

# 2021 RI DEM Farmer's Market Report



GET FRESH,  
BUY LOCAL



Fisherman's Memorial and Goddard Park

# Overview



- Vendor Attendance
- Customer Attendance
- Financial breakdown
- Other ways we help the community
- Comparing previous years
- Looking ahead to 2022



# Vendors Separated by Category

Farms (vegetables, flowers, honey, meat, etc.):

- *28 Vendors*

Food (baked goods and prepared meals):

- *14 Vendors*

Specialty (dog treats, skin products, services, etc.):

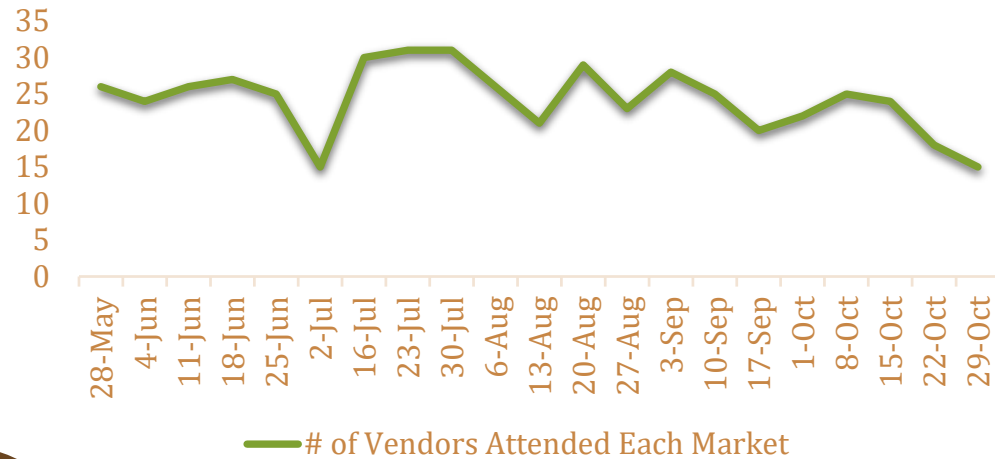
- *12 Vendors*

# Goddard Park Farmer's Market

## Vendor Attendance Highlights~

- Highest Attendance: 31 vendors
- Lowest Attendance: 15 vendors
- Average: 25 vendors

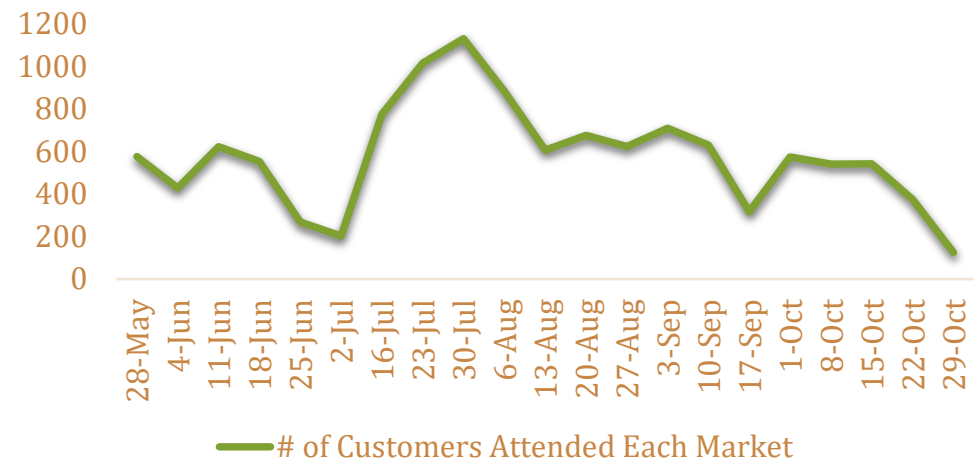
## Goddard Park Vendor Attendance



## Customer Attendance Highlights~

- Highest Attendance: 1,130 customers
- Lowest Attendance: 125 customers
- Average: 579 customers

