



2019 Farmers Market Report

Fishermen's Memorial & Goddard Park



Overview:



Vendor Attendance



Customer Attendance



Economic Impact



Future of State Run Farmers Market



Vendor Attendance Highlights

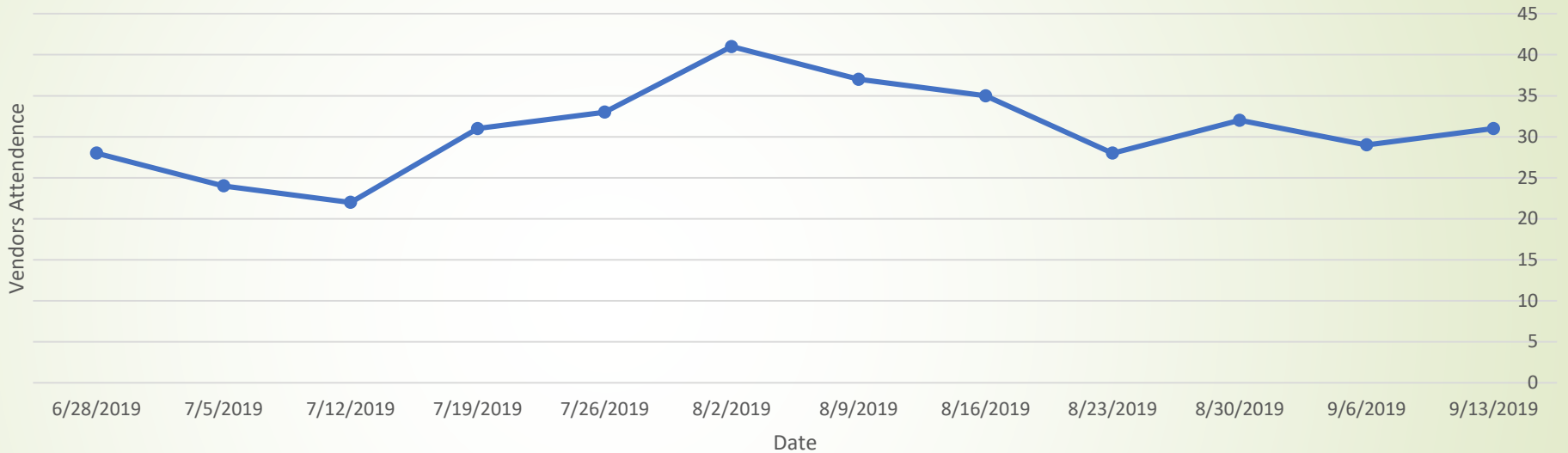
Fishermen's Memorial

- ▶ Season High Attendance: 38
- ▶ Average: 34 Vendors
- ▶ Avg Vendor By Types:
 - ▶ Agriculture: 16
 - ▶ Food: 13
 - ▶ Specialty: 5
- ▶ Percentage of Agriculture/Food:
 - ▶ 85%

Goddard Park

- ▶ Season High Attendance: 41
- ▶ Average: 31 Vendors
- ▶ Avg Vendor by Types:
 - ▶ Agriculture: 19
 - ▶ Food: 8
 - ▶ Specialty: 4
- ▶ Percentage of Agriculture/Food:
 - ▶ 87%

