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

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

Goddard Park Farmers Market Vendor Attendance

Goddard Park Farmers Market Customer Attendance
$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 11th, 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 28th 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*
RI DEM partnered with Farm Fresh RI (FFRI) to incorporate their Supplemental Nutrition Assistance Program (SNAP) Bonus Bucks Incentive.

All SNAP transactions at participating RI Farmers Markets are matched dollar for dollar to purchase local fruits and vegetables.

22 Vendors at Goddard Park accepted SNAP.

120 SNAP transactions occurring totaling $2,816.00.

$2,398 of Bonus Bucks were redeemed by farm vendors.

$3,759 was used to fight food insecurity while supporting our local farmers!
FISHERMEN’S MEMORIAL FARMERS MARKET

Vendor Attendance Highlights:
➢ Season High Attendance: 32
➢ Season Low Attendance: 8
➢ Average: 24

Customer Attendance Highlights:
➢ Season High Attendance: 1020
➢ Season Low Attendance: 184
➢ Average: 623
➢ Total: 12,467
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 13th, after being consistently over 600, they never surpassed more than 569
- Vendor attendance was consistent until after September 20th

*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

- 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

- 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