EASTERN MARKET CORPORATION

2013 Annual Report

Progress and Partnerships

Progress and Partnerships

George Jackson

Dan Carmody

Dear Friends,

Seven years ago, the Eastern Market Corporation (EMC) began its work of managing market operations on behalf of the City of Detroit, developing programs to improve food access, building facilities to grow the local food economy, and updating critical infrastructure to strengthen the Eastern Market District.

On a daily basis EMC works to improve market operations, expand market days of operation, increase access to healthy, affordable and fair food choices in Detroit and throughout Southeast Michigan, support food entrepreneurs, and strengthen the Eastern Market District as a dynamic center for commerce.

We are pleased in this report to note the significant strides we've made in leveraging the remarkable legacy of Eastern Market to become an even more important economic engine for regenerating the regional economy. Increasingly, our work is about building creative collaboration with a wide-range of community partners.

Here are a few of last year's achievements:
Saturday and Wholesale Market operations were improved. The third season of the Tuesday Market was marked by the launch of a new senior program in partnership with Gleaners Community Food Bank. Third Thursday, a night market featuring prepared foods and fun, was piloted and the World Groove Festival, our first major special event, added to the market's energy and convivial nature.

Food access programs grew as EMC's Farm Stand program served 19 locations on a regular basis and the Detroit Community Market network expanded to 14 sites. The Farm Stand program alone distributed $40,000 of produce during its 15 week run. Eastern Market wholesalers and area growers benefited from our strengthened partnership with Detroit Public Schools as 48% of the produce DPS purchased with U.S. Department of Agriculture (USDA) funding came from Michigan growers.

Two achievements highlighted EMC's work to foster food business development. Through a partnership with Charter One Foundation and Michigan Economic Development Corporation, 31 grants were awarded to food ventures, most of whom sell at Eastern Market, allowing them to expand their businesses. To better help neighborhood based food entrepreneurs, the Detroit Kitchen Connection program launched, providing low-cost food production space and business mentoring to those seeking guidance establishing their food business.

Desperately needed Eastern Market District infrastructure improvements took a giant leap forward with the kick-off of the $24.8 million Link Detroit project which includes the completion of two greenway segments, three bridge replacements, and the first phase of district streetscape investments.

Lastly in 2013, EMC, with support from key funders, was able to expand its capacity to better meet operational and programming needs and assure long-term sustainability. Terry Campbell was hired as EMC's first COO to further improve operations, Tracy Rivard was hired as EMC's first Fund Development Director to increase sponsorships and contributions, and Amanda Gregory was hired to launch the Third Thursday and Sunday Markets.

We've made great progress but much more remains to be done. Next year we will add a Sunday Market, open the Detroit Community Kitchen, and add an outdoor plaza. These efforts will not only strengthen the Market but also the district, the city and Southeast Michigan continuing our efforts to be the nation's most robust food hub.

Sincerely,

George Jackson
Eastern Market Corporation, Board Chairman

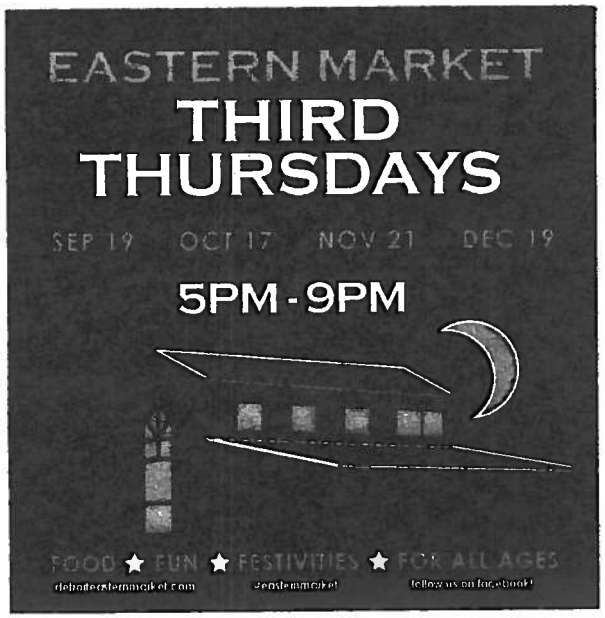
Dan Carmody
Eastern Market Corporation, President

Market Operations

On a daily basis the Eastern Market Corporation (EMC) works to improve market operations, expand market days of operation, increase access to healthy, affordable and fair food choices in Detroit and throughout Southeast Michigan and 2013 was no different. Each week thousands of people flocked to Detroit's Eastern Market for its **Saturday Market** to enjoy one of the most authentic urban adventures in the United States.

