

Borough of Chatham

Annual Report

2010

CHATHAM BOROUGH FARMERS' MARKET

CHATHAM BOROUGH FARMERS MARKET (CBFM) : 2010 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 some sub-committee meetings. Monthly meetings are held the fourth Thursday of each month, January through November as advertised in the Borough Calendar. For the second year the volunteers hosted an Open Invitation to residents to increase market involvement. 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 1,500 volunteer hours were logged in 2010.

Aaron Ayer, Holmes Ayer, John Ball, Joseph Contorno, Michael Dean, Amy Dziemian, Mary Goodbread, Becca Heard, 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 2010 – John Holman

Market Manager Present-2007 Janice R. Piccolo

Consumer Product Offerings and Vendor Relationships:

In 2009 the Chatham Borough Farmers' Market tripled the number of vendors from 2008 including additional value added source verified food products. Consumer products offered included:

Farm Fresh and Organic Fruits and Vegetables • Flowers
Veggie Burgers • Stuffed Breads • Honey • Herbal Teas • Locally Prepared Foods • Bath Products
Eggs • Fresh Mozzarella • Baked Goods •Gourmet Pickles & Olives • Dried Fruits & Nuts
Pasture-raised Meat & Poultry • Jersey Shore Seafood
Alpaca and Lama Wool and Wool Products • Homemade Pasta

What our consumers have to say about us:

Chatham Borough Farmers Market has turned into a family event on Saturday mornings before or after our morning sporting events. The children don't like to miss the honey sticks, pickles, olives and samples. Myself, I don't like to miss all the local fresh produce to contribute to our "clean" eating. But the best part of the market is the sense of our community. It is a small town but I always run into someone I have not seen in years and get to catch up. We always leave with a smile. (Unless I have said "no" to the donuts that day).

Tracey Tango, Chatham Boro resident since 1997

The CBFM has become a staple in our Saturday morning Summer routine. We love to start our day by walking into town to the market and purchasing our fresh fruits and vegetables for the week. The kids love to get baked goodies while we shop and it's nice to see our friends and neighbors.

Claudia Ivancich, a Chatham Borough resident since 1999

VENDORS

Chatham Bakery & Bread Bakery Fresh Breads and Products Lewis Demeter Chatham, NJ 07928	Ducky Life Tea Jane Graver Sandlar Asbury Park, New Jersey 07712 www.duckylife.com	Everydayjun NEW 2010 Sustainable Lunch Box Justine Segal Short Hills New Jersey, 07078 www.facebook.com/pages/everydayjun
Fontanarosa's Ravioli & Pasta Homemade Pastas & Sauces Gluten Free Products NEW 2010 Anthony & Luciana Fontanarosa Totowa, NJ www.fontanarosas.com	Flats for Feathered Friends Birdhouses from recycables Joseph LaGregor Chatham, NJ 07928	Gourmet Nuts & Dried Fruits Caryn Feldman Florham Park, New Jersey 07932 www.ebayclassifieds.com/events-occasions/florham-park/we-sell-gourmet-nuts-and-dried-fruits
Howling Wolf Farm NEW 2010 Tara Bowers & Mat Pearson 25 Swayze Mill Blairstown, NJ 07825 908-459-4474 howlingwolffarm@embarqmail.com	J&J Italian Ice NEW 2010 Flavored Ices Joe & Julianne LoPiccolo 732 407 9342 / 732 881 0484 mailgirl13@aol.com	Krakus Deli LLC NEW 2010 Jacek Malinowski New Providence, NJ 07974 908-464-2214 www.facebook.com/pages/Krakus-Deli/58530012295
Lux Naturals NEW 2010 Soap, Shea Butter, Body Lotion Justin Savkov Scotch Plains, NJ 07076 www.luxnaturals.com	Mangia Fest Stuffed Breads Dawn Paskaledes Chatham, NJ 07928 www.mangiafeast	Maria's Biscotti Maria Lange Lafayette, New Jersey 07848 www.facebook.com/pages/Marias-Biscotti
Melick's Towne Farm Jersey Fresh Produce & Fruit Rebecca Melick Oldwick, NJ 08858 www.melickstownfarm.com	Muth Farms Conventional Produce Bobby Muth Pittman, New Jersey 08071 www.muthfamilyfarm.com	North East Kettle Korn Old Fashion Kettle Corn Charlie Taverner Belle Mead, NJ 08502 www.northeastkettlekorn.com
Peony's Envy Flower Farm Kathleen Gagan Bernardsville, NJ 07924 www.peonysenvy.com	Pickle Licious, Inc. Pickles and Condiments Robyn Samra Teaneck, NJ 07666 http://picklelicious.com	Secret Garden Soaps Madison NEW 2010 Tracy Palmer 64 Park Avenue Madison, New Jersey 07940 973-769-6379 sgsoapsmadison@aol.com
Scrumbcious Home Baked Goods Jessica Romeo Chatham Township, NJ 07928 http://scrumbcious.com	Shore Catch Jersey Fresh Fish Jim LaPrete Barnegat, NJ 08005	Snoep Winkel Farm Gary & Basia Van Boerum Branchville, New Jersey 07826 www.localharvest.org/snoep-winkel-farm
Supper Karen Hayes Chatham, New Jersey 07928 www.suppermain.com	Tassot Apiaries Honey & Honey Bee Products Beatrice Tassot Califon, NJ 07830 www.tassotapiaries.com	The Savory Garden Veggie Burgers Theresa & Rosemary Marotta Chatham, NJ 07928 www.thesavorygarden.com
WoodsEdge Wools Farm, L.L.C Linda & Brent Walker NEW 2010 Alpaca Wool and Wool Products Stockton, NJ 08559 www.WoodsEdge.com	Yona's Gourmet Delights NEW 2010 Quiche & Hors' oeuvres Yona Amslem Brooklyn, NY 11229 www.yonadelights.com	

Accomplishments:

Successfully expanded the Chatham Borough Farmers Market season operational weeks from 18 weeks to 22 weeks, ending the Saturday prior to Thanksgiving allowing for vendor relationships to continue until the holiday season.

