



# 2022 *Annual* REPORT

*The mission of Columbia Farmers Market is to provide a space for our vibrant community of growers, producers, and makers by supporting, educating, and expanding sustainable mid-Missouri agriculture. By facilitating this community resource, we strive to strengthen relationships between local food producers and food consumers by educating, nourishing, and making local food accessible for all people in our community.*



## NOTE FROM OUR EXECUTIVE DIRECTOR

2022 was a year for the books! With the growth of Columbia's Agriculture Park, CFM continues its trend from 2021 and broke all of our records in 2022. CFM earned national recognition for the 2nd year in a row, being named the **#2 Farmers Market in the Nation, and #1 in Missouri**, by American Farmland Trust. With over 196,000 shoppers visiting between our Saturday and Wednesday markets, you helped our vendors earn over \$3.7 million. With the generous support of many community partners, we are able to provide our community with numerous food incentive programs. In 2022, we dispensed \$111,940 in incentive benefits. We launched our new Wednesday Market, partnering with Columbia Parks & Recreation's Food Truck Roundup, which was a big hit. Close to 25,000 customers visited this new market.

Farmers markets are unique spaces where urban and rural meet, where our community unites around and celebrates local food. Whether you are a loyal customer or a first-time shopper - we're grateful to be able to host year-round weekly celebrations of local food with you. Each and every one of you impact our community of farmers and producers, strengthening our mid-Missouri food system. Thank you for your continued support of Columbia Farmers Market. We cannot wait to see what 2023 holds!

See you at the market,

*Corrina Smith*

### Customer Testimonials

*We only started attending this past summer, when we moved into our new house and learned how close it was. We have made it part of our weekly grocery trip. We love getting to know the vendors who grow our food, and also it's truly such high quality.*

*Best market in the state! Affordable, quality stuff worth the drive for an out of towners.*

## 2022 STATS

Over the years we have grown into being a leader in our regional food system by building a community where producers and consumers can come together to access healthy food and promote sustainability. With this growth, we saw the need to revamp our mission and vision statements in 2022. Columbia Farmers Market strives to be an accessible, inclusive resource where our next generation of producers can utilize our programming and the expertise of our other members.

VOTED **#2 FARMERS MARKET IN THE NATION, AND #1 IN MISSOURI.**

NEW WEDNESDAY MARKET STARTED IN 2022 WITH **24,738 CUSTOMERS VISITING.**

MAYOR BARBARA BUFFALO THREW OUT THE FIRST TOMATO ON AUGUST 13TH, CELEBRATING NATIONAL FARMERS MARKET WEEK.

OUR ANNUAL WATERMELON EATING CONTEST RETURNED, WITH OVER 60 PARTICIPANTS CHOWING DOWN ON LOCAL WATERMELON.

## OUR VENDORS

88	VENDORS SOLD AT CFM
38	VENDORS INSPECTED AND 1,529 MILES DRIVEN
196,088	CUSTOMERS VISITED CFM IN 2022. 43% INCREASE FROM 2021. (HIGHEST TOTAL CUSTOMER COUNT, EVER ON RECORD!)
\$3,706,000	ESTIMATED VENDOR SALES, A 12% INCREASE FROM 2021 67% OF VENDORS REPORTED AN INCREASE IN SALES
67	MARKET DATES
\$298,785	CASH VALUE TOKENS DISPENSED
\$59,521	SNAP TOKENS DISPENSED
\$470,246	TOTAL TOKEN SALES
383	EMPLOYEES SUPPORTED BY CFM VENDORS' BUSINESSES (201 FULL-TIME AND 182 PART-TIME)
32	WOMEN-OWNED BUSINESSES
2428	ACRES OF DIVERSIFIED FARMLAND IN PRODUCTION BY VENDORS