A local food district with more than 250 independent vendors and merchants processing, wholesaling, and retailing food.

Rain or shine, from 6a.m. to 4p.m. Eastern Market is transformed every Saturday into a vibrant marketplace. In 2013 foot traffic increased during the summer months but severe weather curtailed holiday season traffic. EMC continued to broaden the array of product offerings by adding new farmers and specialty food producers.



Third Thursday, a family-fun night market featuring artisan and prepared food vendors, was piloted and ran from September through December. Each themed Third Thursday event offered visitors an alternative night to experience Eastern Market after dark in a safe, fun, and relaxed environment.

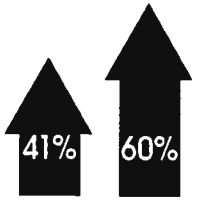
Market Operations Continued

Although Saturday remains the Market's mainstay, 2013 marked the third year for the seasonal **Tuesday Market** running from April through October with a special Thanksgiving Market in November. Launched in 2011, the Tuesday Market differs from the Saturday Market in size, vendor composition, and customer base. While Saturday averages 125 vendors, Tuesdays are characterized by a more relaxed pace, hosting roughly 50 vendors, attracting more seniors and moms with young children. Vendors report enjoying the smaller market because they had more time to interact with customers. Complimentary wellness activities such as yoga, zumba, and aerobics have also become hallmarks of the Tuesday Market. The 2013 Tuesday Market season marked the launch of a new senior program in partnership with Gleaners Community Food Bank, offering seniors from Hannan House, The Village of Brush Park Manor, and The Metropolitan Community Tabernacle church round-trip transportation to the market, $10 produce voucher, an Eastern Market reusable bag and healthy cooking demonstrations by a senior nutrition educator.

> *"Tuesday at Eastern Market is a wonderful opportunity to really get to know my customers. Customers have more time to talk and learn more about the varieties of mushrooms I offer. From how I grow them, to how I prepare them. They get to "know" their farmer as well. That's what the Tuesday Market is all about!"*
>
> *- Vincent Sanna of Give and Grow Mushrooms*

SUN	MON	TUES	WED	THURS	FRI	SAT
		50 Vendors on Tuesday	2	3	4	125 Vendors on Saturday
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

88% Vendors Participated in both Tuesday and Saturday Markets



60% of customers reported an increase in access to affordable and healthy food, up from 41% in 2012

2013 also saw the launch of our first major special event, **World Groove at Eastern Market,** adding to the market's energy and convivial nature.

Convivial *adjective* \k_n- viv-y_l, - vi-v - l\ :
of or relating to social events where people can eat, drink, and talk in a friendly way with others.

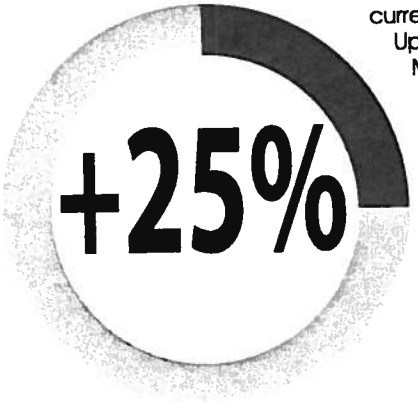
Food Access Programs

The Eastern Market Farm Stand

In 2013, the Eastern Market Corporation (EMC) continued its commitment to improving access to healthy, green, affordable and fair food choices in Detroit and throughout Southeast Michigan through the Eastern Market Farm Stand program and our work with Detroit Community Markets.