Created and distributed monthly newsletters for 16 weeks during the market operation season 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 Cucina was

well received as an additional sense was added to the market place- the sense of smell while cooking, contests, and community not for profits that would guest appear at the market including musical and dance performances.

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.

Created and distributed a Chatham Bough Farmers Market Brochure that could be 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 like the Kiwanis. The brochure alerts readers to our fully designed website while providing contact information for additional information, questions on how to become involved with the market.

The CBFM developed a relationship Titan Worldwide Advertising and NJ Transit to place billboards announcing the market operation day and hours, at both Summit and Chatham train stations for the summer and fall market season.

CBFM continued a relationship, weekly, with the Mayors' Wellness Campaign of the Chathams each week from 8:30 to 9:30 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 16 local health professionals participating. We fostered a relationship with Saint Barnabus Health Care System and Saint Barnabus Medical Center where several hospital employees and health professionals help to steer the committee and market activities each week. Chef Jessie Kraft Executive Chef for Saint Barnabus Hospital and Sodexo employee provided a year end cooking demonstration with entire 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. A local gym partnered with us to give away two one month memberships to those that made the most significant changes in their numbers during the season long promotion.

The Committee continued its highly visible co-operative advertising program with local businesses for local and regional print media newspapers.

The 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 of the bookmarks. The bookmark was distributed at the Library and the Senior Center. The bookmark also alerts those interested to our website.

The Chatham Borough Framers Market was included in the community's Fourth of July Parade for the third year. Our youth "Blueberry Girls" handed out *Jersey Fresh* blueberries to parade on-lookers throughout the entire route, alerting consumers to the market being open on July 4th to provide fresh fruits and produce for home celebrations. Our bookmark is also distributed during the parade as we cruise the parade route in a 1939 antique Farm Market Truck.

The Committee provided graphic design for all advertisements in the *Chatham Courier*, *edible Jersey Magazine*, and Titan Worldwide billboards. These ads address the market's operational schedule but also alerted readers to the Mayor's Wellness Event occurring each week at the market, announced market events, and how locals could participate in contests with prizes and media coverage.

Press releases are utilized to alert local media readers, both newsprint and online versions, of *NJ.com*, *The Alternative Press* and *Chatham Patch* to 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. This particularly popular event caught attention from Martha Stewart's Show, which ran its own pie contest and winners at CBFM pie contest participated in Martha Stewart's Pie Show in 2009! Tasting Heirloom Tomatoes, Summer Fruit Bake It, Kids Day, and Peach Party are some of the other events hosted by the volunteer committee members.

For the fourth 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 Hunterdon County location of the NJ Highlands Council Funding source. The markets that have Highland's farmers or rest within the Highlands area are eligible. In 2008 we realized \$4,033.98 of matched grant funding. In 2009 the grant funding was capped, due to its popularity and reduced state funding and CBFM will receive an additional \$4,000.00. In 2010 we anticipate a minimum of \$1,500 from the Highlands Council Grant, a funding source that is dried up for 2011.

CBFM also sells sustainable market bags. Insulated bags to keep perishables at proper temperature for \$5.00, and an all organic USA made cotton embroidered, collectors' bag imprinted with the colorful CBFM logo for \$20.00 produced locally at the sport shop. In 2009 as a pilot program CBFM bought bio-degradable disposable consumer bags and provided them to the farmers to test the product durability, consumer awareness, and to reduce land fill waste. The pilot was presented to the New Jersey Council of Framers and Communities for consideration at ALL NJCFC markets as a sustainable ecology minded initiative. This year as last in the past CBFM sold hand painted and designed pumpkins through the talent of a CBFM volunteer.

As noted in the past three years, CBFM is an ideal location for community and area not-for-profits to interact with what could be 1200 consumers on a fair weathered market day. 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 2010 the market supported 31 not-for-profits as they participated on Saturdays.

Nine 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.

Photos left to right #1. CBFM Volunteers Ruth Selle, MJ Switek & CBFM Youth League Volunteer Sara Switek; #2 Saint Barnabus Representative Ceu Cime-Neves, Mayor Nelson Vaughan III, SBMC employee Denis Peter, Mr. Gillham signs up for Know Your Numbers; #3. Dance Innovation Dance Troupe performs at the Market; #4. Sara Switek CBFM's Jersey Fresh Tomato displays the heirloom tomatoes ready for tasting; #5 Congressman Rodney Frelinghuysen visit CBFM pictured with Market Manager Janice R. Piccolo, MJ & Ed Switek and Mai Paterson CBFM volunteers; #6. 2010 Inaugural Local Mini Health Fair at the CBFM; #7. Lauren from the Raptor Trust with a hawk during their annual market visit and educational awareness about endangered species; #8. CBFM Volunteer Mary Good bread and granddaughter Sara of the CBFM Youth Volunteer League at the first annual sunflower contest pictured with the specimen sunflower that Mary grew in the Chatham Community garden. #9. Executive Chef of SBMC cooks Jersey Fresh at the market! #10. NJ Peach Council Peach Queen Elizabeth Kullkowski and CBFM Volunteer John Ball pick the winning ticket of a basket of Jersey Fresh Peaches during CBFM Peach Party at the market; #11. The Hickory Tree Chorus performs LIVE at CBFM; #12 Source verified, consumer confident Jersey Fresh Produce weekly like these eggplants!

