



**RIDEM**



# 2023 RI DEM Farmer's Market Report

**Fishermen's Memorial and Goddard Park**

# Overview



- Vendor Attendance
- Customer Attendance
- Financial Breakdown
- Community Outreach/Events
- Comparing Previous Years
- Looking Ahead



# Vendors Separated by Category

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

- *23 Vendors*

Prepared Foods (baked goods and meals):

- *22 Vendors*

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

- *14 Vendors*

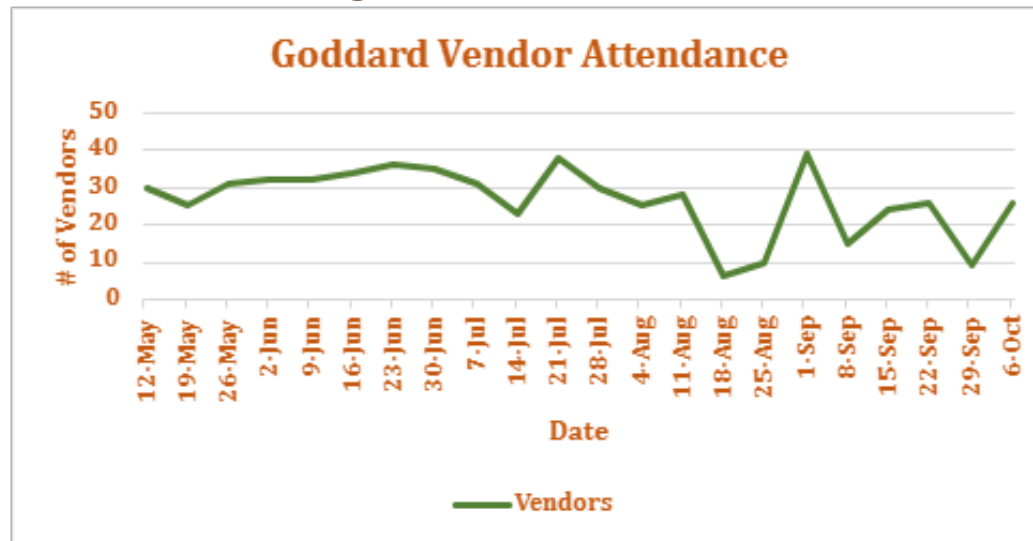
Community Outreach (non-profit/educational):

- *7 Vendors*

# Goddard Park Farmer's Market

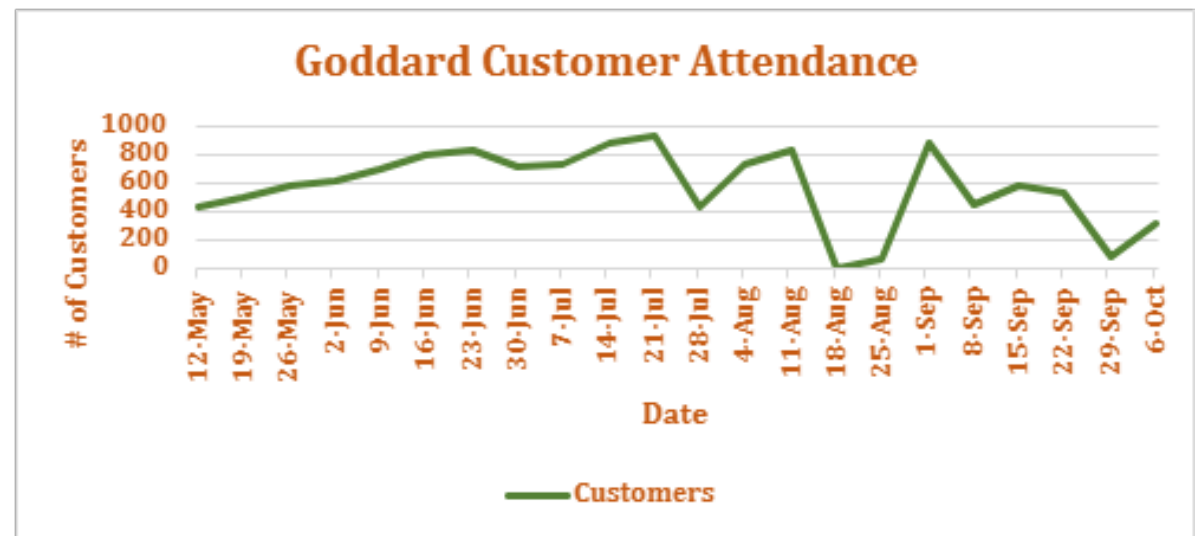
## Vendor Attendance Highlights~

- Highest Attendance: 39 vendors
- Lowest Attendance: 6 vendors
- Average: 26 vendors



