



# 2020 RI DEM FARMER'S MARKETS

FISHERMEN'S MEMORIAL AND  
GODDARD PARK

# OVERVIEW:



Vendor Attendance



Customer Attendance



Financial Breakdown



Response to Covid-19



In Comparison to 2019



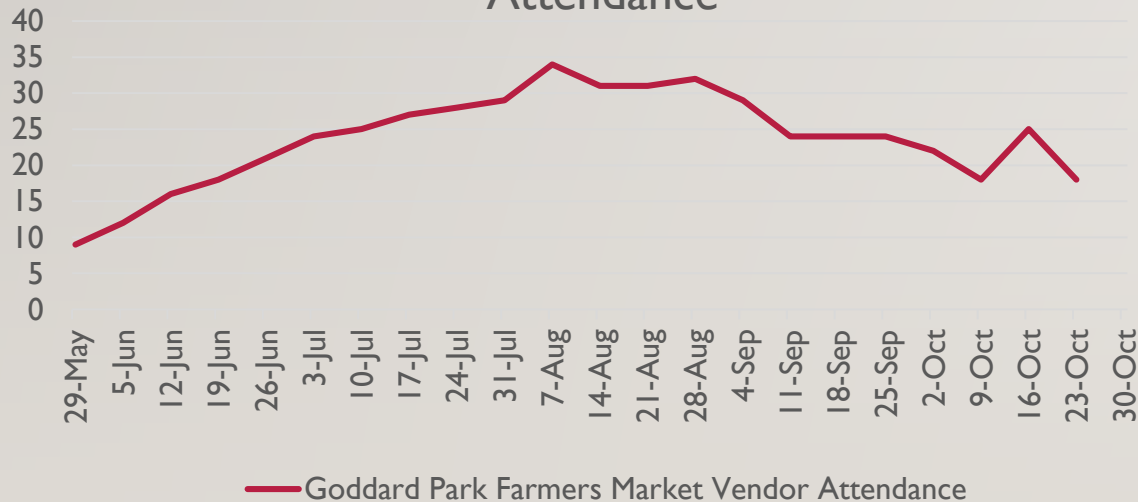
Looking Ahead to 2021

# GODDARD PARK FARMER'S MARKET

- Vendor Attendance Highlights:

- Season High Attendance: 34
- Season Low Attendance: 9
- Average: 24

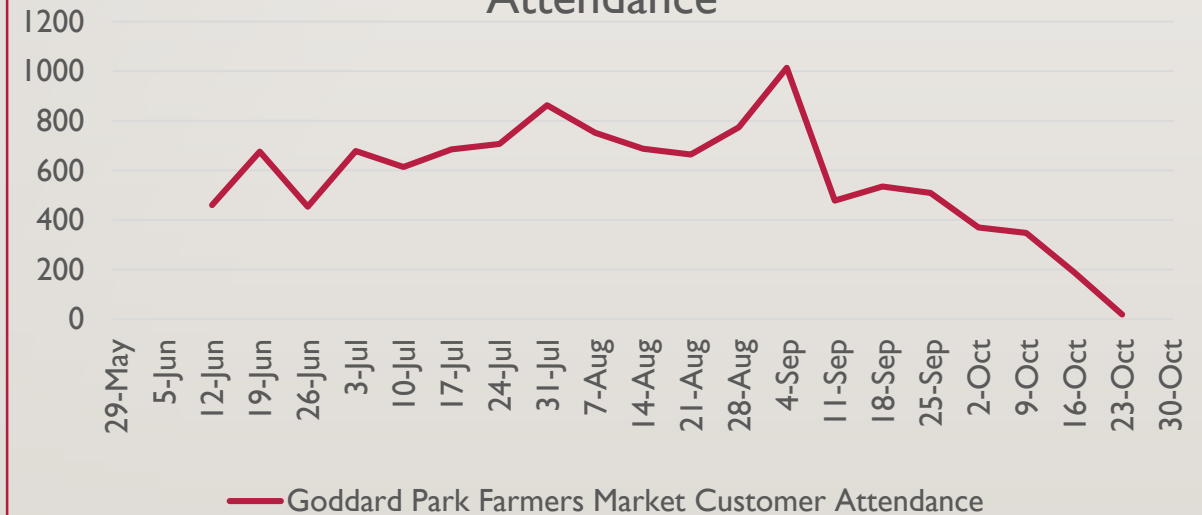
Goddard Park Farmers Market Vendor Attendance



