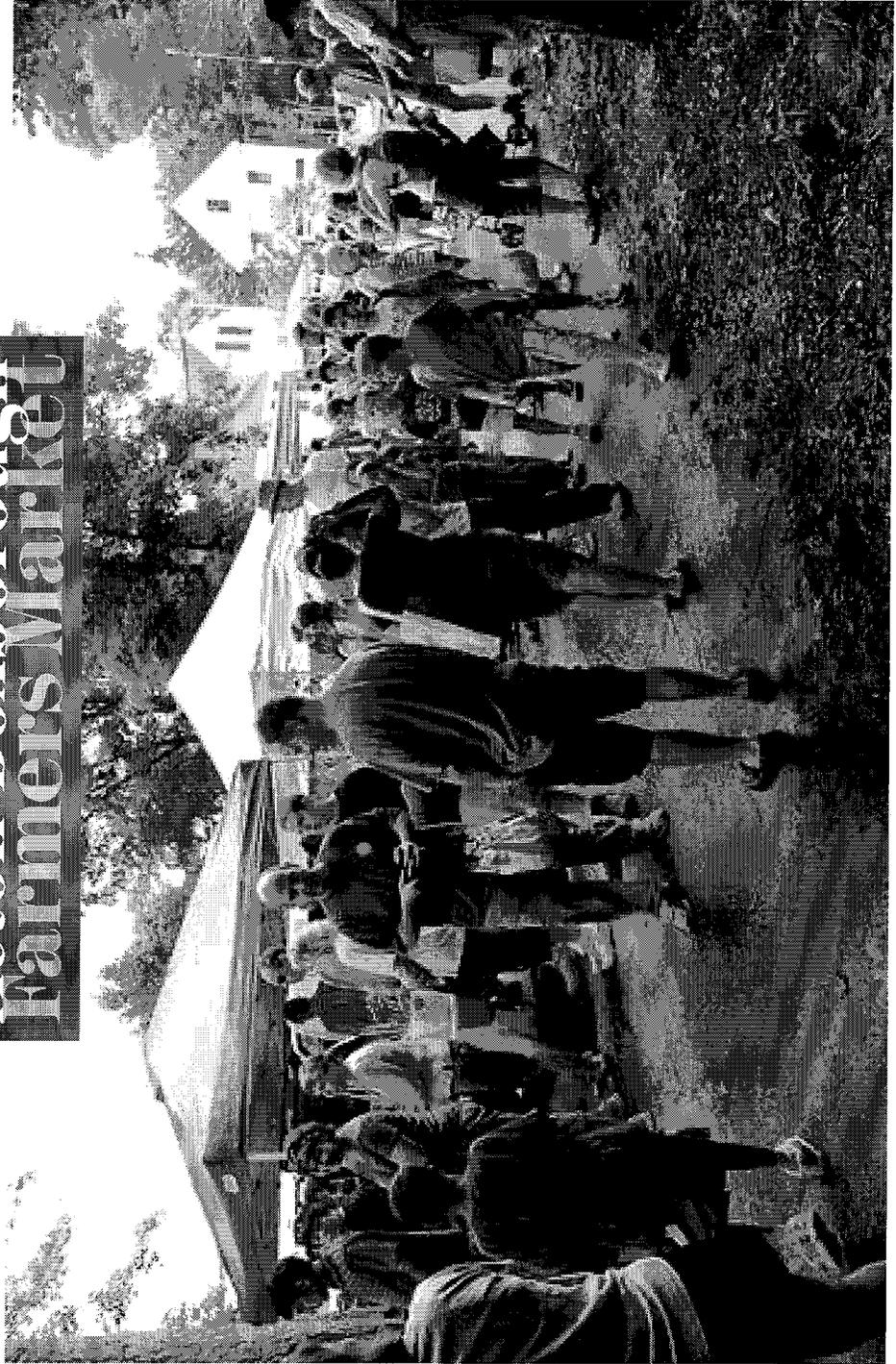
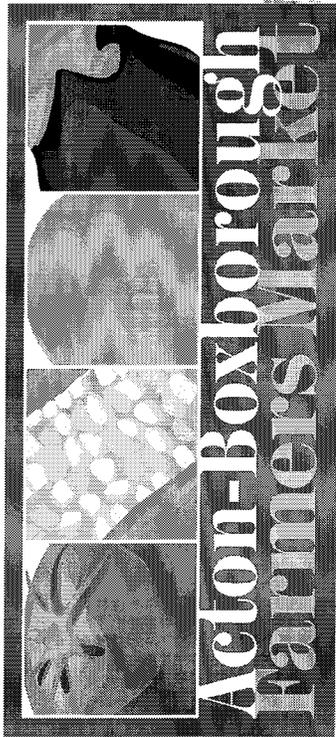


2009

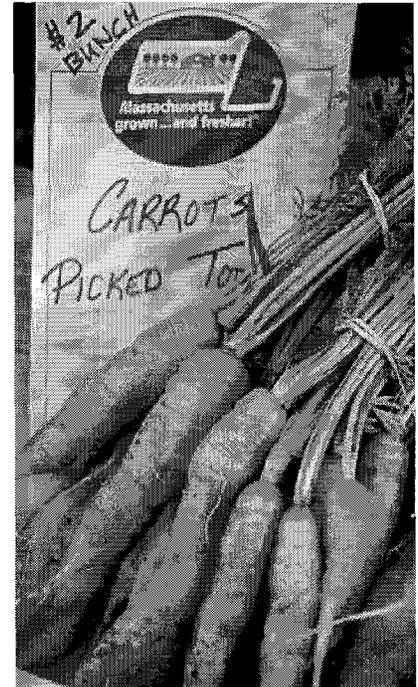


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General Overview

- **2009 season:** Sundays, 10am–1pm, July 12–November 1, Windsor Ave.
- Nine seasonal vendors grew to 12 by season's end; 8 guest vendors
- Weekly Kids' Activity, Community Table (for local nonprofits), Artisan Stall, Musician/ performer, and ABFM Table with educational materials on food and ag topics



Issues/Solutions

- **Traffic:** first market day was a bit chaotic on Windsor Ave.
 - **Solution:** limit parking to one side of Windsor only
- **Internal/QC:** vendor misrepresented its products (i.e., was selling brokered produce as its own)
 - **Solution:** ABFM vendor contract, and rules and regulations, were clear and thorough; vendor was dismissed for cause



Benefits!

- Fresh, local produce
- Community event
- Increased W. Acton Village foot and bike traffic = more exercise, less pollution, and fewer CO₂ emissions
- WACL increase in traffic and library card sign-ups
- Public education on food, ag, and environmental topics
- Integration with local businesses



Future Goals of the Market

- **2010 season:** add product diversity while staying compact
- Grow the educational component: classes, workshops, etc. Involve vendors and other stakeholders.
- File for 501[c][3] status



Proposed 2010 Changes to the ABFM Agreement with the Town



- Conduct a one-day market – May 23 – for early veggies, seedlings, and home & community garden education
- Extend market hours to 10am–2pm
- Use the Windsor Building shed for storage



Thank You!!