The goal of this project is to provide access to fresh food for students on campus while promoting a culture of sustainability. Farmers markets are important because they allow consumers to buy nourishing food and support local farmers. Farmers markets also promote a sense of community which can revitalize a campus. We organized a pilot farmers market to investigate the viability of a community market on campus, and we hope students and professors choose to continue this project.

Methodology
The majority of work done on this project was achieved through meetings, interviews, and project planning. We talked to Chris Broadband who suggested that we go down to the Bank St. Indoor Market to talk to vendors to see who would have produce for the pilot program in April. The biggest challenge with this project was trying to find vendors who would have produce ready by April. By making the event relatively short and free for vendors, we hoped many would find the campus market worth-while. After gaining insight from Derek Kanwischer and Kami Pothukuchi of Wayne State, it was decided that having the market near a road would make it more visible and attract more people. Once we had a tentative vendor list and date, we met with Mark Weiss to discuss insurance. He suggested we contact the Kalamazoo County Health Department to find out what the rules and regulations are for farmers markets. We were lead to many different phone numbers and contacts and finally ended up talking to Scott Kay at the Department of Agriculture. He said there was no insurance forms need for a farmers market that sold uncut produce and eggs. To promote our event we created a poster. We gained approval to post and put posters up around campus. We contacted Anne Copeland to advertise the market on the Office for Sustainability’s website. A copy of the poster was also sent to the Biology and Environmental & Sustainability Studies advisors to forward to the students they advise. A facebook event was created to spread the word to WMU students. The week before the farmers market we met with Jeff Spoelstra and Derek to talk through exactly how the day would run and to finalize last minute details. The market ran on a Wednesday from 11-2. At the market, we conducted a survey where patrons answered 4 questions on their opinions about an on campus farmers market.

Contacts
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Chris Broadband, Kalamazoo Farmers Market Manager
Kami Pothukuchi, Wayne State Farmers Market Manager

Best Practices on other campuses: Wayne State University
SEED Wayne is dedicated to building sustainable food systems on the campus of Wayne State and in Detroit area communities. They work in partnership with community-based organizations to promote access to healthy foods, urban agriculture, farm-to-institution, healthy eating, and food planning and policy development. Student leadership is central to SEED Wayne’s success. The projects are located on campus and in the community, including three campus gardens; the 22-week Farmers Market; a 4,000-square-foot solar greenhouse for a soup kitchen, and the Healthy Eats community nutrition project.
Results
We believe the Pop-Up Market was a success. The vendors were genuinely happy and supportive of bringing a market to campus and the students that stopped by thought it was an important project. There is currently an empty niche for fresh food around campus, we believe a farmers market is an effective, low cost way to start to fill the gap. Along with supplying fresh food options to students and the community, a farmers market would also provide an opportunity to bring together active community members with students in a relaxed environment. The market would also provide student artists and gardeners with a venue to sell their goods at. During the market we conducted a survey on patrons attending the event, 100% of participants said they liked the idea of a farmers market on campus and 100% of participants said they would utilize a farmers market if it were a recurring event. Overall, we believe a consistent farmers market would be a beneficial asset to campus and should be supported by campus leaders as it continues to take shape and become a permanent event.

Recommendations
Short-term: Publicize the demand for a farmers market on campus. We believe creating an RSO, or having an existing RSO pick up responsibilities would be one of the best options. An RSO can gain funding from allocations to grow food at the community garden and bring in outside vendors, food trucks, and music. This RSO could plan a second pilot market, but this time in the fall semester.
Long-term: Create a well-rounded program focused on fresh food similar to that of Wayne State University. Introducing a class into programs such as Environmental & Sustainability Studies, Engineering, Urban Planning, and Dietetics would bring a wide range students and ideas to the forefront. This class could encompass caring for a community garden, visiting other farms and gardens, engineering innovative garden alternatives, arranging a weekly farmers market for students and the community, and promoting health and nutrition.