



2021 *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.

Plant a seed and watch it grow...

2021 appeared to be the beginning of a dream realized for many CFM vendors, staff, and partners who have worked hard behind the scenes for years. The goal of CFM and its partners in constructing Columbia's Agriculture Park was to create a space for sustainability, agriculture, education, commerce, and community to flourish. From record-setting crowds, to unprecedented vendor sales, to customer and vendor utilization of educational programming, the vision long held by a small group of vendors in a gravel parking lot decades ago has started to take shape. We're excited about all that is still to come as construction of the Ag Park continues, but in the meantime, here's our year in review:

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, through the Access to Healthy Food program.

ACCESS TO HEALTHY FOOD SNAP AND WIC MATCHING PROGRAM:

\$98,236

SNAP AND MATCHING FUNDS DISPENSED

\$48,878 SNAP tokens dispensed

\$49,358 AHF tokens dispensed



EBT
TRANSACTIONS



SNAP AND
WIC MATCHES



INDIVIDUALS AND
FAMILIES ENROLLED

PROPER NUTRITION IS THE BASIS OF SOUND HEALTH.

That's why CFM, CUA, and Compass Health have teamed up to write folks prescriptions for fresh produce to redeem at the market.

PRODUCE PRESCRIPTION PROGRAM (MID-SEPT. - DEC.)

\$7,020 PPP FUNDS DISPENSED

187 PPP TRANSACTIONS

101 PPP HOUSEHOLDS ENROLLED

OUR SENIORS DESERVE TO EAT FRESH, LOCAL FOOD BUT OFTEN DON'T KNOW ABOUT OUR PROGRAMS. CFM HAS PARTNERED WITH THE MISSOURI DEPARTMENT OF AGRICULTURE TO PROVIDE MATCHING FUNDS FOR SENIORS WHO PRESENT SENIOR FARMERS MARKET NUTRITION PROGRAM VOUCHERS, SO THEY CAN BUY MORE PRODUCE.

SENIOR FARMERS MARKET
NUTRITION PROGRAM
(JULY-SEPT.)

\$1,140 SFMNP
matches
dispensed

2021 summary: OUR VENDORS

VOTED 2021 FEAST 50 AWARDS:
COLUMBIA "BEST FARMER'S MARKET"

VOTED #1 FARMERS MARKET
IN THE NATION, MIDWEST, AND MISSOURI

132,895

CUSTOMERS VISITED CFM IN 2021.
95% INCREASE FROM 2020!

HIGHEST CUSTOMER COUNT ON RECORD

\$267,340 CASH VALUE TOKENS DISPENSED

3199 ACRES
OF DIVERSIFIED FARMLAND
IN PRODUCTION BY VENDORS

24 VENDORS
INSPECTED

27 WOMEN-OWNED
BUSINESSES

\$372,676
TOTAL TOKEN SALES

\$349,623
TOKENS REDEEMED

\$3,314,850

ESTIMATED VENDOR SALES

75 MARKET
DATES | **50%**
INCREASE
IN SALES

144 FULL-TIME EMPLOYEES & **114** PART-TIME EMPLOYEES

59% OF VENDORS REPORTED AN INCREASE IN SALES

77 VENDORS SOLD AT CFM

VOTED 2021 INSIDE COLUMBIA'S BEST OF COLUMBIA "BEST COVID PIVOT"

MARKETING THE MARKET IS A BIG JOB...

Being a farmer and running a business are two totally different things. Through a \$250,000 USDA Farmers Market Promotional Program Grant, CFM has been able to build vendors' websites and help them acquire marketing skills. By supporting our vendors in this way, CFM hopes to help our businesses grow without taking the focus off of what they grow.

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

- 11** "SITE-IN-A-DAY" VENDORS RECEIVED A WEBSITE & PHOTOSHOOT IN 2021, TOTALING A \$37,950 INVESTMENT
- 105** VENDORS PARTICIPATED IN MARKETING TRAINING WORKSHOPS IN 2021
- 6** MARKETING WORKSHOPS OFFERED TO PROVIDE TECHNICAL ASSISTANCE AND EDUCATION IN 2021
- 384** INDIVIDUALS FROM 17 COMMUNITY SERVICE ORGANIZATIONS LEARNED ABOUT CFM & CFM PRODUCERS IN 2021 THROUGH AMBASSADOR OUTREACH
- 652** MARKET TOURS WERE GIVEN IN 2021 THROUGH THE AMBASSADOR PROGRAM

CFM is what I compare every other farmers market to and it ALWAYS comes out on top. It's more than just a place to shop, it's an experience.

