

**Borough of Chatham**

**Annual Report**

**2011**

**CHATHAM BOROUGH FARMERS' MARKET**

## **CHATHAM BOROUGH FARMERS MARKET (CBFM) : 2011 Annual Report**

### **Mission Statement:**

The Committee is focused on providing wholesome, source verified, *Jersey Fresh*, local to table, food products to Chatham residents and surrounding community consumers. We are members of the New Jersey Council of Farmers and Communities, a not-for-profit state organization dedicated to preserving productive farmland in New Jersey.

The Chatham Borough Farmers' Market provides conventionally and organically grown *Jersey Fresh* fruits and vegetables to the local community and its neighbors.

The Chatham Borough Farmers' Market benefits the consumer by:

Offering locally harvested fresh fruits and vegetables that are naturally more flavorful and nutritious.

Bringing organic produce and prepared foods, providing greater choices for healthful living.

The Chatham Borough Farmers' Market benefits the community by:

Drawing residents and visitors to the downtown, boosting the local economy.

Providing a venue for local groups, businesses, and non-profit organizations to interact with citizenry, strengthening community spirit through the market place.

The Chatham Borough Farmers' Market benefits the environment by:

Reducing the food miles between field and table, lowering carbon emissions.

Featuring organic produce, reducing the amount of pesticides and fertilizers entering waterways, improving many fragile ecosystems.

Supporting New Jersey farmers, preserving open and productive farmland - keeping the *garden* in The Garden State.

**Committee Members:**

Volunteers rotate volunteer shift hours for onsite market coverage for 19 consecutive weeks, each Saturday from 7 AM – 2PM and attended monthly committee and sub-committee meetings. Monthly meetings are held the fourth Thursday of each month, January through November as advertised in the Borough Calendar. For the third year, the volunteers hosted an Open Invitation to residents to increase market involvement and volunteerism. The Chatham Borough Farmers’ Market Volunteer Committee is made of professionals from all walks of life and talents. Their pro-bono efforts impact and benefit the market greatly such as: graphic design, web master, financial experts, marketing & nutrition professionals, artists, publicists, former government officials, business development experts, event organizers and more. A total of 1,900 volunteer hours were logged in 2011.

Aaron Ayer, Holmes Ayer, John Ball, Michael Dean, Amy Dziemian, Mary Goodbread, Frania Holloway, Debbie Hunter, Allie Irwin, Laura Masterson, Joseph Mikulewicz, Erica Ohrn, Mai Patterson, Linda Pitney, Ruth Selle, Cindy Steffens, Celeste Stinson, Ed Switek, Mary Jane Switek.

**Borough Council Liaison 2011 – John Holman**

**Market Manager Present-2007** Janice R. Piccolo

**Consumer Product Offerings and Vendor Relationships:**

In 2011 the Chatham Borough Farmers’ Market increased the number of vendors again (see Five Year Comparison Chart) including additional value added source verified food products.

Consumer products offered included:

- Farm Fresh and Organic Fruits and Vegetables • Flowers • Specialty Grade Coffee
- Baked Goods • Bath Products • Artisan Chocolates & Cheeses • Dried Fruits & Nuts • Eggs
- Fresh Mozzarella • Gourmet Pickles & Olives • Herbal Teas • Homemade Pasta • Honey
- Jams & Jellies • Jersey Shore Seafood • Jersey Tomato Sauces • Jersey Made Wines
- Knife Blade Sharpening • Locally Prepared Foods • Pasture-raised Meat & Poultry
- Veggie Burgers • Stuffed Breads • Wool and Wool Products from Alpaca & Llama Wool

**VENDORS**

(Shaded vendors are NEW in 2011)

