



HOOD RIVER FARMERS MARKET

the only year round farmers market in the Columbia Gorge

Hannah Ladwig



ABOUT HOOD RIVER

- 1 hour east of Portland; 30 minutes west of The Dalles
- Rural; town population: 8,300 (2020 census)
 - county population: 24,000
- Keywords: tourism, outdoor recreation, agriculture, orchards, wine, beer, tech and hospitality

ABOUT THE FARMERS MARKET

REGULAR SEASON

- May through November
- Every Saturday
- 9AM - 1PM
- outdoor: city owned parking lot
- opened 2006

WINTER SEASON

- December through April
- 1st, 3rd & 5th Saturdays
- 10AM - 12PM
- outdoor: partially sheltered and lawn
- opened January 2017

LOCATION CHANGES BY SEASON

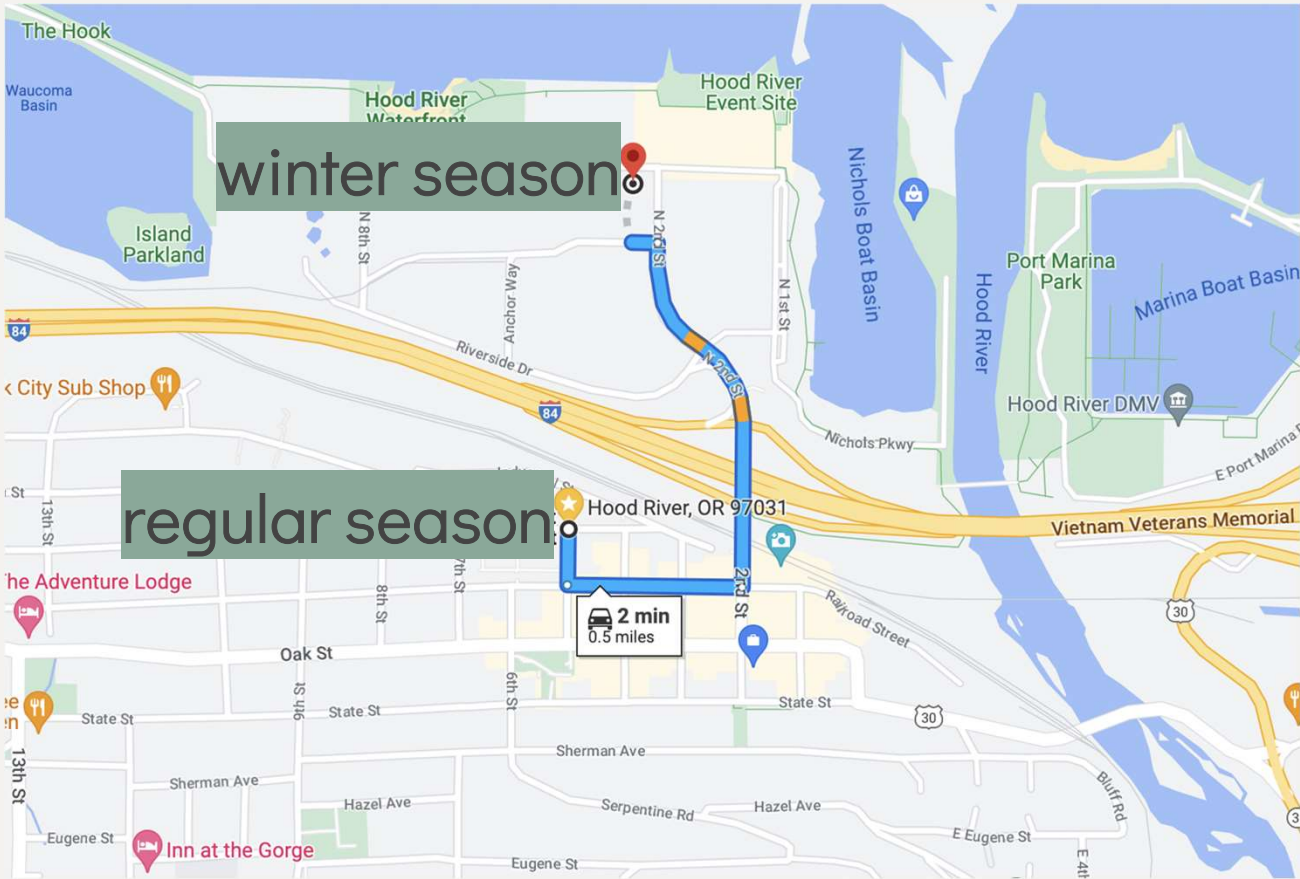
REGULAR SEASON



WINTER SEASON



LOCATION BY SEASON



WINTER SEASON, HISTORY

FIRST SEASON

- opened January 2017
- 2nd Saturdays, 1pm - 4pm*
*time didn't align with our regular season hours but worked best for our hosts
- Location: local winery
a few blocks from the regular season location
- WHY?
 - Provide local residents with a year-round option
 - Encourage producers to explore season extension
 - Veggie Rx funding was available year round
- Keywords: Meats & Treats



