



**HAYMAKER**  
farmers' market  
est. 1992



# ANNUAL REPORT

2023

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## Our Mission

Haymaker Farmers' Market provides a connection between producers of local food and the community by creating a vibrant and sustainable gathering place promoting direct access to fresh and prepared food, agricultural and environmental education and the arts.

# Executive Summary



Haymaker Farmers' Market continued for our 31st year in 2023, offering year-round "producer only" markets in Kent, Ohio with the participation of 63 local food vendors and 106 artists and musicians.

**Haymaker had over 39,000 customer visits to our markets and more than \$1.4 million in economic impact – showing great community support and impact for our local food economy!**

Haymaker brings together a vibrant and inclusive community every Saturday morning, with \$76,000 in food assistance distributed through our programs. Our educational programs partnered with 18 non-profit and community organizations, as well as our events outside the Markets.

A successful transition in Board leadership has helped continue our fiscal solvency, balancing multiple revenue sources (grants, fees for services, and donations). We're grateful to our 12 local business sponsors and the grant funders who contributed to making our work possible. Haymaker focuses on building relationships between local food producers and the community and we continued to grow in 2023 as we fulfill our mission.



# Letter from the President

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2023 was another incredible year for Haymaker Farmers' Market. We could not have accomplished any of it without our devoted community; customers, vendors, and staff showing up each week. The Market continued to thrive while also making intentional changes toward growth. There is so much that happens behind the scenes to make the Market function. The Board of Directors was expanded and in doing so, allowed for natural shifts in leadership.

**My incredible predecessor Lizette Barton, of Barton Farms and Gardens decided to step away from her role as President after 12 years to focus on the growth of their family farm. We are so grateful for her guidance and direction and cannot wait to see what Barton Farms and Gardens does in 2024!**

Board members continued focus on ongoing goals and projects, like expanding access to education and local food, brought us the July farm tour. Guests explored Brimfield Bread Oven, Brockett Family Farm, and Wren Box Farm, all of whom graciously shared their expertise with us. Experiences like this one, in-person classes at the indoor market, and fundraising all work together to showcase the incredible work of our neighbors and vendors who work so hard to bring us amazing food, art, and cultivate a space unlike anything else.

This year, ongoing monthly support grew 26%, all thanks to community donors. This support allowed us to offer more Market programming, foster staff expertise, and make incremental contributions towards our eventual goal of a permanent indoor space. As a monthly donor myself, I want to thank everyone for making this year so successful. In 2024, we hope to grow this support and encourage everyone to consider a small monthly amount to keep the momentum going.

We value the trust that our community has in Haymaker and cannot wait to bring you the best local food in 2024.

With Gratitude,



Mekal Banyasz  
President of the Board of Directors

# Board of Directors

**Mekal Banyasz**

**President**  
Community Member

**Taylor Talley**

**Vice President**  
Community Member

**Rebecca Carman**

**Treasurer**  
Community Member

**Erin May**

**Board Secretary**  
Vendor, Heron Hill Farm

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**Fritz Seefeldt**

**Founder**  
Community Member

**Shanisha Collins**

Community Member

**Ann Gilmore**

Community Member

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**Paula Hyde**

Vendor, Hyde Park

**Megan Massoli**

Vendor, Wren Box Farm

**Marissa Mathews**

Vendor, Busy B Patisserie

**Genevieve Smith**

Vendor, Brimfield Bread Oven



Thank you to our board members  
who completed their service in 2023

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**Lizette Barton**

**President**  
Vendor, Barton Farm & Gardens

**Ami Gignac**

**Treasurer**  
Community Member

**Melissa Celko**

Community Member

**Ellen Matlock**

Community Member

**Kelly Hambly**

Community Member

**Emily Yohn**

Community Member

**Peter Machlup**

Vendor, Pete's Organic Teas

## A Note from the Market Director

# Hello Market Friends,

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It was an absolute joy working for Haymaker's mission to connect local people with local foods in 2023. And what a year!