<b>Chatham Bakery &amp; Bread Shoppe</b> <b>Breads &amp; Baked Goods</b> Lewis & Julianne Demeter Chatham, NJ 07928	<b>Fontanarosa’s Home Made Ravioli &amp; Pasta</b> Gluten Free Products Anthony & Luciana Fontanarosa Totowa, NJ 07512 973-942-7784	<b>Local Smoke BBQ</b> Pulled pork, Beef Brisket, Ribs, Beans, Sauce Steve Rabb Cookstown, NJ 08511
<b>Muth Farms</b> ORGANIC & Conventional Produce Bobby Muth Monroe Township, NJ 08071	<b>Shore Catch</b> <b>Jersey Shore Fish &amp; Shell Fish</b> Jim LaPrete Barnegat, NJ 08005	<b>Chocolista LLC</b> <b>Fine Chocolates and Confections</b> Angie Farid Morris Township, NJ 07960
<b>Gourmet Nuts &amp; Dried Fruits</b> <b>Dried Fruits &amp; Nuts All Types</b> Caryn Feldman Florham Park, New Jersey 07932	<b>Mangia Fest</b> <b>Frozen Stuffed Breads</b> Dawn Paskaldes Chatham, NJ 07928	<b>Pascarella Brothers Delicatessen</b> <b>Locally Prepared Foods</b> Anthony & Gino Pascarella Chatham, NJ 07928

<b>Snoep Winkel Farm</b> <b>Pasture-raised beef, pork chicken</b> Gary & Basia Van Boerum Branchville, New Jersey 07826	<b>Edge of Knife</b> <b>Knife &amp; Blade Sharpening</b> Jim Montecallo Oakland, NJ 07436	<b>J&amp;J Italian Ice</b> <b>All Flavors Italian Ices</b> Joe & Julianne LoPiccolo Chatham, NJ 07928
<b>Maria's Biscotti</b> <i>dropped mid season</i> <b>Homemade Biscotti Varieties</b> Yello Door, Inc. Lafayette, New Jersey 07848	<b>Pickle Licious, Inc.</b> <b>Pickles Olives &amp; More</b> Robyn Samra Bogota, NJ 07033	<b>Supper Restaurant</b> <b>Locally Prepared Foods</b> Karen Hayes Chatham, New Jersey 07928
<b>Farm-To-Table Food Group, LLC</b> <b>Jersey Sauces &amp; Salsas</b> Hunter Stagg & Brenda Saharic Alpha, NJ 08865	<b>Krakus Deli LLC</b> <b>Polish Kabasi Sausages &amp; Delicacies</b> Jacek Malinowski New Providence, NJ 07974	<b>Melick's Towne Farm</b> <b>Jersey Produce and Fruits</b> Rebecca Melick Oldwick, NJ 08858
<b>Scrumbcious</b> <b>Indulgent Home Baked Goods</b> Jessica Romeo Chatham Township, NJ 07928	<b>Tea Time</b> <b>Tea Leave &amp; Products</b> Chandi Hackensack, NJ 07601	<b>Flats for Feathered Friends</b> Joesph LaGregor Chatham, NJ 07928
<b>Lost Loon Farms</b> <b>Home Made Jams &amp; Jellies</b> Tucker Hoffman Morristown, NJ 07960	<b>Moon Doggie Roasters</b> <b>Artisan Specialty Grade Coffee</b> Donna Matushak-Funk Maywood, NJ 07607	<b>Secret Garden Soaps Madison</b> Tracy Palmer Madison, New Jersey 07940
<b>The Savory Garden</b> <b>Veggie Burgers</b> 23 Oliver Street Chatham, NJ 07928	<b>Unionville Vineyards</b> <b>Jersey Wine Grower</b> Suzanne Moran Ringoes, NJ 08551	<b>E Everydayjun</b> <b>Sustainable Lunch Box</b> Justine Segal Short Hills New Jersey, 07078
<b>WoodsEdge Wools Farm,</b> <b>Alpca &amp; Lama Wool &amp; Products</b> Linda & Brent Walker Stockton, NJ 08559	<b>Yona's Gourmet Delights</b> <b>Quiche &amp; Hors' oeuvres</b> Yona Amslem Brooklyn, NY 11229	<b>Valley Shepherd Creamy</b> <b>Earn &amp; Debra Wajswol</b> Long Valley, NJ 07853

