



# 2023 *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.





# A NOTE FROM OUR EXECUTIVE DIRECTOR

What an incredible journey last year was! Celebrating my 10th anniversary managing CFM in 2023, I can't help but reflect on CFM's 43 years of growth and success. The highlight of last year was the completion of the MU Health Care Pavilion, a culmination of four decades of dedication that brings all 98 stalls and vendors under one roof. It truly took a community of dedicated individuals, businesses, and organizations to reach this milestone. We celebrated that community and four decades of rich history at the debut screening of "The Roots of Community: A Tribute to Columbia Farmers Market's Past & Future," a documentary chronicling our journey, directed by Megan Casady. We also celebrated the launch of our inaugural year participating in CoMoGives at the screening, which resulted in a remarkable \$11,170 raised!

Our Saturday market witnessed record-breaking moments, hosting an unprecedented 182,256 visitors throughout the year. The peak occurred on September 9th, 2023, with 6,960 customers in attendance. Apart from our grand opening at Columbia's Agriculture Park in 2019, this marked our busiest market to date. Another remarkable achievement was our contribution to feeding the community through our food incentive programs. We dispensed \$227,236 in food benefits last year, setting yet another record.

During our CoMoGives campaign, we often heard the question, "Why is CFM seeking donations when we already support it by shopping with vendors?" Firstly, I want to express my gratitude to everyone who supports our vendors – your direct purchases contribute to the success of their small businesses. However, it's essential to understand that farmers markets don't just happen. Behind the scenes, CFM is very fortunate to have a small dedicated group that works tirelessly to ensure the market runs smoothly every week. I couldn't do it without them. Next time you visit, give a market employee a high-five!

Farmers markets embody the convergence of urban and rural, fostering unity and celebration around local food. Whether you're a long-time supporter or a first-time visitor, your presence each week impacts the community of farmers and producers, fortifying the mid-Missouri food system. As we embark on the journey of 2024, all of us at CFM extend our heartfelt gratitude for your continued support.

Here's to another year of community, growth, and the vibrant spirit of local food!

- CORRINA SMITH



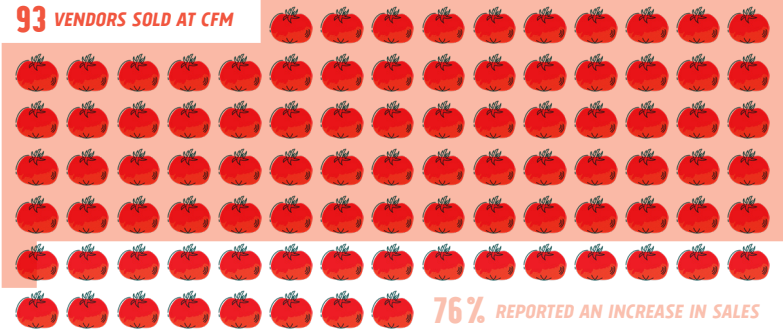
## HIGHLIGHTS



- ON OCTOBER 28, 2023, WE CELEBRATED THE GRAND OPENING OF THE MU HEALTH CARE PAVILION. THIS MILESTONE NOW PUTS ALL 98 STALLS AND VENDORS UNDER ONE ROOF.
- WE SWITCHED THINGS UP AT OUR ANNUAL FARM TO TABLE FUNDRAISER DINNER, MOVING TO IRENE'S, THE POPULAR NEW BBQ RESTAURANT IN TOWN. WE RAISED \$16,410 AT THE DINNER!
- MORE CUSTOMERS CAME TO OUR SATURDAY MARKET THAN ANY YEAR IN OUR HISTORY – 182,256! ON OUR BUSIEST DAY OF THE YEAR, SEPTEMBER 9TH, 2023, WE HAD 6,960 CUSTOMERS VISIT!
- WE SCREENED "THE ROOTS OF COMMUNITY: A TRIBUTE TO COLUMBIA FARMERS MARKET'S PAST & FUTURE," A DOCUMENTARY ABOUT THE LAST 43 YEARS OF OUR HISTORY.
- CFM PARTICIPATED IN COMOGIVES FOR THE FIRST TIME AND RAISED \$11,170!
- CFM WAS DESIGNATED AS 501(c)(3) NONPROFIT ORGANIZATION BY THE IRS.