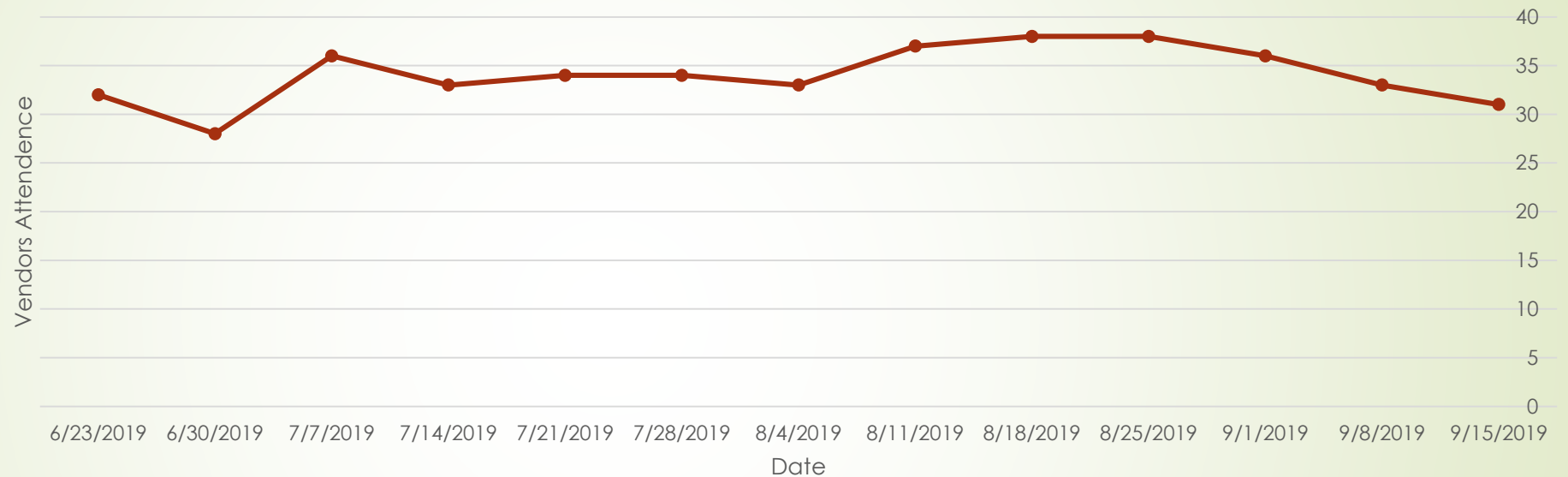
Goddard Park Farmers Market Vendor Attendance



Growth in vendor attendance coincides with seasonality of products offered

- July 12, highlights at the Goddard: Vendors begin selling berries, cucumbers, beans, peppers, and potatoes
- August 2 highlights at Goddard: Peak attendance – orchards begin to attend with apples and peaches. Last big week for berries
- September 6 highlights at Goddard: Orchards slowly stop attending.

Fisherman's Memorial Farmers Market Vendor Attendance



Greatest strength for Fishermen's Market is consistent attendance by vendors.

- Vendor attendance dropped below 30 only once between June 23rd and September 15th
- Consistent customer attendance incentivized continual vendor attendance



Vendor Attendance for All Markets

Total Number of Vendors: 58

Types:

- Farms (Vegetables, Flowers, Honey and Meat): 27
- Food (bakeries): 12
- Specialty (Dog Treats, Essential Oils, Services): 19



Customer Attendance Highlights

Fishermen's Memorial

- ▶ Highest Customer Attendance:
 - ▶ 732 people, August 18th
 - ▶ Coincides with Highest # of Vendors
- ▶ Average # of Customers:
 - ▶ 478 People
- ▶ Total Attendance in August:
 - ▶ 2,664 People

Goddard Park

- ▶ Highest Customer Attendance:
 - ▶ 610 people, August 9th
 - ▶ Coincides with Second Highest # of Vendors
- ▶ Average # of Customers:
 - ▶ 435 People
- ▶ Total Attendance in August:
 - ▶ 2,391 People

* Customer Attendance = # of cars x 1.22 people/car (national average of people per car)



Economic Impact of RI DEM Markets:

Fishermen's Memorial

- ▶ Average Spent per Market Day:
 - ▶ \$7,170
- ▶ Estimated Total Spent in 2019:
 - ▶ \$136,230

Goddard Park

- ▶ Average Spent per Market Day:
 - ▶ \$6,525
- ▶ Estimated Total Spent in 2019:
 - ▶ \$117,450

Total 2019 Economic Impact of Fishermen's Memorial and Goddard Park:

\$253,680

Going Forward – Looking towards 2020

- ▶ Vendor Registration:
 - ▶ Must Complete Required Documents and Licenses before Attending
 - ▶ April 1st deadline for applications
 - ▶ Checklist attached to market application to ensure all documents submitted
 - ▶ Addition for Farm Vendors: Produce Safety Enrollment
- ▶ Rules and Regs:
 - ▶ Wash Water for produce must contain zero generic e.coli
 - ▶ Must grow or make 50% of products offered at market
 - ▶ Stricter labeling requirements coinciding with PSR
 - ▶ Adjusted language to aid in enforcement