Haymaker grows community and we did that in so many ways this year:

- 56 Markets, including Haymaker Farmers' Market (Saturdays) and Kent State Farmers Market (Tuesdays on KSU campus)
- \$76,000 in food benefits distributed, with a new pilot "Produce Prescription" (PRx) program started
- Educational events like our July Farm Tour, canning classes at Market, and UH dietician at Market
- Advocacy with national, state, and local organizations to promote and grow local food systems
- Haymaker's community events extend beyond the Market - with our annual Community Potluck and "Prize Pickler" contest and the "End of Season Celebration"
- Our arts programming includes weekly live music with a wide range of performers, monthly "Art at the Market" events, and our Holiday Market in December that brings the biggest crowds of the winter season.



**Many thanks to our donors, vendors, staff, and volunteers who make all of our programs possible. The Market is only possible when everyone comes together - and then we all benefit!**

I'm especially looking forward to doing site visits to local farms this year, giving me a chance to learn the unique stories of our vendors and to tell those stories to our customers. I'm grateful to be part of our community of local food producers and consumers, who get together each week to make our Market something truly extraordinary!

See you at the Market!

*Andrew Rome*

Andrew Rome  
Market Director, Haymaker Farmers' Market

# Local farms and food producers are the foundation of our community

- Barton Farm & Gardens
- Bee Gluten Free Baked Goods
- Big Deal Whitfield LLC
- Bigfoot Mushrooms
- Birdsong Farm
- Brimfield Bread Oven
- Brockett Family Farm
- Busy B Patisserie
- Century Acres Farm
- Cookie's BBQ
- Dogtown Bakery
- Emily's Soaps
- Farmhand Coffee
- Fat T's Cookies
- Forestview Farmhouse
- Goodell Family Farm
- Haught Hemp
- Health Junkie
- Here We Go Coffee
- Heron's Feather
- Heron Hill Farm
- Hyde Park
- Jack's Mountain Farm
- Jo's Kettle Corn
- KC & Family Coffee
- Kline Honey Bee Farm
- Kres Kitchen
- Krispies by Vel
- Lang's Classics
- Lincoln Way Vineyard
- MacLean Greens
- Mamalagel's Bagels
- Martha's Farm
- Mason Kisamore Family Farm
- Micah Specialty Foods
- Michael's Confections
- Moon Farm
- New World Spice & Tea Traders
- Oak Tree Hydroponic Farm
- Oh My Yum
- Pete's Organic Teas
- Pnut Butter Cups
- Retro Espresso LLC
- Rootless Bakery
- Savoure Kitchen
- Seasoned Foodie
- Shari's Berries & Garden
- Smyrna Mediterranean Morsels
- Sugar Brook Natural Pet
- Swain's Perennials
- The Flower Wagon
- The Green Vegetarian
- Tierra Verde
- Trailing Edge Farm
- Trice's Spices
- TyDog
- Unabandoned Herbs
- Vannys Bakery
- Vue Farm
- Walnut Drive
- Western Reserve Heritage Seed Co
- Woolf Farm
- Wren Box Farm

# Supporting Our Vendors

Haymaker Farmers' Market hosted a total of 63 local food and agriculture vendors, 106 artists and musicians, and 18 community organizations at the Market in 2023!

With lower startup costs than traditional storefronts and our Market supports for new businesses, we encourage local entrepreneurship, partnering with Kent State University's LaunchNet and Akron Food Works (The Well Community Development Corporation) to connect and support new businesses.