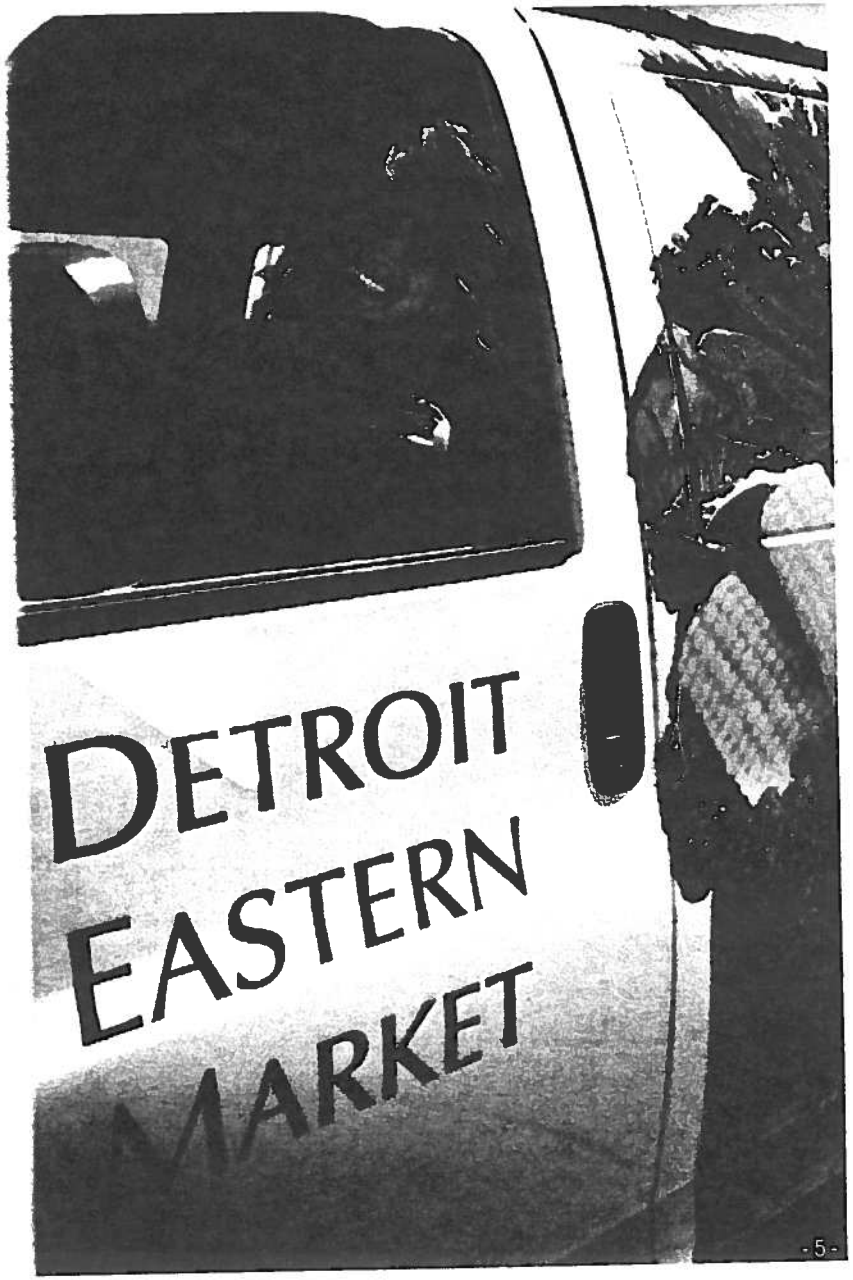
In 2013, The Eastern Market Farm Stand marked its fifth year of operations with the most successful season to date. The Farm Stand program, which started out of the back of a humble hatchback, now boasts three "veggie vans" traveling throughout the greater Detroit area, delivering over $40,000 in produce over 15 weeks to 19 distinct locations.

Over the past three years, the Farm Stand developed from a pop-up produce stand to a full-service food access program, addressing limited supply of fresh fruits and vegetables in many of Detroit's neighborhoods. In addition, the Farm Stand served as a mobile educational unit, providing valuable information about nutrition and healthy eating to its many guests.



A hallmark of the **Farm Stand program** is the ability to accept alternative currencies including SNAP*, Double Up Food Bucks, Project FRESH and Market Fresh on-the-go. This year the number of food assistance dollars increased 25% from 2012, totaling $4,642.00, making up 11.5% of total sales.

*Supplemental Nutrition Assistance Program



Food Access Programs Continued

Wholesale and the link with Food Access

Thanks to our work linking Eastern Market wholesalers and area growers to Detroit Public Schools (DPS), we helped DPS include more locally grown crops into its student meals and Eastern Market wholesalers benefited from this strengthened partnership. In 2013, 48% of the produce DPS purchased with U.S. Department of Agriculture (USDA) funding came from Michigan growers.