## OUR CUSTOMERS

\$42	AVERAGE CUSTOMER SPENDS PER MARKET
33%	OF OUR CUSTOMERS HAVE BEEN SHOPPING AT CFM FOR OVER 10 YEARS AND 17% STARTED SHOPPING AT CFM FOR THE FIRST TIME IN 2022
29%	OF VISITORS COME TO THE MARKET WEEKLY
39%	OF CUSTOMERS REPORTED SPENDING MORE MONEY AT CFM IN 2022
52%	OF CUSTOMERS SHOP WITH 4-5 VENDORS EACH WEEK
3,706	PARTICIPANTS IN THE WEEKLY KIDS' ACTIVITIES
794	MARKET TOURS WERE GIVEN IN 2022 THROUGH THE AMBASSADOR PROGRAM

# WE KEEP IT FRESH!

-CFM FOOD INCENTIVE PROGRAMS-

## ACCESS TO HEALTHY FOOD

With the generous support of Boone County Children's Services and Veterans United Foundation, CFM and Sustainable Farms & Communities work together to help alleviate hunger in our community by matching SNAP and WIC benefits at the market.

<b>\$56,208</b>	<b>1,487</b>	<b>1,753</b>	<b>1,492</b>
MATCHING BENEFITS DISPENSED	SWIPES	MATCHES	INDIVIDUALS SUPPORTED BY THE PROGRAM

Wonderful offering of excellent quality food and appreciate the SNAP program which allows me to buy much more produce and quality food

*Customer Testimonial*

## DOUBLE UP FOOD BUCKS

**\$16,217**  
MATCHING BENEFITS  
DISPENSED

Through a partnership with MU Extension and Mid-America Regional Council, SNAP recipients can match an additional \$25 per market for fresh fruits and vegetables.

## PRODUCE PRESCRIPTION PROGRAM

To promote a healthy community, CFM, CCUA, and Compass Health have teamed up to write prescriptions for fresh fruits and vegetables that recipients can redeem at the market.

<b>\$39,515</b>	<b>1,143</b>	<b>96</b>
FUNDS DISPENSED	TRANSACTIONS	HOUSEHOLDS USED THE PROGRAM

The prescription fruits and vegetables program is MUCH appreciated. We have really enjoyed finding new ways to use produce.

*Customer Testimonial*

## FARMERS MARKET NUTRITION PROGRAM

**\$4,100**  
SENIOR FMNP  
MATCHES DISPENSED

**\$3,000**  
WIC FMNP  
MATCHES DISPENSED

CFM offers Senior and WIC Farmers Market Nutrition Program voucher recipients matching funds, so they can stretch their dollars while learning about our other programs.

## CACC CULINARY ARTS FARMERS MARKET PROGRAM

**\$13,505**  
VOUCHERS DISPENSED

CFM and Columbia Public Schools teamed up to provide food vouchers to Career Center cooking students to purchase local produce.







## GRANTS

### FARMERS MARKET PROMOTIONAL PROGRAM

Strong vendor businesses are vital to the health of the farmers market and local economy. Thanks to a USDA Farmers Market Promotional Program Grant, CFM has been able to build vendor websites and help them acquire marketing skills.

#### USDA FMPP STATS:

- 13** "Site-in-a-Day" vendors received a website and photoshoot in 2022, with a grand total of **30** over the course of the project.
- 3** Marketing workshops offered to provide technical assistance and education in 2022, with a grand total of **11** over the course of the project.
- 100** Individuals from 7 community service organizations learned about CFM and CFM producers in 2022 through ambassador outreach, with a project total of **32** organizations and **594** individuals.

*I have lived in several places, and CFM is the most innovative and largest market I've patronized. Kudos to the team. Especially appreciate the tokens - more \$ in farmers' pockets is a good thing!*

*Customer Testimonial*

### BOARD OF DIRECTORS

President	_____	<b>Dustin Stanton</b>
Vice President	_____	<b>Steve Moeller</b>
Secretary	_____	<b>David Elman</b>
Treasurer	_____	<b>John Uhlig</b>
Sergeant at Arms	_____	<b>Clay Stem</b>
Director at Large	_____	<b>Ranjana Hans</b>
Director at Large	_____	<b>Liz Graznak</b>

### LEAD STAFF

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