## Customer Attendance Highlights~

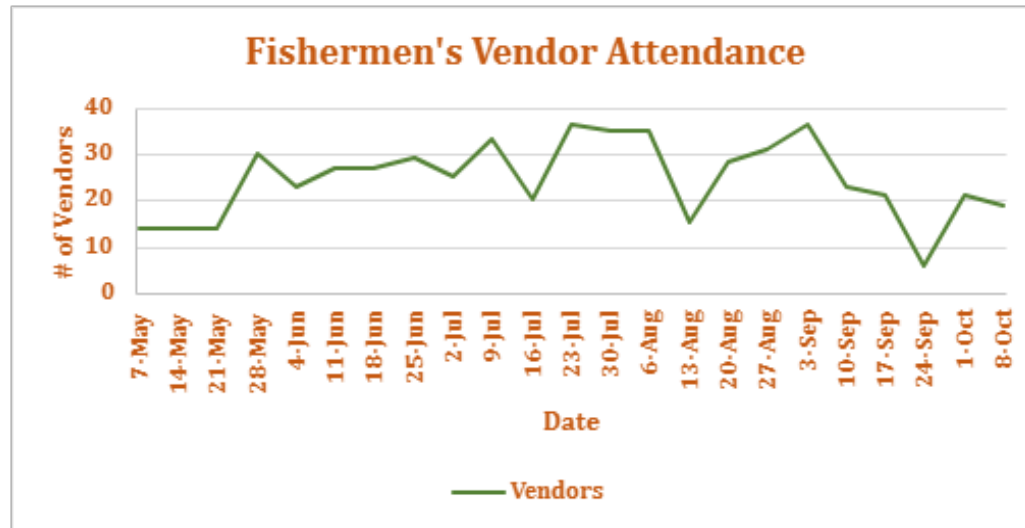
- Highest Attendance: 925 customers
- Lowest Attendance: 8 customers
- Average: 569 customers



# Fisherman's Memorial Farmer's Market

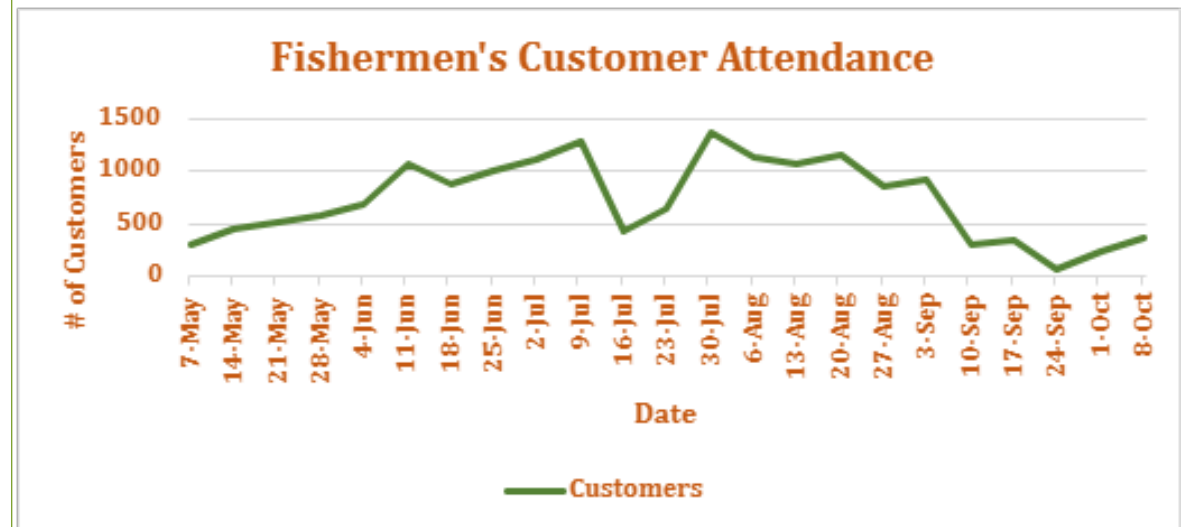
## *Vendor Attendance Highlights~*

- Highest Attendance: 36 vendors
- Lowest Attendance: 6 vendors
- Average: 24 vendors



## *Customer Attendance Highlights~*

- Highest Attendance: 1,366 customers
- Lowest Attendance: 53 customers
- Average: 727 customers



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

Total customer attendance  
across both markets this  
season:

**29,260**

Total number of Vendors  
between both markets:

**66**

Hand washing stations were  
provided at both markets  
(soap, water, hand sanitizer,  
etc.) along with flyers and info  
about Div. of Ag.