## Goddard Park Customer Attendance



# Goddard Park Breakdown

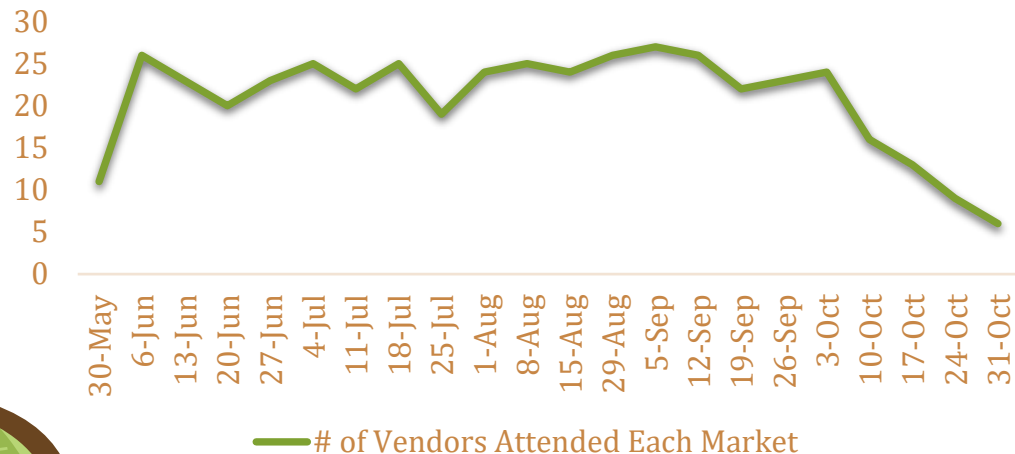
- Number of vendors and customers remained consistent for most of the season
  - # did not drop off nearly as much nor as fast as Fisherman's Memorial
- The number of vendors and customers dropped simultaneously the week of August 27<sup>th</sup>
- The relationship between customer attendance and vendor attendance was linear, as the more vendors would attend, more customers would get drawn in

# Fisherman's Memorial Farmer's Market

## Vendor Attendance Highlights~

- Highest Attendance: 27 vendors
- Lowest Attendance: 6 vendors
- Average: 20 vendors

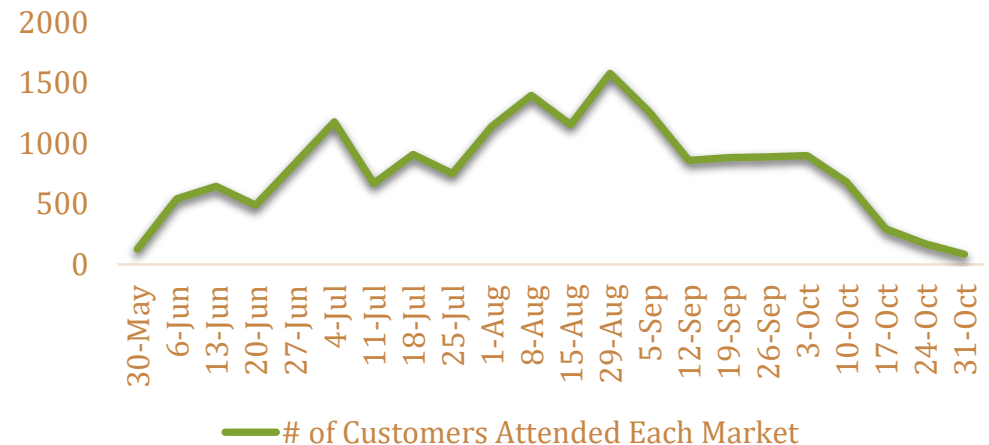
### Fisherman's Memorial Vendor Attendance



## Customer Attendance Highlights~

- Highest Attendance: 1,581 customers
- Lowest Attendance: 84 customers
- Average: 794 customers

### Fisherman's Memorial Customer Attendance



# Fisherman's Memorial Breakdown

- Had a significant jump the week of August 29<sup>th</sup> resulting in 1,581 customers
  - The weeks surrounding August 29<sup>th</sup> were at a steady 1,000 customers and 25 vendors
- Attendance dropped significantly after Indigenous People's Day
  - # of customers went from 684 to 295
- The relationship between customer attendance and vendor attendance was linear, as the more vendors would attend, more customers would get drawn in

# Breakdown of both Goddard Park and Fisherman's Memorial Farmers Markets

Total customer attendance  
across both markets for the  
entire season:

**29,634**

Total number of Vendors  
Attended both markets:

**54**

Hand washing stations were  
provided at both markets  
(soap, water, hand sanitizer,  
etc.)

Parking assistance was  
provided at both markets,  
along with handicapped  
parking availability



# Average Prices for Most Popular Commodities

The Commodity	Price with Unit
Tomato (cherry)	\$2.50 per lb. <b>or</b> \$4.50 a pint
Cucumber	\$1.25 each <b>or</b> \$3.00 per lb.
Lettuce	\$3.00 a bundle <b>or</b> \$3.50 a head
Carrots	\$3.50 a bundle <b>or</b> \$2.50 per lb.
Sweet Corn	\$1.00 each <b>or</b> \$5.00 bundle
Potatoes	\$2.50 per lb.
Strawberries	\$3.50 for ½ pint <b>or</b> \$4.50 pint
Apples	\$2.50 per lb.

