ABOUT THE MARKET

 Neighborhood-based market founded in 2003 operating on roughly 7,000 square feet

 31-week outdoor season averaging 52 weekly producers and ~1,800 customers

 501(c)3 organizations supported by part-time staff and volunteer Board of Directors

 SNAP and WIC FMNP authorized market

2020 MARKET GOALS

1 Find a location that would allow us to maintain roster of 55+ producers and comply with COVID-19 safety regulations

2 Continue to serve our essential purpose of connecting the community to Ohio farmers and food producers

3 Reduce financial burden of producers (shift market revenue from producer driven to customer driven)

4 Make the market as safe, equitable and accessible as possible (drive thru, launch online store for preorder sales, curbside service, P-EBT outreach, host WIC FMNP coupon distribution days)

5 Distribute over $10,000 in SNAP

2020 FOOD ACCESS STATS

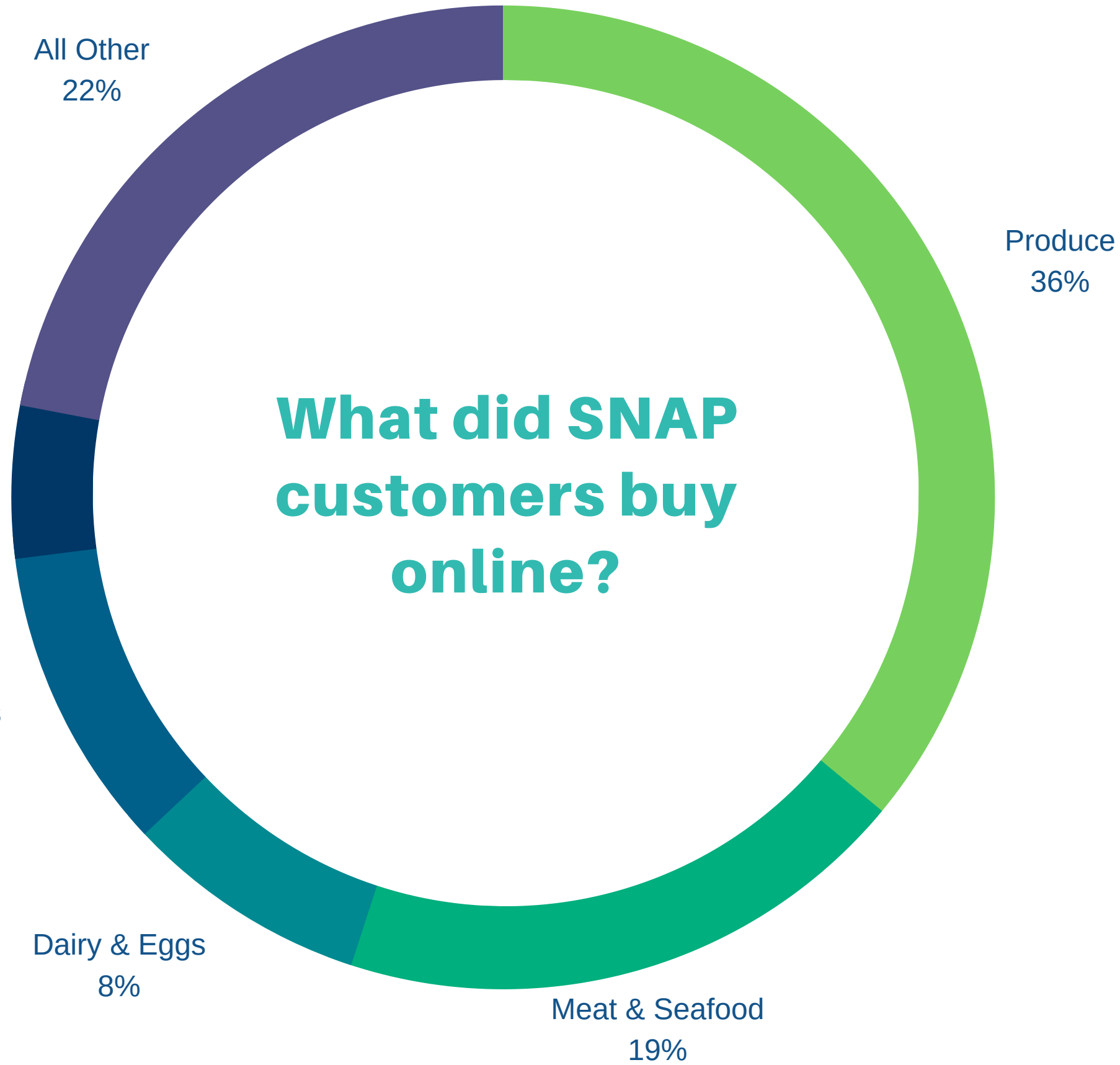| Comparative Data Points	2019	2020	% Change
SNAP Sales	$4,522	$30,317	+570
Produce Perks Distributed	$3,850	$22,129	+474
WIC FMNP Redemption	$270	$3,765	+1,294
Number of SNAP Customers	110	365	+232
Number of SNAP Transactions	249	753	+202
Staff Hours	89	220	+147