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

# Fresh Bucks Analysis at Goddard Park

## Fresh Bucks/EBT (gold coins)

# of coins returned  
to Farm Fresh at  
Goddard:

\$3,501  
(\$3,027 last year)

Total amount of EBT  
funds charged on  
customers cards:

\$6,558  
(\$7,062 last year)

## Bonus Bucks (silver coins)

# of coins returned to  
Farm Fresh at  
Goddard:

\$3,147  
(\$4,222 last year)

# 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 markets provide the public with locally grown, fresh produce. They also assist our small businesses and farms by increasing engagement of consumers while expanding their market.

Numerous vendors supplying healthy alternatives to customers, including locally sourced goat's milk soap, repellents, remedies, prepared foods, etc.

## **Kent County Prevention Coalition**

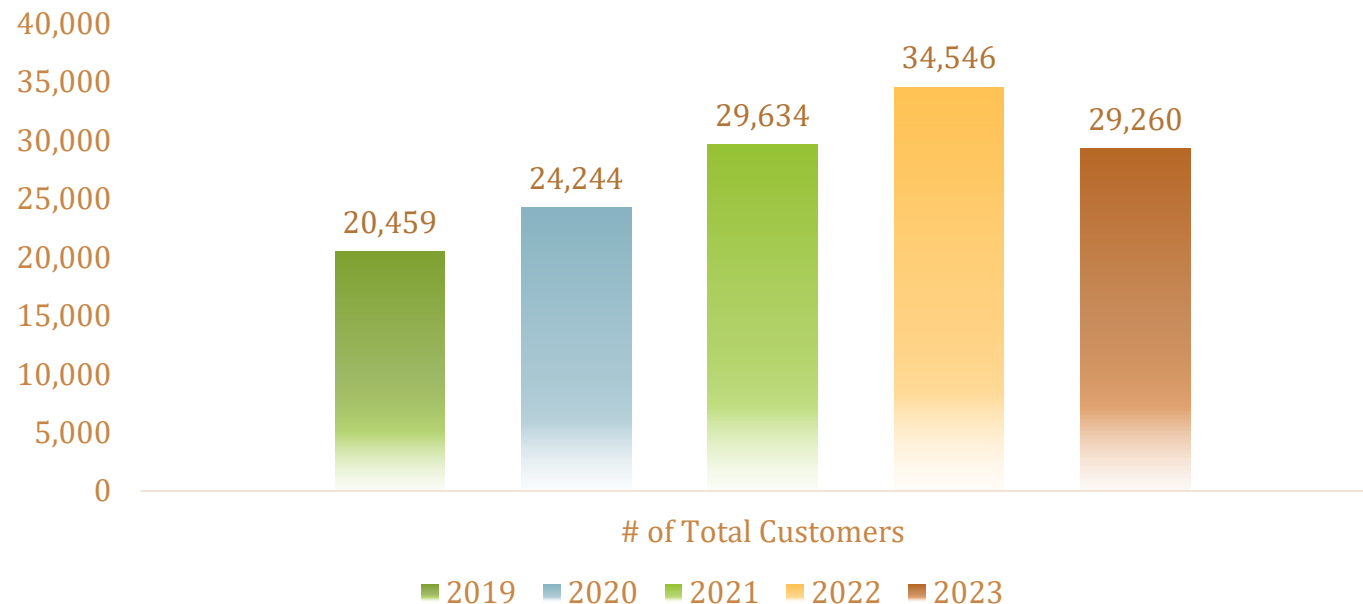
Their mission is to both reduce and prevent substance abuse among youth while promoting wellness techniques.



# Comparative Market Attendance: '19 – '23

- There has been a steady increase in total customers attending both markets each year, although attendance dwindled by ~5,300
  - However, amounts made in EBT/coins were roughly the same (with Bonus Bucks having the biggest difference of ~\$1,000 from last year to this year) despite this

## STATE FARMER'S MARKET ATTENDANCE



## Looking into the Future

- ❖ Continue to support vendors through social media posts, offer technological help to increase engagement online/at markets
- ❖ Host more Kids' Days, RI Grown Week, etc. to promote local agriculture
- ❖ Bring more awareness to the market by providing signage throughout surrounding neighborhoods + promoting on social media
- ❖ Continue making our markets a sanitary place for customers to shop
- ❖ Continue providing nutrition incentives through bonus bucks to low-income families at our Farmer's Market
- ❖ Support farmers selling locally grown foods to make fresh nutritious options more accessible (benefits both parties)

# **Important Announcement**

Applications for the '24 market season will be open  
January 15<sup>th</sup>

Applications and the required paperwork will be due  
by May 15<sup>th</sup>