YPSILANTI FARMERS MARKETS

2026 Outdoor Season

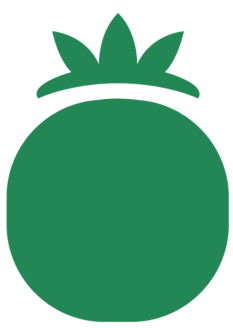
IMPACT REPORT

Quick Summary

The 2026 Summer Market season ran from May through October, with 25 Saturday markets and 7 Tuesday markets successfully held. While 10 Tuesday markets were originally planned, the final three were cancelled early due to vendor and staffing capacity. The season brought its share of unexpected challenges, including one Saturday market cut short by heavy rainfall, a Cyclospora outbreak, and periods of wildfire smoke that impacted outdoor conditions. Despite these hurdles, our markets continued to serve as a vibrant gathering place for the community, connecting local farmers, small businesses, and neighbors throughout the summer.

Impact Metrics

With over 21,500 customers and more than $253,000 in vendor sales, the outdoor summer market demonstrated steady growth and impact. Our Gather & Give program continued to grow, strengthening community generosity and helping ensure that neighbors facing food insecurity could access fresh, local food.



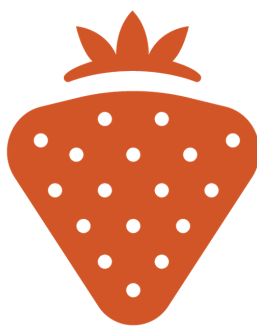
21,770

Total Customers



$275,472

Total Vendor Sales



$31,470

Food Assistance Sales



$420

Spent from the Giving Basket

Additional Highlights

Highest Attended Market Day: Our highest attendance of the season occurred on July 25th, with 1,467 customers, marking a standout day during peak summer season. Notably, this was a regular market day with no special events or additional programming, reflecting the strong community support and consistent draw of the market at the height of the summer.

Community Initiatives & Events:

- **May 16th: Opening Day**
  - *Kicked off the summer season and welcomed the community back to the market.*
- **June 27th: Bike Day**
  - *Celebrated bike-friendly transportation and encouraged active community connections.*
- **July 11th: Free to Bleed with Dignity Day**
  - *Promoted menstrual equity and access to free period products.*
- **August 8th: National Farmers Market Week Celebration**
  - *Celebrated local food, farmers markets, and the people who make them thrive.*
- **September 19th: Community Resource Fair**
  - *Connected neighbors with local organizations, resources, and community services.*
- **October 31st: Spooky Market**

- *Wrapped up the outdoor season with a festive Halloween celebration.*