				<b>GRANTS</b>
				<u>*reflected in Revenue</u>
<u>YEAR</u>	<u>VENDORS</u>	<u>REVENUE*</u>	<u>EXPENSE</u>	
2007	8	\$4,695.00	\$4,568.05	\$650.00
2008	11	\$8,216.00	\$6,893.34	\$4,033.98
2009	23	\$19,776.99	\$12,541.02	\$3,061.01
2010	25	\$13,296.00	\$15,264.33*	\$1,000.00
2011	31	\$23,046.13	\$10,066.52	\$800.00
<b>TOTALS</b>		<b>\$69,030.12</b>	<b>\$34,068.93</b>	<b>\$9,544.99</b>

\*Capital Expenses in 2010 spent down the grants account

### Accomplishments:

The Market Manager and Advisory Committee successfully executed the Chatham Borough Farmers' Market Season 'risk free' for 19 operational weeks. The Market ended the Saturday prior to Thanksgiving allowing for vendor relationships to continue through the holiday seasons.

Created and distributed monthly newsletters with the use of Constant Contact. The electronic newsletter was sent to all vendors, houses of worship, school houses and an email data base list of market supporters, greater than 500 readers. The newsletter featured nutritional facts written and submitted by volunteer registered dietitians about consuming fruits and vegetables and provided 'in season' recipes for products

purchased at the market. It also included information about “At the Market Today.” Food demonstrations, under the program Chatham Cucinas’, were well received adding another of our five senses, the sense of smell to the market place by cooking. Contests and community not for profits guest, approximately two dozen, appeared at the market including musical and dance performances.

The Committee enhanced the Market’s Logo (a visual rendition of the Borough’s central business district gazebo filled with *Jersey Fresh* Produce), Website, and Facebook Page and printed materials to possess a unique branding for instant recognition. Identified an acceptable color palette to be utilized with the new logo and printed publications.

The Farmers’ Market Committee also created and distributed a Chatham Bough Farmers Market Brochure used to provide historical background about the market, its location, how to volunteer, and what offerings can be found at the market weekly. The brochure was readily available at the market each week, and was used for community outreach in the cooperative advertising program and at civic organizations presentations like Kiwanis. The brochure alerts readers to our fully designed website where our community market video can be viewed, while providing additional information, and responding to frequently asked questions on how to become involved with the market.

CBFM continued a relationship, weekly, with the Mayors’ Wellness Campaign of the Chathams each week on Saturday market mornings. Local professionals donated their time and talent to provide consumers with program activities, exercise and nutrition information, or how to further help those seeking specific information or professionals that could provide health assistance. Activities included a Mini Local Health Fair with 15 local health professionals participating. A relationship was fostered with Saint Barnabus Health Care System and Saint Barnabus Medical Center where several hospital employees and health professionals help to steer the MWC Committee and market activities each week. Chef Jessie Kraft, Executive Chef for Saint Barnabus Hospital and Sodexo employee, provided a ‘season opener cooking demonstration’ with all *Jersey Fresh* fruits, veggies and fish. In 2010 the Mayors’ Wellness Campaign of the Chatham’s launched a self awareness program called “Know Your Numbers”. Outlining the critical factor numbers for good health such as weight, blood pressure, cholesterol levels, stress factors and more, the committee empowered participants of the program to gain control over their health. Offering local professionals, health plans, exercise programs and stress reduction mechanisms to see all gain optimum health this initiative continued in 2011. St. Barnabus Medical Center was a contributing sponsor to Chatham’s Fishawack Festival and the MWC by providing funding for “Its Healthy to Volunteer” recognition t- shirts for approximately 300 community volunteers in various capacities. The 2011 slogan, Borough shield, and St. Barnabus logoed shirt offered residents a sense of pride and appreciation, along with a conscious better health awareness.

