Overview
Submitted on February 24, 2015, The Xavier University Farmer’s Market was funded for a two-year period by the Women of Excellence giving circle. The grant was submitted by Ann Dougherty, former Sustainability Director. Sarah Kramer, class of 2018, and Hannah Sheppard, class of 2017, planned the market during the summer of 2015. Sarah and Hannah were thus, the Farmer’s Market Managers. Titled, “Creating a Space to Grow Our Food System,” this Farmer’s Market was designed with students, faculty, and staff as a target audience. The market was designed to bridge the gap in the food desert that Xavier resides in. Sarah and Hannah recruited a board of advisors to help in the early stages of the market. Among these were, Joy France, Jeff Asha, and Bob Hyland as core members. These were farmers and local community activist, passionate about farming and understood the importance of fresh food.

Prior to the start of the Fall 2015 Farmer’s Market, Ann Dougherty left Xavier University and the market was under the direction of Mark Hanlon. Entirely student led, the market opened on August 24, 2015 and operated bi-weekly until November 9, 2015. During this time, students Stephen Todd and Julia Fermie joined the management team. The management team made the decision to have a weekly market for the second semester of the academic school year (Spring 2016) as opposed to bi-weekly. Due to farmer/vendor lack of participation the management team was unable to operate the market for a third semester, Fall 2016, as planned

Goals

- To provide access to quality, healthy food from local vendors and farmers to the Xavier community and its surrounding neighborhoods.
- Provide food knowledge to patrons. Including: explaining different types of produce, how to prepare fresh produce, knowledge of growing seasons, etc.
- To promote the understanding of the connection between food, farmers, and healthy living, and the impact that has on a community.
- To encourage members of the local community to be involved in the healthy food system of Xavier University.

Highlights

- The market managers engaged with several offices and departments on campus for the Farmer’s Market. Including: The Office of Physical Plant, The Office of Student Involvement, Xavier University Risk Management, The Cintas Center, Xavier University Legal Advisors, Xavier University Auxiliary Services, Xavier University Parking Services, Xavier University Police Department, Xavier University Office of Communications, Sedler Family Center for Experiential Learning in Business, Gallagher Student Center, Xavier University Art Department, and Xavier University Grant Services.
- The market managers partnered and engaged with the following community farmers, vendors, and organizers. Greener Portions, Our Harvest, Organic Farms at Bear Creek, Green GRRRL Wisdom, Rain & Suns Hilltop Farms, Grandola Granola, Street Pops, Buona Terra Gelato, Honey Tree Acres, Xavier University Urban Farm, The Green Umbrella, CORV Guide Cincinnati, Gabriel’s Place, Xavier University Montessori School, and Findlay Market.
- The box meal program, highlighting an in-season vegetable with ingredients to make a dish, was successfully implemented on two market dates.
- Xavier University partnered with Xavier Sustainability Academic Programs majors and its Agroecology class as a source for research data.
Attendance & Participation

Despite efforts to reach the greater community and surrounding neighbors with the Farmer’s Market, the market mostly served on-campus students.

- Each market had an average of 15-30 participants.
- The largest market day of attendance was September 28, 2015, with 65 people in attendance and over 50% students.
- 86% participation from committed vendors and farmers on the dates they said they would be present at the market.

Team/Committee

The market management team was responsible for planning and executing the entirety of the market. Budgetary and administrative help was provided by the Office of Physical Plant and Mark Hanlon.

- Sarah Kramer (Farmers Market Manager)
- Hannah Sheppard (Farmers Market Manager)
- Stephen Todd (Farmers Market Team)
- Julia Fermier (Farmers Market Team)
- Ann Dougherty (Former Advisor, Grant Visionary)
- Mark Hanlon (Current Overseer/Advisor)
- Jeff Ashba (Farmer of Organic Farms at Bear Creek)
- Joy France (Community Liaison)
- Bob Hyland (Farmers Market Planner, Our Harvest Coordinator)

Financials/Resources

There were no major expenses associated with this budget. The only long term thing bought was four tents, in the event there are future farmer’s markets on campus. The initial budget was provided by Women of Excellence Giving Circle.

<table>
<thead>
<tr>
<th>Baseline Budget</th>
<th>Revenue Generated</th>
<th>Total Expenses</th>
<th>Balance</th>
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<td>$16,746.25</td>
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<td>$9,000.49</td>
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Event or Program Future Opportunities/Plans /Recommendations

The grant was given to the Office of Sustainability to do a trial market. There were major things learned from the initial trial market. The following are suggestions and recommendations should a similar market be attempted in the future.

- Location should always be in Bellarmine Circle or near the entrance of Gallagher Student Center. These are high-traffic areas and there is more staff present.
- The weekly market generated more traffic than a bi-weekly market. The management team would suggest weekly.
- The management team should consist of 1-2 undergraduate students, 1-2 graduate students, and a full-time advisor.
- To sustain the market, multiple volunteers are needed help set-up and tear down.
- The box meal program was successful, but should be marketed toward off-campus students.