



FUTURE MILWAUKEE LEADERSHIP PROGRAM

Monday, January 3, 2011

“YELLOW” Group:

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SECOND GROUP PROJECT ASSIGNMENT (For presentation on Monday, May 2, 2011)

Sponsoring Organization: **Fondy Food Center** (www.fondymarket.org)

Project Contact: **Mr. Young Kim**, Executive Director, Fondy Food Center,
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Organization Background: *The Fondy Food Center’s mission is to connect North Side residents to locally grown food, from the farm to the table. The agency was launched in 2000 in response to a county-wide study that revealed a shortage of full service grocery stores and an oversupply of fast food restaurants and corner convenience stores in central city Milwaukee. Fondy operates the largest farmers market in Milwaukee, the Fondy Farmers Market, along with agricultural, nutrition and culinary education programs to alleviate the shortage of fresh produce and to spark a rebirth in healthy cooking. Since its founding eleven years ago, the agency’s service strategy has evolved into a systemic and asset-based farm-to-fork assembly of programs that takes fresh produce from local farms to a thriving farmers market, where it is purchased by increasingly savvy customers, prepared by knowledgeable cooks, and ultimately placed onto the dinner plates of people who know and appreciate wholesome and healthy food.*

Project Proposal: *In 2009 the agency decided to change how it marketed its farmers market. Originally formed as an anti-hunger organization, much of Fondy’s pre-2009 publicity materials were a grim recitation of obesity and hunger statistics in the inner city. While these alarming facts and trends still hold true, they are not the messages that attract farmers’ market customers and get neighborhood residents excited about cooking and eating healthy foods. In 2009 the agency stopped billing itself as “the best farmers market for poor people” and instead set a more positive goal of creating “the best farmers market in Milwaukee.” Despite these efforts, the farmers’ market field is becoming increasingly competitive. As of 2010 there were 18 farmers markets operating in Milwaukee County. Fondy staff members need more information about competing markets in order to make better publicity decisions in the years to come.*

A Future Milwaukee team will undertake a market analysis of farmers markets in Milwaukee County. After developing a set of measurements with Fondy staff, the team will visit all farmers markets and collect quantitative and qualitative data on each market. Data will be summarized and presented to agency staff, along with suggestions on how to improve the Fondy Farmers Market.