

2019 *Annual* REPORT

Columbia Farmers Market provides both local farmers and consumers with a reliable, regulated marketplace where they can directly exchange high-quality and safe food. By facilitating this relationship, the market meets the needs of local consumers while encouraging sustainable agriculture in mid-Missouri.



ABOUT *the* Market

85
vendors

156 employees supported by CFM vendors' businesses

27 women-owned businesses

15 new vendors

\$135,300 cash value tokens dispensed

1,635 acres of diversified farmland produced by CFM vendors



2019 GROWTH

109,304 customers visited CFM in 2019

↳ **56%** increase compared to 2018

\$2,213,825 vendor sales in 2019

↳ **39%** increase compared to 2018

73% of CFM vendors saw an increase in sales in 2019

GIVING MID-MISSOURI ACCESS TO HEALTHY FOODS

SNAP benefits are exchangeable at the market for tokens. We provide matching options for many families who receive SNAP or WIC benefits— up to **\$25 in tokens each week**. These programs ensure that everyone in our community has access to healthy, local foods.

\$62,407 worth of SNAP and SNAP matching tokens dispensed

SNAP dollars = **\$27,828**

Access to Healthy Food = **\$24,388**

Double Up Food Bucks = **\$10,191**

1,855 SNAP and WIC matches

944 EBT transactions



As a **producer-only market**, everything sold at Columbia Farmers Market is offered by the farmers and artisans who help sustain the culture, economy, and environment of our region. If a vendor did not grow or produce their product, they cannot sell it here. This ensures the freshest and highest quality product for our consumers, who can find out exactly where their food came from and how it was grown or raised. Columbia Farmers Market has over 80 vendors, all of whom produce within a **50-mile radius** of Columbia.

AN AVERAGE SATURDAY AT CFM

\$31

spent by each customer

44%

of visitors came weekly

67%

of shoppers bought fruits and vegetables

GRANTS RECEIVED IN 2019

\$249,979 USDA Farmers Market Promotional Program 2019

To provide capacity building through advertising training and technical assistance programs to vendors that will increase customer connections, producer connections, and sales at CFM

\$28,775 Specialty Crop Block Grant Program 2019

To establish a cooking demonstration program and develop relationships with mid-Missouri chefs and restaurants

\$14,995 Boone County Community Health Fund

Helped fund and expand the CFM Market Ambassador Program

\$1,000 Missouri Department of Agriculture's Farmers' Market Promotion Grant

To update CFM's signage for its new location at Columbia's Agriculture Park

COLUMBIA'S AGRICULTURE PARK OPENED JULY 6, 2019

Columbia Farmers Market moved to its permanent home under the MU Health Care Pavilion on July 6, 2019, attracting a record-breaking **7,866** visitors that day. The new Pavilion protects visitors and vendors from the weather, makes for a better overall experience, and has significantly increased vendor sales.

In 2019, Columbia's Agriculture Park's capital campaign donations and pledges reached **\$731,000**, with **\$4.78 million** in total fundraising to date.

72% INCREASE IN CUSTOMER VISITS SINCE MOVING TO COLUMBIA'S AGRICULTURE PARK

"The Pavillion has helped create a home for Columbia Farmers Market, which in return has helped grow our business over the last year. Opening day had our farm at record sales. Our hope is that people continue to start their Saturday mornings at the Ag Park and support the farmers that work so hard to feed them."

— LOCAL VENDOR —

"Having a beautiful, permanent home for the farmers market has resulted in so many more customers coming through each day, which is a huge boom to our business!"

— LOCAL VENDOR —

"The Ag Park has been great for our business and the market shoppers alike. The pavilion provides a nice warm spot to sell and shop during cold months and allows more producers to participate year-round."

— LOCAL VENDOR —



COMMUNITY *events*



GOOD FOOD DETECTIVES CLUB

Each Saturday, kids participate in educational activities to earn Munch Money. They can spend Munch Money at the market on fruits, veggies, nuts and honey. It's a fun way to get kids excited about fruits and veggies!

\$886 worth of Munch Money dispensed | **166** joined the club

KIDS ACTIVITIES

CFM and Columbia Center for Urban Agriculture host kids activities on Tuesdays, Thursdays, and Saturdays. These fun-filled activities include everything from taste tests to arts and crafts.



3,835 participants in weekly kids activities

GARDENING WORKSHOPS

During Summer Saturdays at CFM, Columbia Center for Urban Agriculture teams up with community partners to offer free workshops for beginning gardeners.

839 participants in weekly gardening workshops offered by the Columbia Center for Urban Agriculture

What's COOKING?

Catch a cooking demonstration at CFM each week from April to October. Well-known Columbia chefs use these demos to show-case the versatile and delicious produce available at CFM.

6 partnerships with local restaurants | **2,310** samples dispensed

MARKET HOURS

SUMMER SEASON (APRIL-OCTOBER)
Saturdays: 8am-12pm

WINTER SEASON (NOVEMBER-MARCH)
Saturdays: 9am-12pm

WEEKDAY SEASON (EARLY SUMMER-EARLY FALL)
Tuesdays: 10am-1pm and Thursdays: 3pm-6pm



LEARN MORE AT WWW.COLUMBIAFARMERSMARKET.ORG

2019 CFM BOARD & LEAD STAFF

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