G. Smith / Detroit Lions

Meet up and Eat Up with The Detroit Lions

In partnership with the Detroit Lions, we extended the reach of our food access programs by hosting The Detroit Lions ***Living for the City's Meet Up & Eat Up with the Lions program.***

This autumn program took place during the **Tuesday Market** in Shed 5 and educated Detroit Public School children about making healthy eating and lifestyle choices. Activities included lunch, cooking demonstrations from Levy Restaurants/Ford Field Executive Chef Joe Nader, an Eastern Market shopping trip, group fitness activities and appearances by Roary, Detroit Lions mascot, and Lions alumni highlighted by Hall of Famer Barry Sanders.

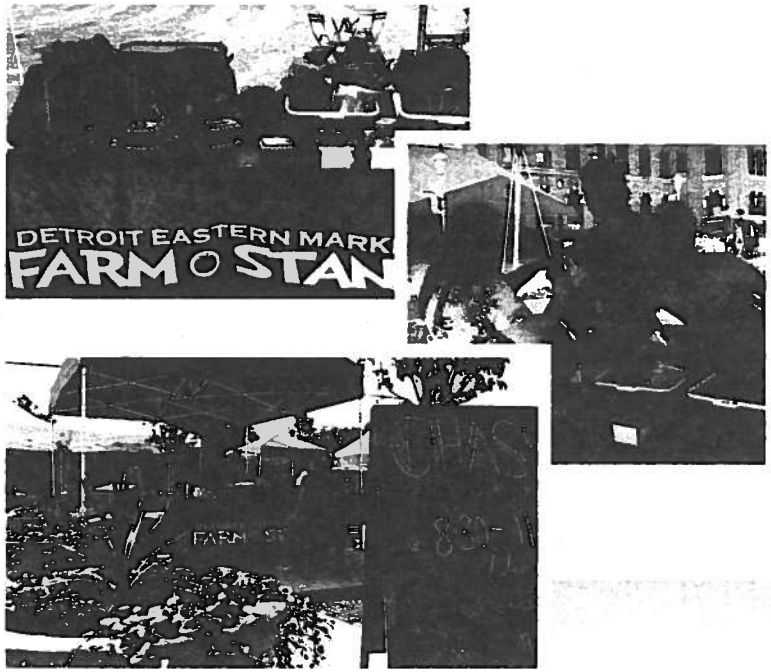
New to this year's program was the Wayne State University (WSU) School of Medicine and Fair Food Network. WSU School of Medicine focused on explaining the connections between healthy eating and physical and mental health.

Fair Food Network, a national non-profit dedicated to building a more just and sustainable food system, brought its Double Up Food Bucks initiative to the program. Students learned that this program matched up to $20 a day when SNAP* recipients used their Bridge Cards to purchase locally grown fruits and vegetables.

*Supplemental Nutrition Assistance Program

Detroit Community Markets

In 2012, EMC convened and helped establish Detroit Community Markets (DCM). DCM was committed to providing additional opportunities for Detroiters to purchase fresh and nutritious food at locations throughout Detroit. Farmers markets, mobile food distributors, and food box programs all work in concert to bring healthy, affordable food to Detroit residents in order to create a more food secure metropolitan area.



Charter One Foundation

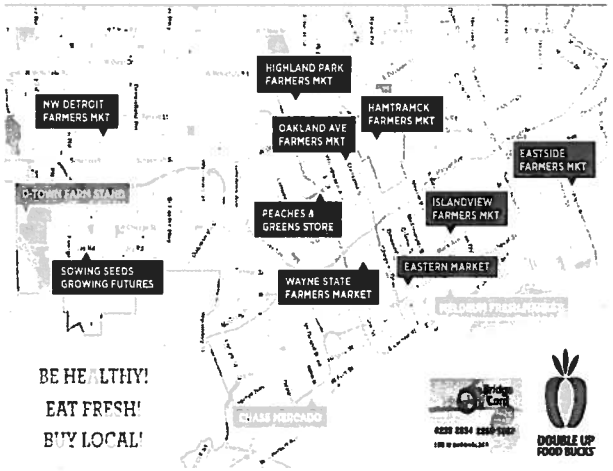
Outreach efforts underwritten by the Charter One Foundation's Growing Communities grant continued in 2013.

