



2022 RI DEM Farmer's Market Report

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 2023



Vendors Separated by Category

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

- *26 Vendors*

Food (baked goods and prepared meals):

- *12 Vendors*

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

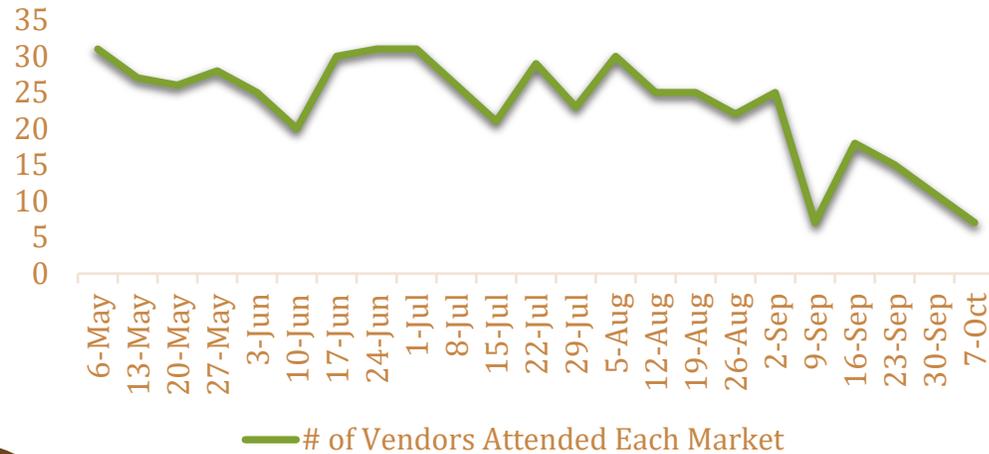
- *11 Vendors*

Goddard Park Farmer's Market

Vendor Attendance Highlights~

- Highest Attendance: 31 vendors
- Lowest Attendance: 7 vendors
- Average: 24 vendors

Goddard Park Vendor Attendance



Customer Attendance Highlights~

- Highest Attendance: 1,367 customers
- Lowest Attendance: 103 customers
- Average: 721 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
 - Peak # of customers in the beginning of July
- The number of vendors and customers dropped simultaneously the week of August 19th
- 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: 39 vendors
- Lowest Attendance: 6 vendors
- Average: 24 vendors

Fisherman's Memorial Vendor Attendance



Customer Attendance Highlights~

- Highest Attendance: 1,945 customers
- Lowest Attendance: 84 customers
- Average: 1,327 customers

Fisherman's Memorial Customer Attendance



Fisherman's Memorial Breakdown

- Had a significant jump the week of June 26th resulting in 1,945 customers
 - The weeks surrounding June 26th were at a steady 1,300 customers and 34 vendors
- Attendance dropped significantly after children went back to school
 - # of customers went from 1498 to 974
 - 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:

34,546

Total number of Vendors
Attended both markets:

49

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. or \$4.50 a pint
Cucumber	\$1.25 each or \$3.00 per lb.
Lettuce	\$3.00 a bundle or \$3.50 a head
Carrots	\$3.50 a bundle or \$2.50 per lb.
Sweet Corn	\$1.00 each or \$5.00 bundle
Potatoes	\$2.50 per lb.
Strawberries	\$3.50 for ½ pint or \$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:

\$3,027.00

Total amount of EBT
funds charged on
customers cards:

\$7,062.00

Bonus Bucks (silver coins)

of coins returned to
Farm Fresh at
Goddard:

\$4,222.00

Additional ways the Farmer's Markets have helped the community

Better Business Bureau

Their vision is to withhold an ethical marketplace where buyers and sellers can trust each other.

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.

Numerous vendors supplying healthy alternatives to customers. Including locally sourced goat's milk soap, herbal tea, prepared foods, etc.

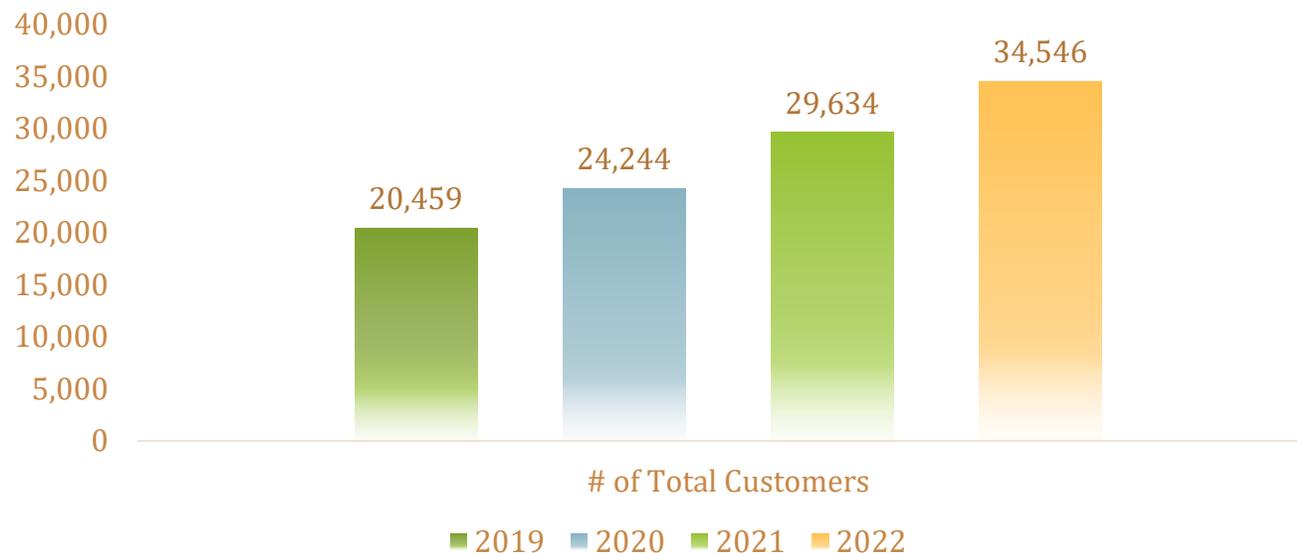
Climate Action RI

Their mission is to change the way society creates and uses energy, focusing on the elimination of fossil fuel extraction.

Comparative Market Attendance: '19 '20 '21 '22

- 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 2021 to 2022

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 '23 market season will be open
January 20th

Applications and the required paperwork will be due
by April 15th