## 2023 VENDOR SUPPORT ACTIONS

Organized 56 markets that drew more than 39,000 customers in 2023

Administered local food access programs, generating additional sales

Advertised online and in local print media

Educated local customers about the impacts of purchasing local products

Shared opportunities for business development

Collected market data and shared analysis

Helped navigate food regulation and compliance

Conducted on-farm site visits and individual consultations

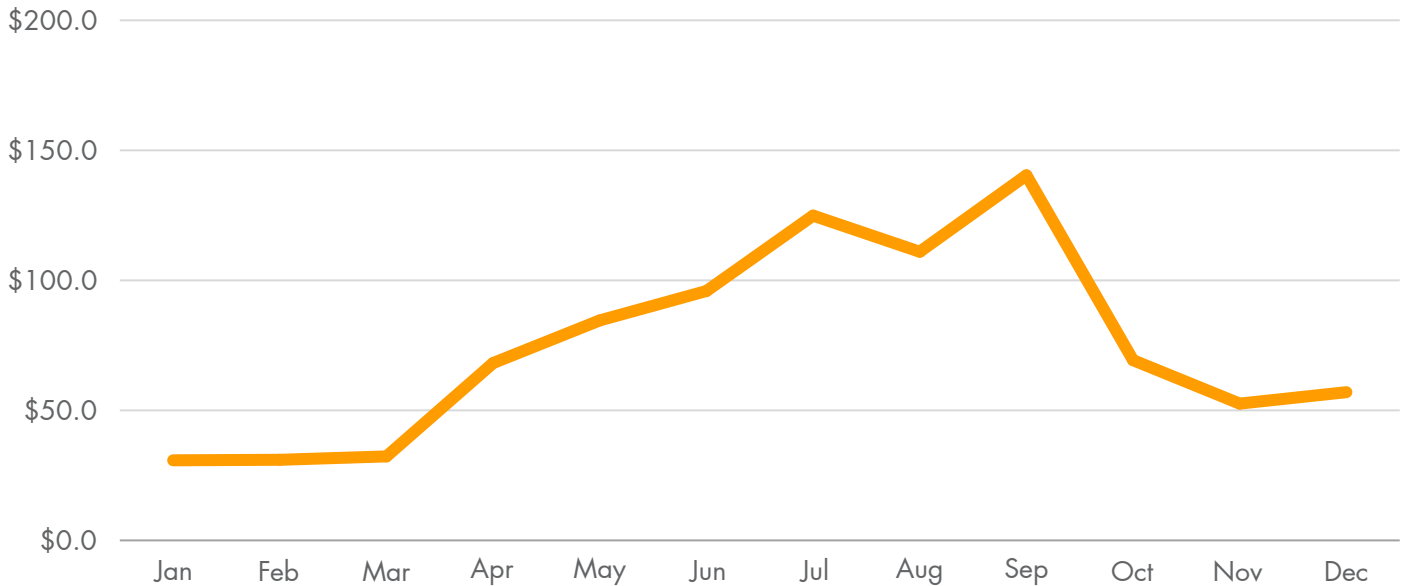
Advocated for vendors with local, state, & federal legislators