- Customer Attendance Highlights:

- Season High Attendance: 1014
- Season Low Attendance: 189
- Average: 589
- Total: 11,777

Goddard Park Farmers Market Customer Attendance



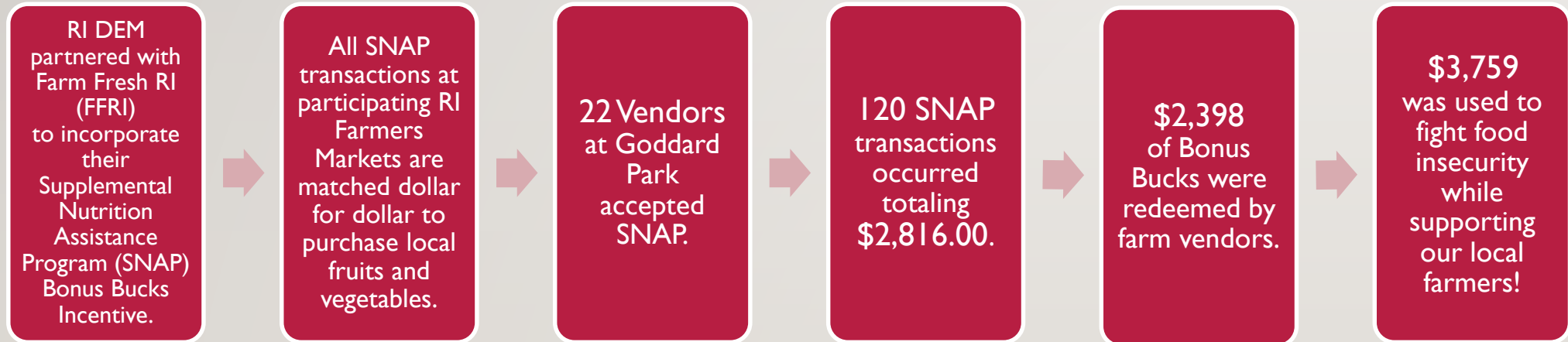
# GODDARD PARK FARMERS MARKET BREAKDOWN

- \$9350.94 was the average amount of money spent per day on the farmers market by the customers
- The estimated total of money spent by the customers was \$187,018.80
- Customer attendance trended down hill the week of September 11<sup>th</sup>, where there were never more than 535 after having a high of 1014 customers the week before
- Vendor Attendance started to dwindle the week after August 28<sup>th</sup> going from 32 to never surpassing 29
- The relationship between customer attendance and vendor attendance was linear as typically the more vendors that attended resulted in a higher customer turnout

\*Monetary values were calculated based on national farmers market data

# FIGHTING FOOD INSECURITY AT GODDARD PARK

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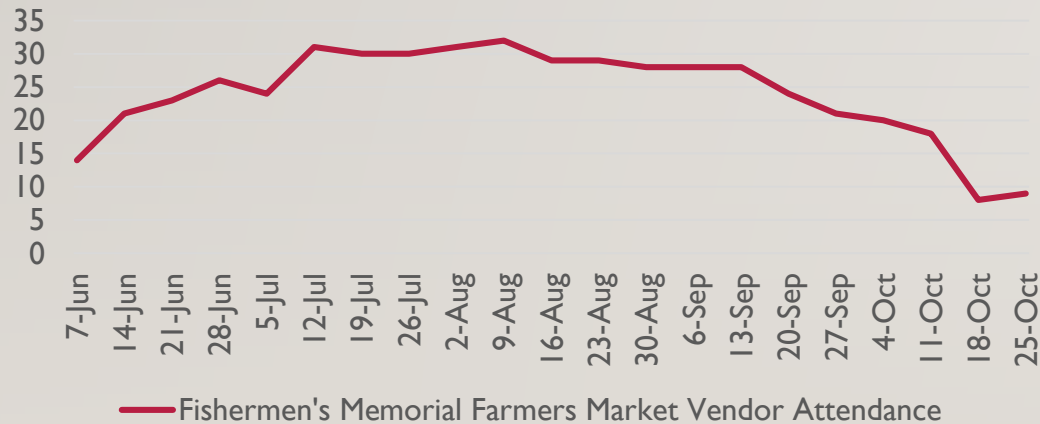