Hands-on education is the best education.

IN 2021, CFM AND COLUMBIA PUBLIC SCHOOLS WORKED TOGETHER TO PROVIDE FOOD VOUCHERS TO CAREER CENTER COOKING STUDENTS TO PURCHASE LOCAL PRODUCE.

\$16,470 CPS Food Vouchers Dispersed

2021 summary: OUR CUSTOMERS

\$43 AVERAGE CUSTOMER SPEND PER MARKET

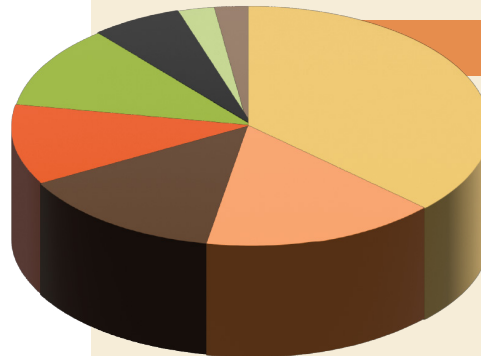
27% OF VISITORS COME TO THE MARKET WEEKLY

31% CUSTOMERS HAVE BEEN SHOPPING AT CFM FOR OVER 10 YEARS

46% CUSTOMERS REPORT SPENDING MORE MONEY AT CFM IN 2021

48% CUSTOMERS SHOP WITH 4-5 VENDORS EACH WEEK

3001 PARTICIPANTS IN THE WEEKLY KIDS' ACTIVITIES



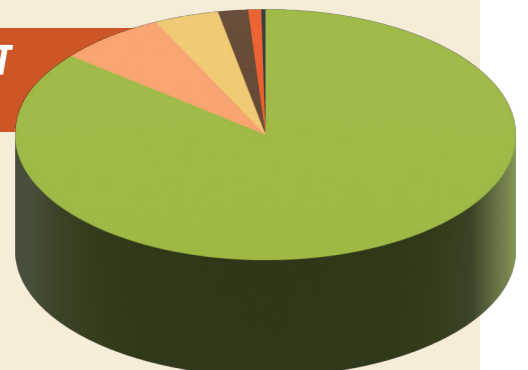
WHAT DO THEY BUY?

- 37% PRODUCE
- 16% BAKED GOODS
- 14% MEAT/EGGS
- 11% PLANTS/FLOWERS
- 11% PREPARED FOODS/DRINKS
- 6% DAIRY
- 3% CRAFTS/ART/SERVICES
- 2% HONEY

"I LOVE IT. IT IS ONE OF THE GREATEST JOYS OF MY WEEK. I AM SO THANKFUL FOR ALL THE PEOPLE WHO MAKE IT HAPPEN AND GROW."

HOW DO THEY GET TO THE MARKET?

- 86% CAR
- 7% OTHER MEANS
- 4% BIKE
- 2% WALK
- 0.8% TAXI/RIDESHARE
- 0.2% TWO-WHEELED MOTOR VEHICLE



I absolutely adore the farmers market! It is such a magical place where I really feel connected to the heart of our community. We do 99% of our weekly grocery shopping at the market and usually can find everything we need.

My family absolutely loves the farmers market and it's amazing to see how much it's grown over the years. It's such a beautiful start to my Saturday's and I love the environment and people. I'm so grateful for all of the vendors, staff, and volunteers! And I've loved seeing our local farmers' items in our grocery stores. We have come so far in Columbia and I'm so excited to see how the farmers market evolves and expands through the years to come.



Our family loves the Columbia Farmers Market. It's our toddler's favorite Saturday morning activity. Every Saturday we have to go and get banana bread and lemonade, then we head over to the stage to listen to the band play. I am so grateful the CFM is in our community.

I always appreciate the amazing produce, friendly faces, and great conversations I have with the community at the Columbia Farmer's Market. I end up spending most of my time talking and laughing with amazing people, getting recipes or cooking tips, and listening to wonderful live music. Doesn't matter what season, there is always something exciting happening at CFM.

BOARD OF DIRECTORS

President	—————	Dustin Stanton
Vice President	—————	Jim Thies
Secretary	—————	David Elman
Treasurer	—————	Brandt Parker
Sergeant at Arms	—————	Clay Stem
Director at Large	—————	John Uhlig
Director at Large	—————	Steve Moeller

The Columbia Farmers Market has brought such joy to my family. It's an adventure I enjoy taking my son on regularly! CFM has also provided my sister with an outlet to fall in love with plant science.

LEAD STAFF

Executive Director	—————	Corrina Smith
Assistant Manager	—————	Jon Weekley