# Fresh Bucks Analysis at Goddard Park

## **Fresh Bucks/EBT (gold coins)**

# of coins returned  
to Farm Fresh at  
Goddard:

\$2,999.00

Total amount of EBT  
funds charged on  
customers cards:

\$6,841.00

## **Bonus Bucks (silver coins)**

# of coins returned to  
Farm Fresh at  
Goddard:

\$3,508.00

# Additional ways the Farmer's Markets have helped the community

## **Kent County Prevention Coalition**

This team has provided a safe space for anybody that is struggling with mental health as well as educating the public on what mental illness is and the signs that come with it.

These Farmer's Markets provide the public with locally grown fresh produce. They also assist our small businesses and farms in gaining recognition from consumers and expanding their market.

## **Oak Street Health**

Providing valuable information on adult health care and assisting the general public who are in need.

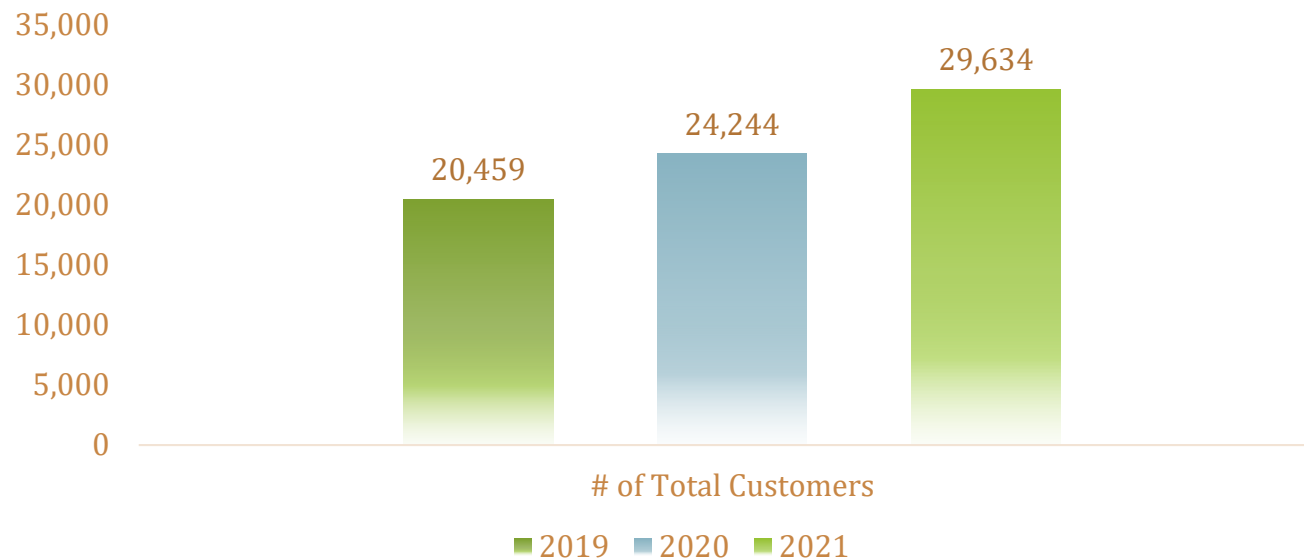
## **Department of Forest and Environment Forest Fire Program**

They are dedicated to aiding local fire departments as well as providing information on how to protect your homes and property from wildland fire.

# Comparative Market Attendance: '19 '20 '21

- There has been a steady increase in total customers attending both markets each year
  - Roughly 4,000 additional customers each season
- Sum of EBT charged at Goddard had a 55% increase from 2020 to 2021

## STATE FARMER'S MARKET ATTENDANCE



## Looking into the future

- ❖ Make the markets a more inclusive place to attract potential new customers
- ❖ Continue to support Vendors through social media posts
- ❖ Bring more awareness to the market by providing signage throughout surrounding neighborhoods
- ❖ Continue to make our markets a sanitary place for customers to shop
- ❖ Continue to provide nutrition incentives through offering bonus bucks to low-income families at our Farmer's Market
- ❖ Support farmers selling locally grown foods to make fresh nutritious options more accessible

# **Important Announcement**

Applications for the '22 market season will be open in  
January

Applications and the required paperwork will be due  
by April 15