The Market Committee continued its highly visible co-operative advertising program with local businesses for local and regional print media newspapers and ventured into online media publication advertng in 2011.

The market’s informational bookmark was continued, with timely production for the community’s Fishawack Festival, the second week in June, alerting consumers to our market start date and ‘save the date’ event listing posted on the back. The bookmarks were distributed at the Library, the Senior Center, and at community organization presentations. The bookmark also alerts those interested to our website URL.

The Chatham Borough Framers Market was included in the community's Fourth of July Parade for the fifth year. Our youth worn costumes a tomato and ear of corn distributed our bookmark during the parade as we cruised the parade route in a 1939 antique Farm Market Truck.

Committee members provided press releases and graphic designs utilized to alert local media readers, both newsprint and online versions, of the *Chatham Courier*, *edible Jersey Magazine*, *Independent Press*, *NJ.com*, *The Alternative Press* and *Chatham Patch* for activities for young and adults visiting the market each week. The Committee develops themes for weekly market operation and offer contests like the traditional 'Battle of the Pies' at our Harvest Fest. Tasting Heirloom Tomatoes, Summer Fruit Bake It, Kids Day, and a Peach Party where 6 year old Catherine Melick Bryant, an heir to Melick's Towne Farms in Old Bridge, was crowned Northern NJ Peach Princess by the NJ Peach Council at Chatham's market.

For the fifth year, we participated in the New Jersey Council of Farmers and Communities Mini Grant Program for advertising farmer markets. The grants written by the Market Manager, a Certified Grant Specialist, Janice R. Piccolo, are executed through NJCFC who receives funding from the Highlands Council and the US Department of Agriculture. The grant funds are used to make large capital infrastructure improvements, like running water on site!

CBFM sells sustainable market bags, insulated to keep perishables at proper temperature for \$5.00.

As noted in the past three years, CBFM is an ideal location for community and area not-for-profits to interact with 1200 to 1500 consumers shopping on a market Saturday. Providing information regarding their mission statement, fund raising for their cause, and becoming a part of the community while displaying at the farmers' market, heightens the community experience at the market. In 2011 the market supported 24 not-for-profits as they participated on Saturdays.

Thirteen weekly vendors at the market are local businesses, and four additional local businesses are market supporters through co-operative advertising campaigns and or market food demonstrations and contest judges.

### **ESTABLISHING A NOT FOR PROFIT ORGANIZATION in Preparation for 2013**

Under the guidance of Borough Attorney Jim Lott, the Advisory Committee is formulating the necessary organizational structure to be recognized as a 501 C 3. Development and identification of Description of Activities, Trustees, Officers, and Bylaws are in order.

The rapid growth experienced by the market will support:

- Increase vendor opportunity**
- Increased local business opportunity**
- Increased revenue**
- Increased weekly consumers**
- Increased Capital Improvements to**
- Facilitate Continued Growth**

Photos left to right #1. CBFM participated in a National Contest and was chosen as one of three to WIN A FREE BARN from Yankee Home Barn; Chatham Borough NJ, Hemlock, MI, and Coventry, CT which won the on line populist vote. #2. Chatham Community Band Brass plays regularly at eh Market on Saturdays at 11 AM. #3. Junior Volunteer League Member Sarah Lowe talks with local Radio station LIVE to gain public support/vote for Chatham Borough to win the barn. #4. Sara Switek (tomato) and Sarah Lowe (corn) of the Junior Volunteer League participate in Chatham's Annual Fourth of July Parade alerting viewers the market is open. #5. Artesian Goat Cheese Maker Shepherd Valley Creamy joins the market in 2011. #6. Palmina DeBiase demonstrates on site her ethnic pickled eggplant recipe at a market tasting. #7. Proudly displaying their Blue Ribbons are the Winners of the Summer Bake It Contest at the Market. #8. Fall mums for sale brighten the fall weather and market. #9. Market Manager Janice R. Piccolo in the baby goat pen kisses the youngest litter member from The Secret Garden Soaps of Madison.

