



2024 *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

Reflecting on 2024, we are grateful for another extraordinary year of growth, collaboration, and success at Columbia Farmers Market. Last year's achievements underscore the vital role local farmers, small businesses, and community support play in building a thriving local food system.

Our vendors, the heart of our market, worked tirelessly to bring fresh, high-quality products to the community. With 99 vendors, they achieved record-breaking sales, employed hundreds of individuals, and generously donated 8,000 pounds of fresh food to The Food Bank for Central & Northeast Missouri. Together, they are growing more than food—they are cultivating connections, resilience, and sustainability.

We are equally grateful for you—our customers, donors, and sponsors—whose unwavering support fuels our mission. With over 192,000 visitors last year, your commitment to shopping local has a direct impact on our farmers and the broader community. Programs like SNAP and WIC matching, and our Produce Prescription Program, supported by generous contributions from

organizations like Boone County Children's Services and Veterans United Foundation, ensured that thousands of families had access to fresh, nutritious food.

Through these efforts, Columbia Farmers Market continues to be more than just a market; it is a vibrant gathering space where everyone is welcome, where local food is celebrated, and where the community comes together to support one another. None of this would be possible without you.

As we look ahead to 2025, we are inspired by what we have accomplished together and excited for the opportunities to deepen our impact. On behalf of everyone at Columbia Farmers Market, thank you for investing in the future of local food, local farmers, and our community. Your support ensures that the market remains a beacon of connection, health, and opportunity for years to come.

With gratitude,
CORRINA SMITH, EXECUTIVE DIRECTOR



Highlights

 First full year under the completed pavilion



\$16,200 raised through CoMoGives

Reached **10k followers** on Instagram

Groundbreaking Ceremony for the new Community Welcome Center

\$17,000 raised from Farm to Table Dinner



Dispensed **\$243,010** in SNAP + food incentives



Market employees participated in **60 farm tours** for staff training

Our Vendors



CFM VENDORS DONATED 8,000 POUNDS OF FRESH FOOD TO THE FOOD BANK FOR CENTRAL & N.E. MO.

99 VENDORS SOLD AT CFM

67 MARKET DATES

51 SITES (38 VENDORS) INSPECTED AND 1,632 MILES DRIVEN

3,284 ACRES OF DIVERSIFIED FARMLAND IN PRODUCTION

\$4.75 MIL ESTIMATED VENDOR SALES (11% increase from 2023)

70% OF VENDORS REPORTED AN INCREASE IN SALES

\$564,435 TOTAL TOKEN SALES

\$321,425 CASH VALUE TOKENS DISPENSED

\$164,666 TOTAL FOOD INCENTIVE BENEFITS DISPENSED

\$78,344 SNAP TOKENS DISPENSED

38 WOMEN-OWNED BUSINESSES

238 FULL-TIME & 267 PART-TIME EMPLOYEES SUPPORTED BY CFM VENDORS' BUSINESSES

Our Customers

192,290 CUSTOMERS VISITED CFM IN 2024

CUSTOMERS SPENT AN AVERAGE OF **\$45 PER MARKET**

851 MARKET TOURS THROUGH THE AMBASSADOR PROGRAM

32%

CFM SHOPPERS FOR 10+ YEARS

17%

FIRST TIME SHOPPERS

37%

SHOP WEEKLY

44%

SPENT MORE THAN LAST YEAR

45%

SHOP WITH 4-5 VENDORS

Food Incentive Programs

ACCESS TO HEALTHY FOOD

Thanks to the generous support of **Boone County Children's Services** and **Veterans United Foundation**, CFM is able 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.



\$74,634 MATCHING BENEFITS DISPENSED

- 1,867 EBT swipes
- 2,340 matches
- 2,011 individuals and 725 households supported



DOUBLE UP FOOD BUCKS

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

\$20,437 MATCHING BENEFITS DISPENSED



PRODUCE PRESCRIPTION PROGRAM

In a collaborative effort to foster a healthy community, CFM, **CCUA**, **Boone County Children's Services** 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.



\$69,595 FUNDS DISPENSED

- 1,888 transactions
- 104 families supported

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 available at the market.

\$6,014 SENIOR FMNP MATCHED

\$5,563 WIC FMNP MATCHED



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.

\$16,425 BENEFITS DISPENSED



LOCAL FOOD *for* Every Neighbor



Customer Feedback

"I love the Columbia Farmers Market! It helps me feel like I am part of the Columbia community. It's such a wonderful event."

*"The farmers market has not only given us a way to stretch our money, and get fresh produce, but to have a time and place to have fun together. **Our child loves the activities in the barn, the food forest, and the playground.** They get the opportunity to use their voice to order from vendors, and they get to count out tokens to pay. It's a special experience each week."*

"We love to come out and get fresh and local food. My toddler loves the experience and gets excited to go every week!"

*"I love the market!! Try to come every week and **it's my favorite activity to bring people from out of town to.**"*

2024 BOARD OF DIRECTORS

PRESIDENT Dustin Stanton, *Stanton Brothers*

VICE PRESIDENT Steve Moeller, *Lone Cottonwood Farm*

SECRETARY Chris Foley, *Fiddle & Stone Bread Co.*

TREASURER John Uhlig, *Elderblossom View*

SERGEANT AT ARMS Clay Stem, *Stem to Table Farm*

DIRECTOR AT LARGE Ranjana Hans, *Raw Roots Turmeric*

DIRECTOR AT LARGE Liz Graznak, *Happy Hollow Farm*

2024 LEAD STAFF

EXECUTIVE DIRECTOR Corrina Smith

ASSISTANT MANAGER MaryCatherine Crook

COMMUNICATIONS COORDINATOR Sara Osman

CONTACT INFORMATION

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🏠 MU Health Care Pavilion, 1769 West Ash St.

🌐 www.columbiafarmersmarket.org

THANK YOU TO OUR 2024 SPONSORS

RESTORATION CHIROPRACTIC

RENEWAL BY ANDERSON

FARM POWER-LAWN AND LEISURE

ACHIEVE BALANCE CHIROPRACTIC

CENTRAL BANK

COMO CONNECTION EXCHANGE

NOURISH CAFE + MARKET

SHANGRI-LA DISPENSARIES

VETERANS UNITED FOUNDATION