2021 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 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

Customer Attendance Highlights~
• Highest Attendance: 1,130 customers
• Lowest Attendance: 125 customers
• Average: 579 customers

Goddard Park Vendor Attendance

Goddard Park Customer Attendance

# of Vendors Attended Each Market

# of Customers Attended Each Market
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 27th
- 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

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

Fisherman’s Memorial Vendor Attendance

Fisherman’s Memorial Customer Attendance
Fisherman’s Memorial Breakdown

- Had a significant jump the week of August 29th resulting in 1,581 customers
  - The weeks surrounding August 29th 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

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

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.

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.
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 Chart]

<table>
<thead>
<tr>
<th>Year</th>
<th># of Total Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>20,459</td>
</tr>
<tr>
<td>2020</td>
<td>24,244</td>
</tr>
<tr>
<td>2021</td>
<td>29,634</td>
</tr>
</tbody>
</table>
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