# Building Our Local Economy

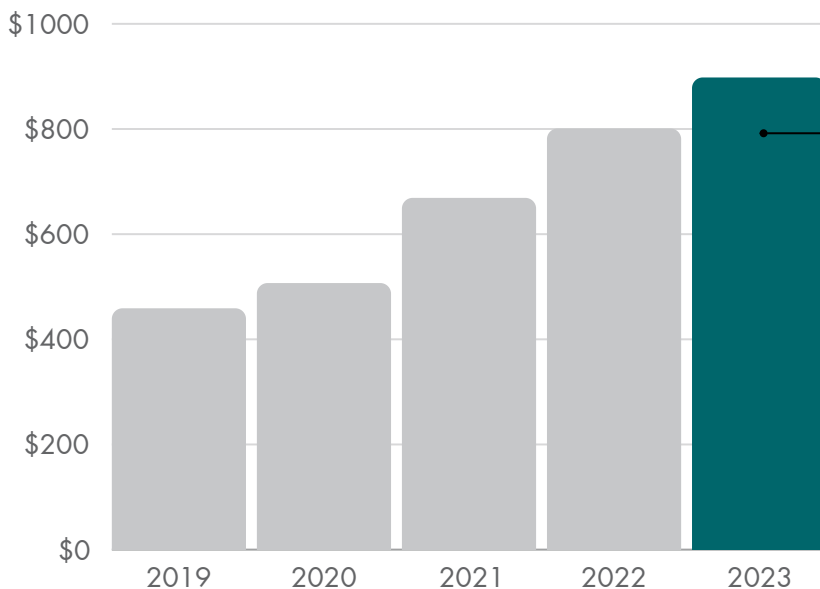
## Monthly Vendor Sales for 2023

SALES IN THE THOUSANDS



## Total Vendor Sales from 2019-2023

SALES IN THE THOUSANDS



**\$898K**  
Total Vendor Sales for 2023

**\$1.45M**  
**Economic Impact of the Market\***  
Total economic activity stimulated by the Market through sales, purchases, and labor.

\*Local Food Impact Calculator

## MARKET IMPACT

# Eating Like the Locals

Haymaker Farmers' Market promotes access to fresh, healthy, local food. Local food assistance programs at Market make food more affordable while also supporting our vendors.

Haymaker centrally administers all these programs and coordinates additional bulk purchases from our vendors for distribution by social services. In 2023 we accepted **\$73,479** of food assistance benefits.

## FOOD ASSISTANCE PROGRAMS

- SNAP & PEBT
- Produce Perks
- Produce Perks Temporary Assistance to Needy Families (TANF)
- Senior Farmers Market Nutrition Program
- WIC (Women, Infants, & Children) Farmers Market Nutrition Program
- Haymaker WIC Perks
- Power of Produce Kids Club
- Buckeye Health (Medicaid)
- Produce Prescription (PRx)

We started the **Power of Produce Kids Club** in 2021. In 2023, we had 1,655 program visits from 625 unique children.

Kids up to age 12 participate by trying the featured produce sample, participating in a fun, educational craft or activity, and receive tokens to purchase fresh fruits and vegetables at Market.

We distributed \$3,310 in tokens this year, our highest ever.





## MARKET IMPACT

# Growing Our Community

Local non-profit and community organizations with similar missions frequently table at the Market.

University Hospitals Portage Medical Center and Central State University Extension Educators both attended Markets during our outdoor season to teach about healthy eating. A dietician provided delicious, seasonal recipes.

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## PARTNER ORGANIZATIONS

- Akron Food Works
- Buckeye Health Plan
- Central State University Extension
- Portage Job & Family Services
- Kent City Health Department
- Kent Environmental Council
- Kent Parks & Recreation
- Kent Sustainability Commission
- KSU Flashes Fighting Hunger
- KSU Student Environmental Group
- Let's Grow Together Coalition
- Main Street Kent
- OSU Master Gardeners
- Portage County WIC
- Portage Soil & Water Conservation District
- Produce Perks Midwest
- Reeds & Roots
- University Hospitals Portage Medical Center
- Wick Poetry Center

## MARKET IMPACT

# Growing Our Community

Haymaker moved to a **new** winter location: the Hobbs Hall building of the Unitarian Universalist Church of Kent. Our new location offers a commercial kitchen that we used to provide educational programs:

- Water-bath and pressure canning classes with Central State University
- Chef Demo by Ms Julie, where she showcased vendor products and provided take-home recipes



We again partnered with Kent State University on the Kent State Farmers Market (KSFM). The KSFM brings local food to students, faculty, & staff and connects them to our community. Markets were held monthly during Fall and Spring semesters. The KSFM has also increased student participation in our Saturday Markets.



## Music at the Market

Haymaker also supports local arts. With support of the City of Kent, the Ohio Arts Council, and The Portage Foundation, Haymaker hosts public music performances from 10 am - 12 pm every Saturday. In 2023 we had 41 music groups perform over 100 hours of free music at the market.

