of the Market: \$25

This option is for individuals and families who love the market and want to support it beyond their patronage of farmers' market vendors. This support level includes a free Texas Township Farmers' Market reusable tote.

Fresh on Q! Seed Supporter: \$100

This option is for individuals, families and businesses who support the market and our mission. This support level includes a free Texas Township Farmers' Market reusable tote, a mention in the Market E-newsletter, and a listing on the website, www.texastownship.org/farmers-market.

Fresh on Q! Sprout Supporter: \$500

This option is for individuals, families and businesses who support the market and our mission. Supporters will be recognized with a listing in our Market E-newsletter, a listing on the website, and a post on the Market's Facebook page.

Fresh on Q! Harvest Supporter: \$1,000

This option is for individuals, families and businesses who support the market and our mission. Supporters will be recognized with a year-long listing in our Market E-newsletter, a post on the Market's Facebook page, and your logo on our Farmers' Market website.

Please check here if you would prefer for your contribution to remain anonymous without recognition in the E-newsletter, on Facebook or on the website.

Please make all checks payable to "Texas Township Farmers' Market", and return with this form to Texas Township, 7110 West Q Ave, Kalamazoo, MI 49009. All contributions are tax-deductible.

Contact Emily Beutel at 269-501-1107 or farmersmarket@texastownship.org with questions or to discuss other opportunities for supporting the market.

