

Inkster Task Force Farmers Market



The Inkster Task Force (ITF) Farmers Market was established in 2020 as a way to bring fresh, local produce into the community. It started as a vision by the Inkster Task Force, and with support from NKFM's REACH for the S.T.A.R.S programming became much more than a place to purchase fruits and vegetables for Inkster residents. It is now a place of **civic engagement** and **community connectedness**.

Public Health Challenge

Residents of Inkster face challenges accessing high quality, affordable fruits and vegetables.



1 grocery store in Inkster city limits³



62% of Inkster households live in poverty³

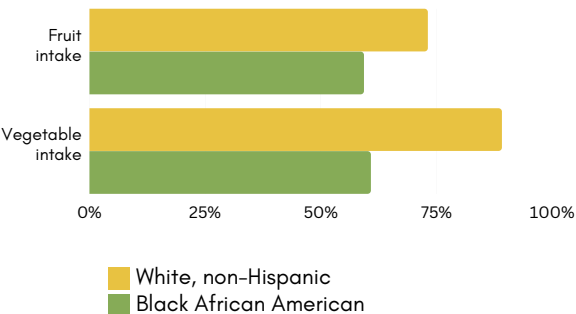


1 in 2 children in Inkster live in poverty²



1 in 3 Inkster households receive SNAP food assistance benefits³

Michiganders are not eating enough fruits and vegetables and there are **disparities** among Black and White residents¹.



Approach

2020	2021	2022	2023
<ul style="list-style-type: none"> October 7 Pilot pop-up harvest market 6 vendors 50-60 attendees COVID precautions instituted Surveys indicated desire for more fresh produce 	<ul style="list-style-type: none"> May -October Michigan Farmers Market Association Rapid Market Assessment conducted Food Navigator Program introduced 	<ul style="list-style-type: none"> May - October Received additional funding from Blue Cross Blue Shield Partnered with Taste the Local Difference to develop market website Trained Assistant Market Manager New marketing strategies established Eastern Market contracted as vendor SNAP, Project FRESH, WIC accepted 	<ul style="list-style-type: none"> June - October Expand service and improve sustainability Cooking classes Special events Increased promotion Rapid Market Assessment

Results



1,369 Market visitors in 2022 season



9 vendors



August was the busiest operation month

The creation of the ITF Farmers Market has moved the needle towards **food sovereignty**, allowing the community to decide how it wants to feed itself. It has also given a platform to **entrepreneurs and community gardeners**.

2022 Vendor Spotlight: Eastern Market



Most popular items: **oranges, bananas, sweet potatoes, corn, and summer squash.**

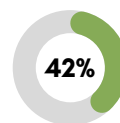


Season Total: \$2,136.87

- Average sales: \$142.46
- Season high: \$318.87



15 appearances








42% of sales were completed through alternative payment methods



22% of those sales were from **EBT/SNAP** benefits

Sustaining Success

The Inkster Task Force is working closely with NKFM to finalize market sustainability and technical assistance support. The Inkster Task Force Planning Committee maintains rules and regulations, vendor policies, and logistics which are compiled into an operations manual. Future interests for sustaining market operations include:

-  Complete skills transfer → Continue to grow **communications capacity** of ITF, especially through social media
-  Offer **Double Up Food Bucks** through Fair Food Network, when available
-  Connect local **schools** and **Farm to ECE** programs to Farmers Market
-  Implement **Produce for Prescription** program
-  Identify more **local produce**

"To have a flourishing market, we don't have to be huge. I would love to have people come looking for fresh fruits and vegetables and have vendors who are willing to come and sacrifice their time and bring us fresh produce."
-Joyce Phillips, ITF Farmers Market Manager

Join us for the 2023 season!
Wednesdays | June 7 - October 3 | 4 - 7 PM
27020 Michigan Ave. Inkster, MI 48141



Become an ITF Farmers Market Vendor!

Visit our [website](http://www.ITFFarmersMarket.org) to fill out an application to become part of the ITF Farmers Market. Join us, along with other great vendors, to share your products with the community!



La Nita Pickett | lpickett@nkfm.org



@ITFFarmersMarket



ITFFarmersMarket.org

References

1. Behavioral Risk Factor Survey. (2022). <https://www.michigan.gov/mdhhs/keep-mi-healthy/communicablediseases/epidemiology/chronicepi/bfrs>
2. United States Census Bureau QuickFacts. (2022). U.S. Census Bureau QuickFacts: Inkster city, Michigan. Census Bureau QuickFacts. <https://www.census.gov/quickfacts/fact/table/inkstercitymichigan/PST045222>
3. 23UFA_Report_Michigan_4.19.23_Final.pdf | Powered by Box. (n.d.). <https://michiganassociationofunited.app.box.com/s/0djoyw0f1pisx258i025vsnhgqyai8sx>

