



2015 Annual Report

The mission of the Columbia Farmers Market is to provide both the local farmer and consumer a reliable, regulated marketplace for the direct exchange of high quality and safe food. By facilitating such commerce the market strives to meet the needs of the local consumer while encouraging sustainable agriculture in mid-Missouri.

35 years
and counting



74,569 CUSTOMER VISITS

27% INCREASE FROM 2014

Tokens at the Market

\$99,788 TOTAL TOKENS DISPENSED

TOTAL CASH VALUE TOKENS DISPENSED

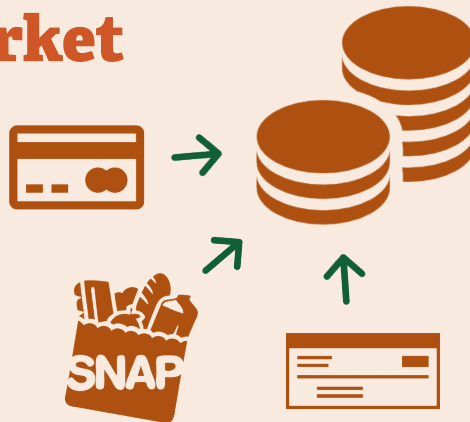
\$51,473 (2015)

\$38,135 (2014)

TOTAL EBT/SNAP TOKENS DISPENSED

\$48,315 (2015)

\$36,481 (2014)



Grants

\$97,931.00

USDA FARMERS MARKET
PROMOTION PROGRAM GRANT

\$146,983

USDA FARMERS MARKET
SNAP SUPPORT GRANT

\$12,993.92

USDA SPECIALTY CROPS GRANT



Access to Healthy Foods

\$25

MATCHED PER WEEK FOR
LOW-INCOME FAMILIES WITH
CHILDREN 12 AND UNDER

45%

226 FAMILIES ENROLLED
IN THE PROGRAM, A 45%
INCREASE FROM 2014

\$23,804

MATCHED BY SF&C IN 2015,
A 50% INCREASE FROM 2014

73 VENDORS



12 NEW VENDORS



25 VENDOR FARM INSPECTIONS

Our Social Presence



4982
LIKES



1503
FOLLOWERS



667
FOLLOWERS



917
SUBSCRIBERS



RANKED BEST FARMERS MARKET IN MISSOURI IN CLEAN EATING MAGAZINE'S TOP 50 FARMERS' MARKETS IN AMERICA
RANKED RUNNER UP FOR THE BEST FARMERS MARKET IN MID-MISSOURI IN THE FEAST MAGAZINES "FEAST 50 AWARDS"

Special Events

- 2015 Missouri Farmers Market Association Conference was hosted by the Columbia Farmers Market.
- **13 Vendors participated** in the first New Vendor Training on April, 22nd, 2015.
- CFM held the 2nd Annual Farm to Table Dinner on Thursday September 24th at Blue Bell Farm **raising \$5,822.**
- The first **Thanksgiving Market** was held at Parkade Center on the Tuesday before Thanksgiving, **22 vendors attended with 438 customers shopping local for their holiday dinner!**

Assisting CFM vendors to increase local food production and sales through marketing, rebranding, and implementation

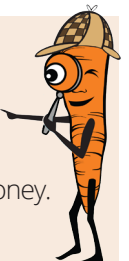
Sustainable Farms & Communities received a \$146,983 USDA SNAP Support grant to increase accessibility to healthy foods for low-income families throughout Boone County. \$52,815.45 goes directly to the Columbia Farmers Market's SNAP operational costs.

Funded the development of The Greenhouse, an educational kid's center and launched the Good Food Detectives Club. The Greenhouse, hosted 43 activities, organized by partner organizations, with an average of 25 kids participating each week.



Good Food Detectives Club

- Kids complete educational activities to earn Munch Money.
- Kids spend Munch Money at market on fruits, vegetables, nuts & honey.
- Launched in 2015, 57 kids joined the club.





Board of Directors / Staff



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Research & Development	Steve H. Johnson
Project Coordinator	Laurel Goodman

Market Days

WEDNESDAY	4-6 PM AT THE ARC – 1701 W. ASH (MAY-OCTOBER)
THURSDAY	3-6 PM AT THE FORUM CHRISTIAN CHURCH – 3900 FORUM BLVD (MAY-OCTOBER)
SATURDAY (SUMMER)	8-NOON AT THE ARC – 1701 W. ASH (APRIL-OCTOBER)
SATURDAY (WINTER)	9-NOON AT PARKADE CENTER – 601 BUSINESS LOOP 70 W (NOVEMBER-MARCH)

Contact Us

MARKET MANAGER: CORRINA SMITH
 PHONE: 573-823-6889
 EMAIL: MANAGER@COLUMBIAFARMERSMARKET.ORG
 WEBSITE: WWW.COLUMBIAFARMERSMARKET.ORG