## Our Vendors

93 VENDORS SOLD AT CFM

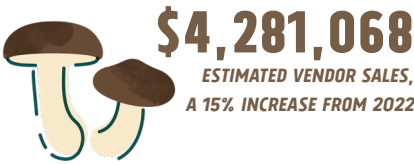


76% REPORTED AN INCREASE IN SALES

34 VENDORS INSPECTED AND 1,147 MILES DRIVEN

69 MARKET DATES

36 WOMEN-OWNED BUSINESSES



3842 ACRES OF DIVERSIFIED FARMLAND IN PRODUCTION BY VENDORS

255 FULL-TIME & 245 PART-TIME EMPLOYEES SUPPORTED BY CFM VENDORS' BUSINESSES



30% INCREASE FROM 2022

\$155,849  
INCENTIVE PROGRAM  
TOKENS DISPENSED

\$333,615  
CASH VALUE TOKENS  
DISPENSED

\$71,387  
SNAP TOKENS  
DISPENSED

\$560,851  
TOTAL TOKEN  
SALES



# LOCAL FOOD *for* Every Neighbor

-CFM FOOD INCENTIVE PROGRAMS-



## ACCESS TO HEALTHY FOOD

Thanks to the generous support of Boone County Children's Services and Veterans United Foundation, CFM collaborates with Sustainable Farms & Communities to address food insecurity in our community. Together, we facilitate a program that doubles the impact of SNAP and WIC benefits at CFM. This initiative plays a crucial role in alleviating hunger and ensuring that more individuals and families have access to fresh, nutritious food options.

**\$67,049** | MATCHING BENEFITS DISPENSED  
**1644** | INDIVIDUALS SUPPORTED  
**636** | HOUSEHOLDS SUPPORTED  
**1743** | EBT SWIPES  
**2100** | MATCHES

## PRODUCE PRESCRIPTION PROGRAM

In a collaborative effort to foster a healthy community, CFM, CCUA, and Compass Health joined forces to prescribe fresh fruits and vegetables. Recipients can redeem these "prescriptions" at CFM, promoting wellness through increased access to nutritious food options.

**\$66,015** | FUNDS DISPENSED  
**1,854** | TRANSACTIONS  
**123** | FAMILIES SUPPORTED

## CACC CULINARY ARTS FARMERS MARKET PROGRAM

CFM and Columbia Public Schools teamed up to provide food vouchers to Career Center cooking students to purchase local produce, creating a direct link between education and access to fresh ingredients.

**\$14,550** | BENEFITS DISPENSED

## DOUBLE UP FOOD BUCKS

In partnership with MU Extension and the Mid-America Regional Council, SNAP recipients receive an extra \$25 per market for fresh fruits and vegetables, promoting healthier choices and improved access to nutritious food.

**\$22,785** | MATCHING BENEFITS DISPENSED

## FARMERS MARKET NUTRITION PROGRAM

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.

**\$7,335** | SENIOR FMNP MATCHED  
**\$3,005** | WIC FMNP MATCHED

## Our Customers

**1,034**  
 MARKET TOURS WERE GIVEN IN 2023  
 THROUGH THE AMBASSADOR PROGRAM

**194,876** CUSTOMERS VISITED CFM IN 2023



**3306**  
 PARTICIPANTS IN THE WEEKLY  
 KIDS' ACTIVITIES



**36%** OF CUSTOMERS HAVE BEEN SHOPPING AT CFM FOR OVER 10 YEARS



**16%** OF CUSTOMERS STARTED SHOPPING AT CFM FOR THE FIRST TIME IN 2023

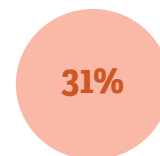


**36%** OF VISITORS COME TO THE MARKET WEEKLY

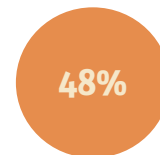


**47%** OF CUSTOMERS REPORTED SPENDING MORE MONEY AT CFM IN 2023

CUSTOMERS SPENT AN  
 AVERAGE OF  
**\$50 PER MARKET,**  
  
**19% INCREASE FROM 2022**



**CUSTOMERS THAT  
 SHOP WITH 2-3  
 VENDORS EACH WEEK**



**CUSTOMERS THAT  
 SHOP WITH 4-5  
 VENDORS EACH WEEK**



**CUSTOMERS THAT  
 SHOP WITH 6-10  
 VENDORS EACH WEEK**



## CUSTOMER QUOTES

*"We just started going to the farmers market, and the staff and vendors were very nice and answered all my questions. We just started going in winter, but am excited to go in the summertime for all the fresh vegetables!"*

*"I get about 90% of my food at CFM.... I literally don't know what I would do without it! Thank you!!"*

*"The market is a miracle of passion and color and delight. It sings. Thank you."*

*"I am so thankful for the market and all the people who make it happen."*

*"Terrific job managing and growing the market. I was coming 20+ years ago and am proud of this hometown gem you all have grown into. I bring out-of-town friends when available, and they are all like, "This is your farmers market!" I proudly say yes, but we all know I can't take credit. Thank you for providing us with an alternative to the grocery store. We are blessed..."*



### 2023 BOARD OF DIRECTORS

President	_____	<b>Dustin Stanton</b>
Vice President	_____	<b>Steve Moeller</b>
Secretary	_____	<b>Chris Foley</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 (2023)	_____	<b>Jon Weekley</b>