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

1,346 EBT TRANSACTIONS
1,576 SNAP AND WIC MATCHES
386 INDIVIDUALS AND FAMILIES ENROLLED

PROPER NUTRITION IS THE BASIS OF SOUND HEALTH.

That’s why CFM, CCUA, 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”

132,895 CUSTOMERS VISITED CFM IN 2021. 95% INCREASE FROM 2020!
HIGHEST CUSTOMER COUNT ON RECORD

$267,340 CASH VALUE TOKENS DISPENSED

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

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
75 MARKET DATES
50% 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

WHAT DO THEY BY?

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.”

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 Dispensed

2021 summary: OUR CUSTOMERS

AVERAGE CUSTOMER SPEND PER MARKET $43

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

PARTICIPANTS IN THE WEEKLY KIDS’ ACTIVITIES 3001

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.

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.

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.

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.

**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

**LEAD STAFF**

Executive Director  ___________  Corrina Smith  
Assistant Manager  ___________  Jon Weekley