# Growing Our Community



## Haymaker Farm Tour

Haymaker hosted a chartered bus tour to visit vendor farms in July 2023. Thank you to our vendors who shared their processes with attendees:

- Gen Smith, Brimfield Bread Oven
- Danielle Morgan, Brockett Family Farm
- Megan Massoli, Wren Box Farm



► We hosted the Haymaker Community Potluck in August 2023 at Plum Creek Park in Kent. There was great music and amazing dishes featuring Market ingredients. Congratulations to our Prize Pickler Contest winner **Margaret Hyde!**



## 2023 FINANCE REPORT

# Letter from the Treasurer

Haymaker Farmers' Market had a great fiscal year. Our income exceeded our expenses, thanks to the income generated by grants, sponsorships, and donations. We tripled our grant dollars from 2022. This allowed us to expand our existing food access programs and start a new one: Produce Prescription (PRx). We also added a new revenue stream in the form of an interest earning savings account.

**In 2023, I took over for our previous treasurer: Ami Gignac. We appreciate her 9 years of service and the expertise she shared with the Market years of service and the expertise she shared with the Market.**

This year, I worked with our Market Director to make our bookkeeping process more efficient and transparent. We look forward to continuing these efforts in 2024.

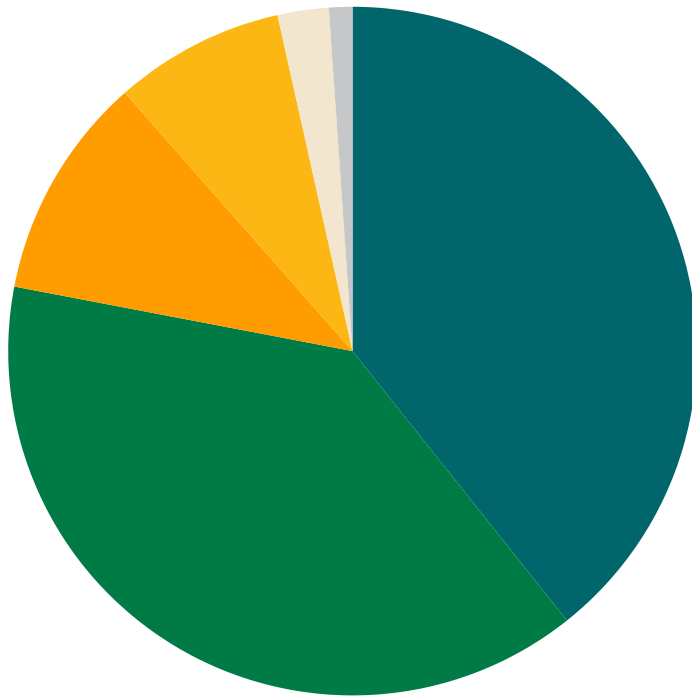
Looking ahead to 2024, our primary fundraising event will be the Farm-to-Table dinner. Our goal is to build on the success of the Farm-to-Table brunch last held in 2022. We plan to continue the Produce Prescription (PRx) food access program. And are working with other local healthcare providers to expand the program. We are also seeking funds to restore the Market Stanzas Mural under Haymaker Parkway.

Many thanks,

*Rebecca Carman*

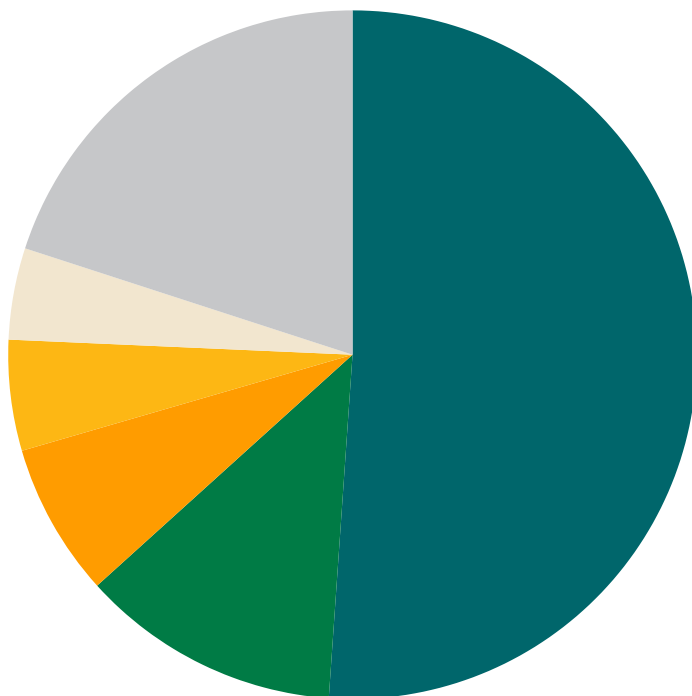
Rebecca Carman  
Treasurer of the Board of Directors