Average SNAP transaction of $40.23

Online SNAP Sales vs. Market Date
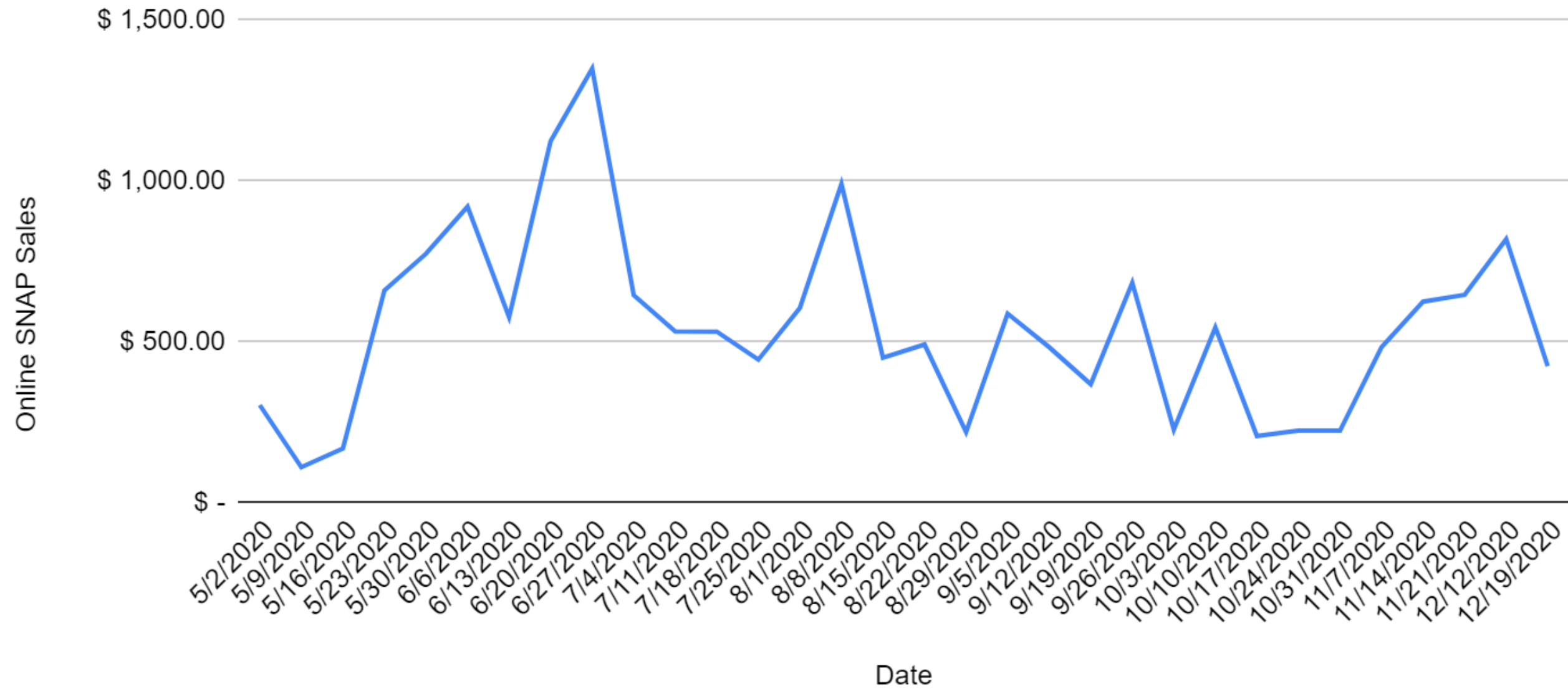
Σ   2020 Total Online SNAP Sales = S22,254 (73% of total for the year)

ⓘ   In first 8 weeks of season, distributed S112 more in SNAP than in all of 2019, which was our highest SNAP sales year since 2012

2020 FOOD ACCESS STATS

Cost to the Market

31 Summer Markets, 9 AM - 12 PM
2 Winter Markets, 11 AM - 1 PM

220 staff hours (44% offsite) * $24.14 in kind rate = **$5,310**

Staff cost per SNAP transaction = **$7.05**

Staff cost per SNAP customer = **$14.54**

Staff cost to run SNAP/Produce Perks per market = $160

Other Costs ~ $1,053
- SNAP payment processing fees: $75.30
- Extra SNAP tokens to meet demand: $365
- New POS terminal: $613

Market Manager Time

Additional 564 hours worked over 2019
(increase of 97%)

- **COVID-19 preparedness**
- **Secure new location**
- **2 new market operation models**
- **E-commerce platform management**

2020 MARKET SUCCESSES

Beyond Food Access

1 Processed ~$450,000 in local producer sales online; estimate additional sales of $250,000 - $350,000 occurred onsite

2 Received 5,726 online orders, with an average order total of ~$78, an increase of 124% over average customer spend reported in 2019

3 Contactless Curbside Service: partnered with 6 local nonprofits to provide the people power; 565 orders retrieved; $5,486 donated

4 Converted Kids Garden Club to online lesson format with additional activities available for pick up at the market. Estimated serving ~100 kids each week the club ran

5 Serving many communities! Of our ~2,500 registered online customers, 37% live in the Clintonville area. (180 unique zip codes reported.)

LOOKING AHEAD

LOCATION

- Pressure to return to traditional, walkable neighborhood location
- New location is costly, but easy access and abundant parking
- Serving different types of customers and wider geographic population

ONLINE ORDERING

- Difficult for farmers to maintain
- Staff time suck
- No online SNAP payment processing = extra work
- Costly

- But...Customers like it!
- & we get AWESOME data we've never had before

WHAT WE NEED

More support!

1 Farmers markets are essential outlets for local and fresh foods.

2 Budgets are small. We will be unable to continue to support serving our new market community and offering innovations like the virtual store.

3 Operations (and producer sales) are all at the mercy of the weather. Getting funding for permanent structures is critical to advance local food sales.

4 Markets need more funding to continue to offer, support and manage food access programs like Produce Perks and WIC FMNP.

5 Consistent license and product refrigeration licenses across county health departments will make it easier for producers to sell at markets.

QUESTiONS?

(us too.)

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