



# 2020 *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.



**Despite the many challenges COVID-19 presented Columbia Farmers Market in 2020, the organization and its vendors continued to see overwhelming support from the community.**

As a result, CFM and its vendors saw similar customer counts and even increased sales over 2018, the last comparable year. The amount of support we received allowed us to continue important market programming and even develop new strategies such as our Online Market & Curbside Pickup program to connect our producers and consumers during this challenging time. Thank you for all your support!

**AT CFM, WE BELIEVE THAT ALL PEOPLE DESERVE TO EAT GREAT, LOCAL FOOD.**

That's why CFM and Sustainable Farms & Communities work together to help alleviate hunger in our community by matching SNAP and WIC benefits at the market. In 2020, partners were able to increase the match to \$35 each market to help lessen the impact COVID-19 was having on our community.

**\$69,620** SNAP and matching funds dispensed

**\$34,722** SNAP dollars

**\$34,898** Access to Healthy Food

**1082** EBT transactions

**1,234** SNAP and WIC matches

**277** Individuals and families enrolled in Access to Healthy Food SNAP & WIC Matching Program

## CFM ONLINE MARKET + CURBSIDE PICKUP

### DEEMED AN ESSENTIAL RESOURCE

CFM has remained open through the COVID-19 pandemic. In early March, CFM quickly adapted operations to help our community access healthy food and provide an additional revenue stream for our vendors. In the spring, a drive-through curbside pickup program was offered, and in the late fall CFM launched a centralized online market for Saturday curbside pickup.

### *Curbside Data*

#### October - December 2020

**204**  
curbside orders

**\$985** market revenue

**\$12,299** vendor revenue

**\$175** SNAP dollars dispensed

**\$172** AHF matching dollars dispensed

#### March 28 - June 20, 2020

**188**  
cars on the busiest day

**320** orders on the busiest day

**1840** total orders with curbside pickup

*Thanks For*  
**ROOTING**  
**FOR US** **FOR 40 YEARS**



## 2020 ACHIEVEMENTS

**\$2,208,260**

**ESTIMATED VENDOR  
SALES IN 2020**

**71,926**

**CUSTOMERS VISITED  
CFM IN 2020**

**82** — vendors sold at CFM in 2020  
**29** — vendors inspected in 2020  
**31** — women owned businesses in 2020  
**81** — market dates  
**\$195,075** — cash value tokens dispensed  
**226** — employees supported by CFM vendors' businesses

**1,654** — acres of diversified farmland in production by vendors  
**\$39** — average customer spend per market  
**28%** — percentage of customer's weekly grocery budget spent at CFM  
**46%** — percentage of visitors who come to the market weekly

## GRANTS IN ACTION IN 2020

### USDA FARMERS MARKET PROMOTIONAL PROGRAM:

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

#### FMPP Grant Stats

**5** "Site-in-a-Day" vendors received a website and photoshoot in 2020, totaling a \$17,250 investment  
**24** vendors gained knowledge about new market opportunities through technical assistance and education programs in 2020  
**265** market tours were given in 2020 through the ambassador program  
**57** vendors participated in marketing training workshops in 2020  
**85** individuals from 7 community service organizations learned about CFM and CFM producers in 2020 through ambassador outreach  
**10,250** Food from Home booklets distributed in 2020

#### Food from Home Booklet Survey:

**92%** — intend to purchase local food/products from CFM vendors  
**74%** — gained knowledge about how to prepare local food  
**90%** — gained knowledge about available products  
**96%** — gained knowledge about CFM producers  
**85%** — gained knowledge about CFM

### BOONE COUNTY COMMUNITY HEALTH FUND:

**\$14,995.20**

- Helped fund and expand the CFM Market Ambassador Program
- In partnership with Columbia Center for Urban Agriculture
- Ambassador staff helped keep the market open and operating safely during the pandemic



# LOCAL FOOD RELIEF PROGRAM

A response to the COVID-19 pandemic, in partnership with CCUA and funding from Boone County, CCUA coordinated a program to purchase high quality bulk fruits, vegetables, and eggs from Mid-Missouri farmers and distributed the products to food pantries in Boone County to help families in need.

**19,527** Total pounds of food from CFM vendors donated to the community

Total reimbursements to CFM farmers **\$47,279**



## 2020 CFM BOARD AND LEAD STAFF

### BOARD OF DIRECTORS

President	<b>John Corn</b>
Vice President	<b>Jim Thies</b>
Secretary	<b>David Elman</b>
Treasurer	<b>Brandt Parker</b>
Sergeant at Arms	<b>Dustin Stanton</b>
Director at Large	<b>Tammy Sellmeyer</b>
Director at Large	<b>Steve Moeller</b>

### LEAD STAFF

Executive Director	<b>Corrina Smith</b>
Assistant Manager	<b>Jon Weekley</b>



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