

Champaign Farmers Market



2017 Annual Report

Market Support

In our third year
24 local businesses
& organizations
became official market sponsors



We were also supported by these **grants** in 2017:

- USDA Farmers Market Promotion Program (\$42,000)
- Simply Organic 1% (\$10,000)
- Link Up Illinois Double Value Coupon Program (\$12,000)
- Link Up Illinois SNAP Support Grant (\$2,000)

Our Products

The Champaign Farmers Market is a **producer-only market**, offering a wide variety of fruits, veggies, and other farm products grown, raised, or produced **within 150 miles of Champaign.**

13 produce vendors
2 honey vendors
3 bakers
2 jam vendors

Plus:

Organic Grains
Fish & Seafood
Flowers
Dog Treats
Cider
Fresh Herbs
Maple Syrup
Olive Oil
Balsamic Vinegar
Artisan Popsicles

What's cooking at the Market?

Every week in the Sampling Tent, shoppers tasted in-season produce, picked up recipe ideas, and enjoyed cooking demonstrations with local chefs.



This season we gave out **over 4,500 samples!**



Our Market by the Numbers

This season **17,500** customers
shopped for fresh food
from our local farmers...

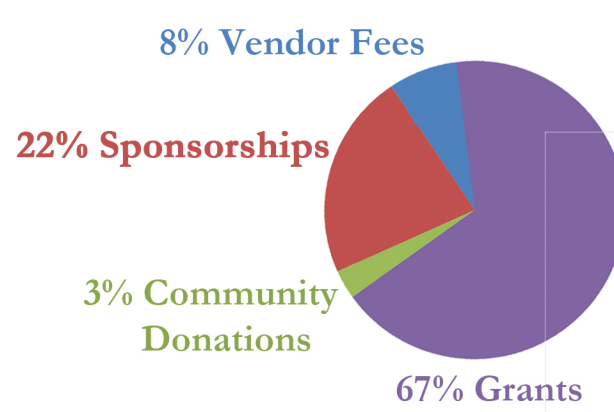


...a 10% increase over 2016...

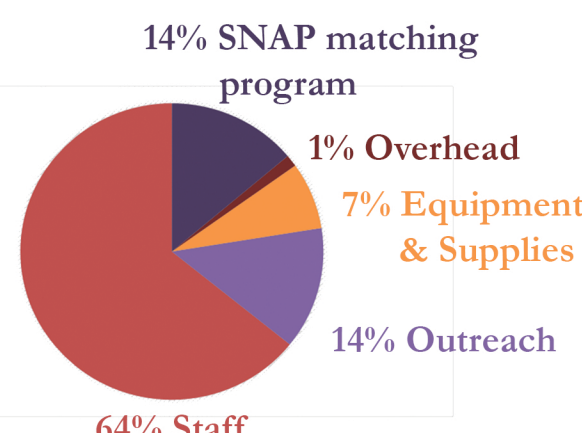
...but a **40%** increase
in sales!

How is the Market funded?

Income



Expenses



Food Assistance at the Market

This season, our matching program to make local food more affordable for Supplemental Nutrition Assistance Program (SNAP) recipients went through the roof!



Thanks to funding from Link Up Illinois and our sponsors, **once a month** we were able to provide an additional bonus, allowing us to **triple SNAP benefits** for fruits & veggies

Total SNAP tokens dispensed



plus **\$9,892** in matching funds this season
a 189% increase from 2016!

In 2017, even more SNAP customers shopped at the Market



133% increase
from 2016



208% increase
from 2016



181% increase
from 2016



Market Programs

Sampling Tent

- Introduces the community to new fruits and veggies
- Provides cooking demonstrations and recipe ideas to help shoppers learn how to use nutritious local foods
- Boosts sales for local farmers

Market Seedlings

- Kids' activities and cooking demos centered around what's in season
- Entertains children while their parents shop

Daily Bread Soup Kitchen Gleaning

- Vendors donate unsold fruit, veggies, bread and other products to local soup kitchen
- Over **\$4,500** worth of food donated this season

Community Tent

- Free promotional space for community organizations
- Opportunity for groups to connect with the shoppers to promote their work

Market Muscle

- Service organizations and local businesses can "adopt" a market by sending volunteers to help with Market operation
- Valuable volunteer experience
- Opportunity to get to know local farmers

Champaign Monster Market

- Final market of the season, featuring booth trick-or-treating, costume contest, and lots of spooky fun

The Champaign Farmers' Market **returns May 15, 2018** and will run every Tuesday from 3:30p.m. to 6:30p.m. through the end of October.

For more information about The Land Connection Champaign Farmers Market, visit TheLandConnection.org/market.

To learn how to become a volunteer, vendor, or sponsor of the market, contact Market Manager Sarah Simeziane at market@thelandconnection.org or call (217) 840-2128.

The Land Connection is a 501(c)3 nonprofit organization that works to grow the local food economy, both on and off the farm, for a healthy, resilient future.

We envision a community-based food system in which every farmer has the opportunity to grow food in a sustainable manner, and every person can access local and organic foods.



Find us online!



TheLandConnection.org/market



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