



2020 STATISTICS

Season went from June 4 – October 29: 22 total market days

Max vendors: 9 vendors per week

Average number of vendors each week: 7 per week

Vendor breakdown

Seasonal vendors 7

Daily vendors 13

Community Vendors: 1

Total Food Assistance Dollars received by vendors at SLFM: \$ 19,392

WIC Project FRESH: \$595

Senior Project FRESH: \$1064

SNAP: \$5360

Double Up Food Bucks: \$4354

Prescription for Health: \$8019

Total SLFM CASH Tokens received by vendors: \$70

TOTAL EXTRA SALES FOR OUR VENDORS: \$19,462

Events: Trick or Treat at the Market

Visitor Counts: Average 184 visitors per market day (estimated total 4048)

Market Sponsors and Donations: 6 sponsors for a total of \$2600

Commercial Bank \$1000

Middle of the Mitten \$500

MidMichigan Health \$500

\$250 Green Stone Farm Credit

\$250 Rent Rite

\$100 Greg & Tresha Mikek

Sales Revenue:

Total 2020 Sales revenue reported by vendors was **\$52,412**

Product Mix:

Produce, Plants/herbs, Value-Added (cottage foods, honey), Crafts, Meat/Eggs

The mission of the St. Louis Farmers Market is to create a diverse and thriving market place for local farmers and crafters to sell their goods. We strive to help local businesses & entrepreneurs through promotion and partnerships; to increase community access to healthy foods; to promote healthy activities; and to be a positive and fun place in the community that customers enjoy visiting again and again.



2020 STATISTICS

2020 Market Income:

Sponsorships and Donations:	\$2600
Vendor Fees:	\$1763
<u>Admin of Prescription for Health Program</u>	<u>\$1150</u>
TOTAL INCOME	\$5513

Market Expenses:

Funds were used for: Various covid-19 supplies, advertising, insurance, storage shed, rental of a porta-potty and hand wash station, tokens, memberships, office supplies, printing, and postage, events, customer survey prizes, and education/conferences.

Promotion:

- *Radio advertising, social media posts, brochures, and billboard on US 127.
- *Outreach was limited but was done at Food pantries and at virtual Gratiot Collaborative Council meetings.
- *Gratiot Area Chamber of Commerce: Promoted through online newsletter and Facebook.
- * St. Louis DDA – Promoted through newsletters, radio, and Facebook.
- * City of St. Louis – Promoted through city utility bills, online newsletters, and Facebook.
- * The Market posted to their Facebook and Instagram accounts, yard signs were put out each market day.
- * a press release about the farmers market and an op-ed piece was done in the Gratiot County Herald.

Volunteers:

- * Market Manager: Linda Bader
- *Advisory Committee:
 - Phil Hansen – St. Louis DDA
 - Brendan Kelley – Gratiot Area Chamber of Commerce
 - Jerry May – MSU Extension
 - Dorothy Trgina – St. Louis Parks & Rec
 - Shada Biabani – community member
 - Cathy Yourchock – Commission on Aging
- * Food Assistance: Lillian Windsor
- * Customer counts: Kathy Wellman
- * Market Volunteers– Dorothy Trgina, Grant Bebow, Alma College Interns

The mission of the St. Louis Farmers Market is to create a diverse and thriving market place for local farmers and crafters to sell their goods. We strive to help local businesses & entrepreneurs through promotion and partnerships; to increase community access to healthy foods; to promote healthy activities; and to be a positive and fun place in the community that customers enjoy visiting again and again.