DCM also served as a clearinghouse for programming and vendor recruitment. Through a partnership with Henry Ford Health Systems, Generation With Promise, 8 of the 10 farmers markets received healthy on-site cooking and sampling demonstrations. From the transportation to healthy recipe cards, these demonstrations were supported substantially with hard and soft equipment through Charter One Foundation's grant, Growing Communities.

Members of the Detroit Community Market network include:

- CHASS Mercado
- D-Town Farm Stand
- Detroit Eastern Market Tuesdays
- Eastern Market Farm Stand
- Eastside Farmers Market
- Fresh Food Share
- Hamtramck Farmers Market
- Highland Park Farmers Market
- Islandview Farmers Market
- Meldrum Fresh Market
- Northwest Detroit Farmers' Market
- Oakland Avenue Farmers Market
- Peaches & Greens Produce Market & Truck
- Sowing Seeds Growing Futures Farmers Market
- Wayne State University Farmers Market
- Windmill Market

Detroit Community Markets



Regional Food Economy

Fortifying the food sector as a pillar of regional economic growth, two achievements highlighted our work to foster food business development.

Through a partnership with Charter One Foundation and the Michigan Economic Development Corporation, $100,000 in grants were awarded to 31 food businesses, most of whom sell at Eastern Market, allowing them to expand their operations. This diverse array of small enterprises used the funds to buy equipment, acquire land or assist in the growth of their business.

StrEAT Detroit (operating as Mack Shack and El Guapo) *(pictured at right)* purchased a 40 gallon tilt-steam kettle. They were able to improve the quality and consistency of their cheese sauce and pho. In addition, the large kettle (as opposed to the 40 qt stock pots on a traditional stove that was previously used) allowed them to decrease the prep and cooking time from 16 hours to 4 hours.

DETROIT KITCHEN CONNECT

FOODLAB DETROIT

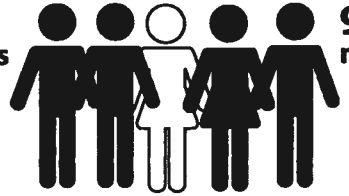
Fueling Detroit's food movement and helping neighborhood-based food entrepreneurs realize their dreams, the Detroit Kitchen Connect (DKC) program launched, providing business development services, low-cost food production space and business mentoring, including assistance with licensing and insurance, to those seeking guidance establishing their food business.

Within the first 100 days of the Detroit Kitchen Connect program being launched, 7 businesses were licensed through Michigan's Department of Agriculture & Rural Development with 21 additional businesses in the pipeline.

(l to r) Jess Daniel, Founder and Executive Director, Food Lab Detroit and Devita Davison, DKC Coordinator

USER BUSINESSES

80% of DKC users are women



90% are minorities

58% Baking

29% Speciality teas

13% Speciality foods

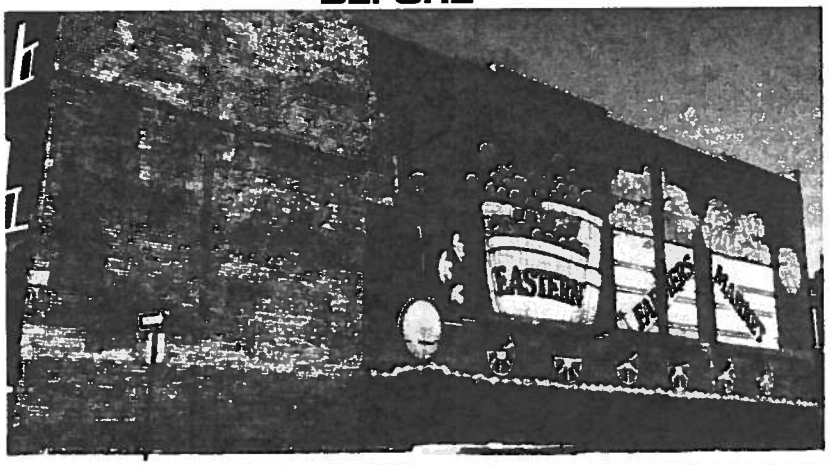
District Improvements

Delivering on our mission to strengthen the Eastern Market District many needed improvements took place. Major district improvement projects included:

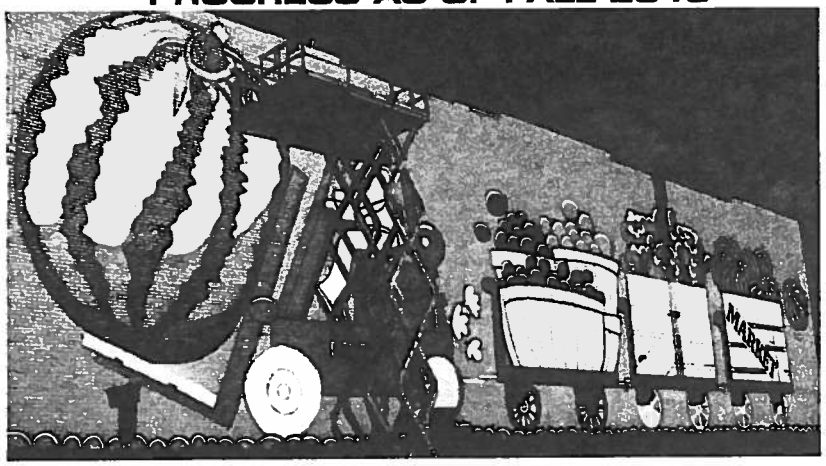
- The kick-off of the $24.8M Link Detroit project, which includes the completion of two greenway segments, three bridge replacements and the first phase of a district streetscape investment.
- The restoration of the Farmers Mural courtesy of over 130 gallons of Marquee exterior paint and primer donated by Masco Corporation, parent company of Behr Paint. The vintage Farmer's Mural on the Fisher Freeway service drive has served as the southern gateway to the district since the early 1970's.

The district also saw the addition of 6 new businesses such as the new bike shop on the Fisher Freeway service drive, 3 Dogs and a Cat, Trinosophes, Adams Meat and Thomas Magee's Sporting House Whiskey Bar.

BEFORE

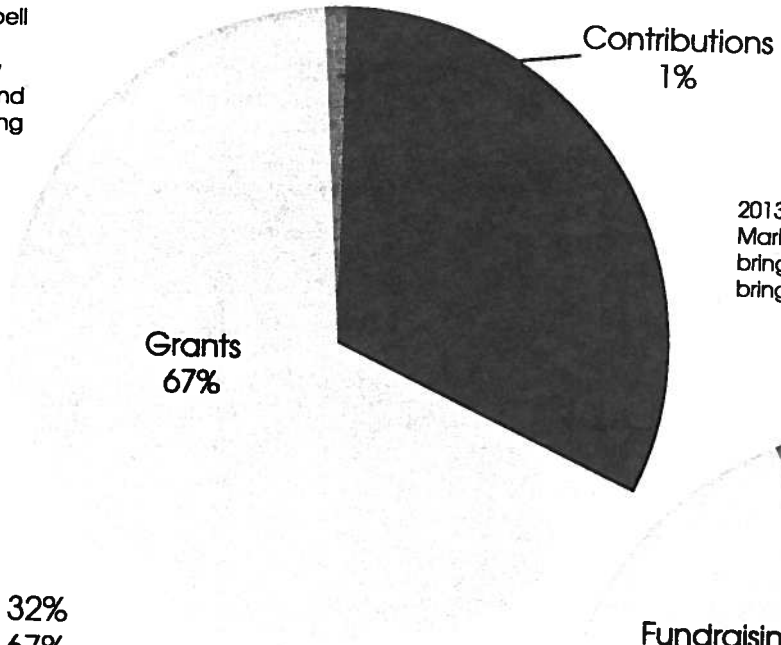


PROGRESS AS OF FALL 2013



Finance

With support from key funders, EMC expanded capacity to improve operational and programing needs and ensure long-term sustainability. Three new positions were created and filled – Terry Campbell was hired as EMC's first COO to further improve operations, Tracy Rivard was hired as EMC's first Fund Development Director, relaunching the Friends of Eastern Market (FOEM) program and Amanda Gregory was hired to launch the Third Thursday and Sunday Markets.