# Income and Expenses



## Income

- 39% Vendor Fees
- 39% Grants
- 11% Donations & Sponsorships
- 8% Services
- 2% Fundraising Events
- 1% Merchandise Sales



## Expenses

- 51% Contract Labor
- 12% Music
- 7% Rent and Site Services
- 5% Power of Produce Kids Club
- 4% Fundraising Software
- 20% Other, includes:
  - Advertising and Marketing
  - Training
  - Classes and Workshops

# Thank you to everyone who supported the market in 2023

## GRANT PROVIDERS

- Cargill Cares Committee at the Cargill Akron Salt Plant
- Celebrate Kent – City of Kent
- Green Sprout
- Ohio Arts Council
- The Portage Foundation
- United Way of Portage County

## VENDOR DONORS

- Barton Farm & Gardens
- Brimfield Bread Oven
- Heron Hill Farm
- Jack's Mountain Farm
- KC & Family Coffee
- Mamalagel's Bagels
- New World Spice & Tea Traders
- Pete's Organic Teas
- Seasoned Foodie
- Smyrna Mediterranean Morsels
- Swain's Perennials
- The Flower Wagon
- Tierra Verde; Vue Farm
- Western Reserve Heritage Seed Co
- Wren Box Farm

## BANNER SPONSORS

- Aurora Animal Care Center, Inc
- Barton Farm & Gardens and Wren Box Farm Partnership
- Brimfield Bread Oven
- EnviroScience, Inc
- Erie Street Kitchen
- Fennel & Frog Consulting, LLC
- Marathon Financial Services
- Morgan Financial Associates, LLC
- Portage Community Bank
- Seven Seventeen Credit Union
- Talk On, LLC

## FOOD ACCESS SUPPORTERS

- Buckeye Health
- Ohio/Portage County WIC (Women, Infants, & Children)
- Portage Senior Center / Family & Community Services
- Produce Perks Midwest
- The Socially Responsible Sweatshop of Kent

## & OUR MONTHLY DONORS





**HAYMAKER**  
farmers' market

*30 Years*

# Our 2024 Plans

**Continuation of year-round, weekly Saturday Markets and partnership Markets with Kent State University**

**Outdoor Season**

April 2024 - October 2024  
Downtown Kent

**Indoor Season**

November 2024 - March 2025  
Hobbs Hall (UU Church of Kent)

**Kent State Farmers' Markets**

Spring and Fall semesters

**Sponsor community events to connect local people and local food**

- **June** – Carpool Farm Tour
- **July** – “Market Stanzas” Mural Project
- **August** – Haymaker Community Potluck
- **September** – Farm-to-Table Dinner
- **October** – End of Season Celebration
- **December** - Annual Holiday Markets

**Expand food access programs**

Plans to expand our “Produce Prescription” (PRx) program with University Hospitals – Portage Medical Center and create a second PRx program with the Kent Health Department and AccessPointe.

We will partner with Produce Perks Midwest and others again to offer “Food Access Days” in July and August that help make local food access more equitable.

**Provide educational opportunities through community garden**

Haymaker will coordinate the “Edible Kent” garden beds - a free, public food garden demonstration on Franklin Ave, next to our Outdoor Season location.