# FISHERMEN'S MEMORIAL FARMERS MARKET

## Vendor Attendance Highlights:

- Season High Attendance: 32
- Season Low Attendance: 8
- Average: 24

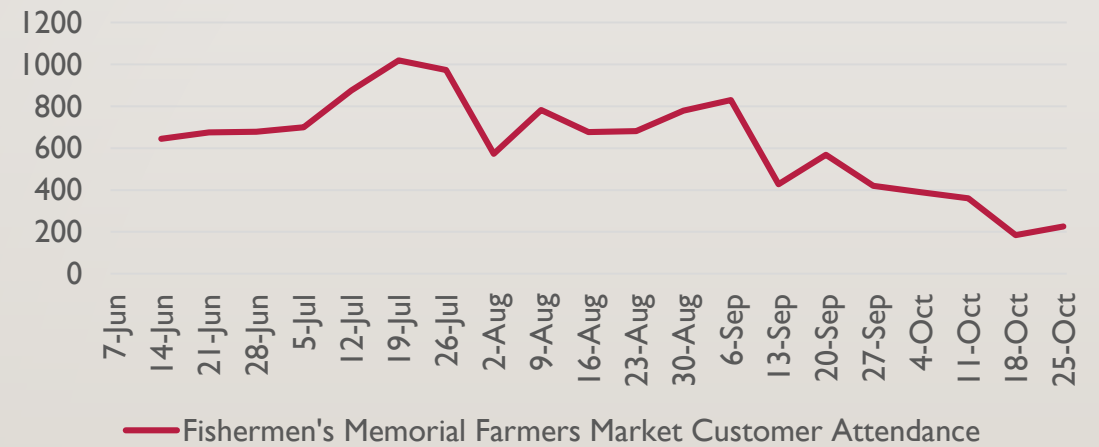
Fishermen's Memorial Farmers Market  
Vendor Attendance



## Customer Attendance Highlights:

- Season High Attendance: 1020
- Season Low Attendance: 184
- Average: 623
- Total: 12,467

Fishermen's Memorial Farmers Market  
Customer Attendance



# FISHERMEN'S MEMORIAL FARMERS MARKET BREAKDOWN

- \$9,893.40 was the average amount of money spent per day on the farmers market by the customers
- The estimated total of money spent by the customers was \$197,864.80
- Customer attendance started to trend downhill the week of September 13<sup>th</sup>, after being consistently over 600, they never surpassed more than 569
- Vendor attendance was consistent until after September 20<sup>th</sup>

\*Monetary values were calculated based on national farmers market data

# BREAKDOWN ACROSS BOTH FARMERS MARKETS

- Vendor Attendance: 49
  - Farms: 23
  - Food: 16
  - Non-Farm/Food: 7
  - Non-Profit: 3

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

**\$384,883.60**

\*Monetary values were calculated based on national farmers market data



# RESPONSE TO COVID-19

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Hand Washing Station  
Hand Sanitizers accessible to  
customers  
Porta-potty Sanitation



Signs enforcing social distancing  
Employees redirecting people to  
remain socially distanced from each  
other



Masks worn at all times by  
employees, vendors, and customers

# IN COMPARISON TO 2019

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- RIDEM's Farmers Markets had an economic impact of more than \$130,000 compared to last year's Farmers Market despite having less vendors attendance
- Similar to last year, vendor and customer attendance trended downward after Labor Day weekend
- Both Farmers Markets peaked around early to the middle of August

# LOOKING AHEAD TO 2021

- Greater vendor attendance
  - Apply and complete Required Documents
  - Farm vendors must complete a Produce Safety Enrollment Form
- Greater Customer attendance