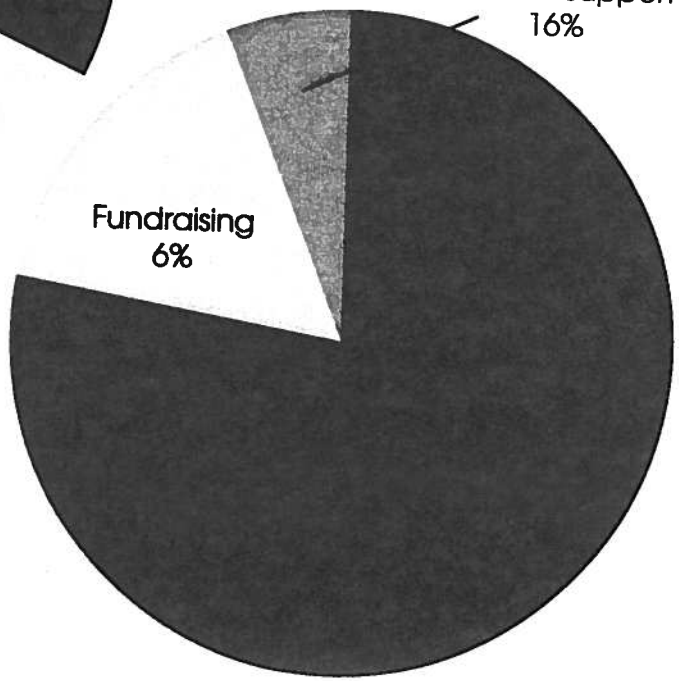


2013 saw the re-launch of the Friends of Eastern Market (FOEM) giving program. Donors support bringing better food to Detroit area tables and bring positive change to our regional food system.

FINANCIALS
July 2012 – June 2013

Revenues
Total: $3,686,211

Earned Revenue 32%
Grants 67%
Contributions 1%



Expenses
Total: $3,729,265

Operations and Program Support 78%
Management and General Support 16%
Fundraising 6%

Vision

Creating the most inclusive, resilient, and robust regional food hub in the United States.

Mission

We leverage Eastern Market's dynamic history, manage operations, develop programs, build facilities, and provide critical infrastructure to:

- Strengthen the Eastern Market District
- Fortify the food sector as a pillar of regional economic growth
- Improve access to healthy, green, affordable, and fair food choices in Detroit and throughout Southeast Michigan

EASTERN MARKET CORPORATION

2013 BOARD OF DIRECTORS

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Detroit Economic Growth Corporation

Vice Chairman
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Metro Produce, Inc.

Treasurer
DeWayne Wells, President
Gleaners Community Food Bank

Secretary
Brian Bartes, Chief Financial Officer
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Tom Bedway, President
Ronnie's Meats

Janet Sossi Belcoure, President
Roma Cafe

Karen Brown, Owner
Savvy Chic

Ron Brundidge, Director
Detroit Department of Public Works

Jason Grobbel, President
Grobbel's Corned Beef

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For Goodness Sake

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City of Detroit Recreation Department

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C.S. Mott Group for Sustainable Food Systems
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Ruhlig Farms & Gardens

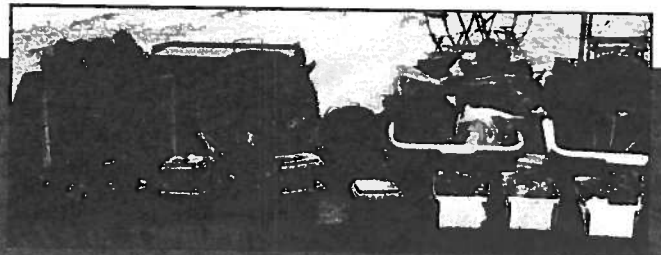
Councilmember JoAnn Watson
Detroit City Council

Guy Williams
G.O. Williams & Associates, L.L.C.

Ex-Officio
Dan Carmody, President
Eastern Market Corporation

Legal Advisor
Reuben A. Munday, Attorney
Lewis & Munday

Staff Members
Doshia Barton, Office Manager
Terry Campbell, Chief Operating Officer
Jim Sutherland, Vice-President, Operations
Randall Fogelman, Vice-President, Business Development
Tracy Rivard, Fund Development Director
La'Leatha Spillers, Marketing Director
Jason Yelencich, Facilities Manager
Phoenicia Jackson, Special Events Coordinator
Fiona Ruddy, Director of Food Access Programs
Christine Quane, Wholesale Market Coordinator
Devita Davison, Detroit Kitchen Connect Coordinator
John Jones, Operations Manager
Jela Ellefson, Grants and Special Projects Coordinator



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