

2017 Annual Report

Foothills Farmers' Market, Inc.



Economic Impact

Our tenth season of operation increased direct-to-consumer sales for farmers and home-based business owners and produced significant impact on the local economy:

- Market day text messages to 303 subscribers helped to grow the customer base. During peak season, the market averaged 20-25 reply text check-ins each week.
- Of text service subscribers responding to survey, 44% said they relied on the texts one or more times to gain information about the market, and 29% indicated they relied on the program to get market info every week.
- 80% of vendors reported an increase in customer traffic compared with the previous year.
- 80% of vendors indicated an increase in sales compared with 2016.
- The Power of Produce Kid's Club attracted more than 3,000 young shoppers; \$2 POP tokens put more than \$6,000 additional dollars in vendors' pockets during the season.
- Eaton Corporation's local food purchases average \$280 each week, contributing \$14,560 in additional farmer income
- 160 Eaton employees participated in the market's Holiday food box program, receiving an assortment of seasonally available local foods at the end of each year and generating \$2,600 in additional sales for market vendors
- Newgrass Brewing Company reported spending \$1,700 each month on local farm products, providing an additional \$20,400 in sales.
- Other local chefs and caterers reported spending \$2,700 on local food products during the year.
- SNAP/EBT purchases represented 7% of all card services transactions.

Health Impact

Market shoppers are increasing their intake of fresh fruits and vegetables, shown to reduce a number of chronic health conditions:

- Sales of fresh produce, lean proteins and eggs accounted for approximately 85% of total sales, indicating a growing community demand for healthy, locally-grown food.
- More than 3,000 children learned about good nutrition and gained hands-on experience in shopping for fresh fruits and vegetables by participating in POP Club activities.
- Nearly 800 local government employees were reached through participation in local health fairs, learning about market operations and the importance of eating healthy.

Social Impact

FFM coordinated and supported activities designed to increase the community's awareness and appreciation of local foods and to give back to the local community:

- Community potluck meals attracted an average attendance of 25-30 people each time.
- Our card services program and our outreach to low-income market shoppers are being recognized as some of the most innovative and progressive in the nation.
- Farmer Foodshare® collected 3 tons of food during the 2017 market season, distributing it to agencies that feed the hungry in our local community.
- We continued to support the Community Math Academy by using the market to help at-risk students improve their math skills, learn about local foods and the importance of giving back to the community.
- Over 300 students visited the market as a part of organized field trip experience with local schools and organizations.