GROWING THE WINTER SEASON

- 2017 - 2018: January - April, 1st & 3rd Saturdays, same location
- 2018- 2019: *December* - April, 1st & 3rd Saturdays, same location*
*outgrowing, parking challenges, wanted to align time better
- 2019 - 2020: December - April*, 1st & 3rd Saturdays, *new time and location*
10am - 1pm; new elementary school
*ended the season in March 2020 due to COVID
- 2020 - 2021: December - April*, 1st & 3rd Saturdays, *shorter time and location*
10am - 12pm; brewery - outside (COVID safe), partially sheltered, easy parking



MARKET DATA

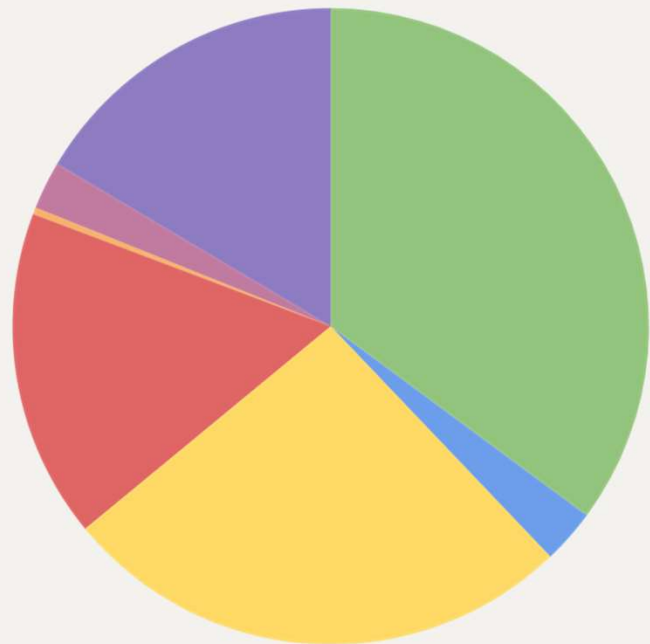
REGULAR SEASON (2022 DATA)

- average customer attendance: 1,225/ week
*4 hour market
- average vendor attendance: 40/ week

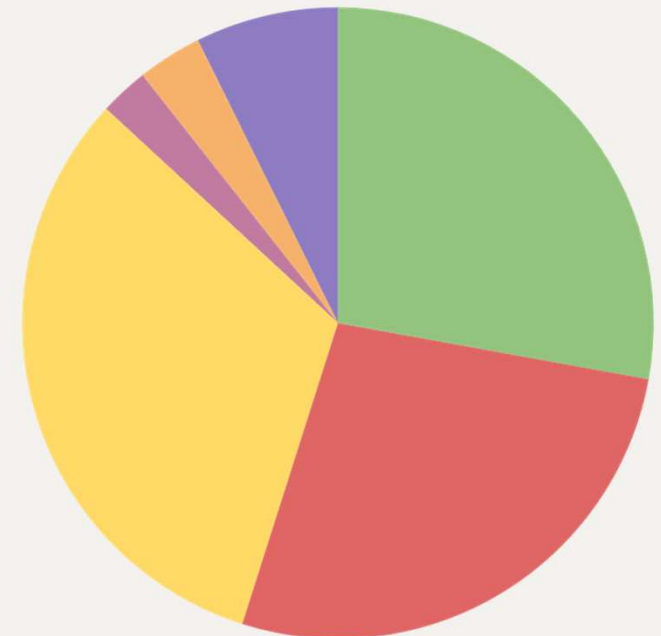
WINTER SEASON (2021- 2022 DATA)

- average customer attendance: 514 / week
*2 hour market
- average vendor attendance: 23/ week

Sales by Vendor Category

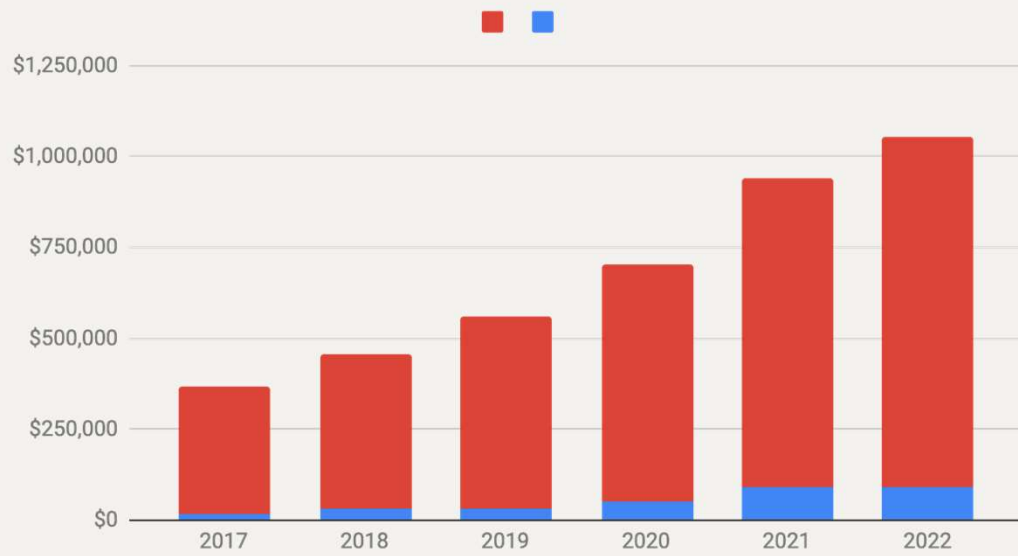


Sales by Vendor Category

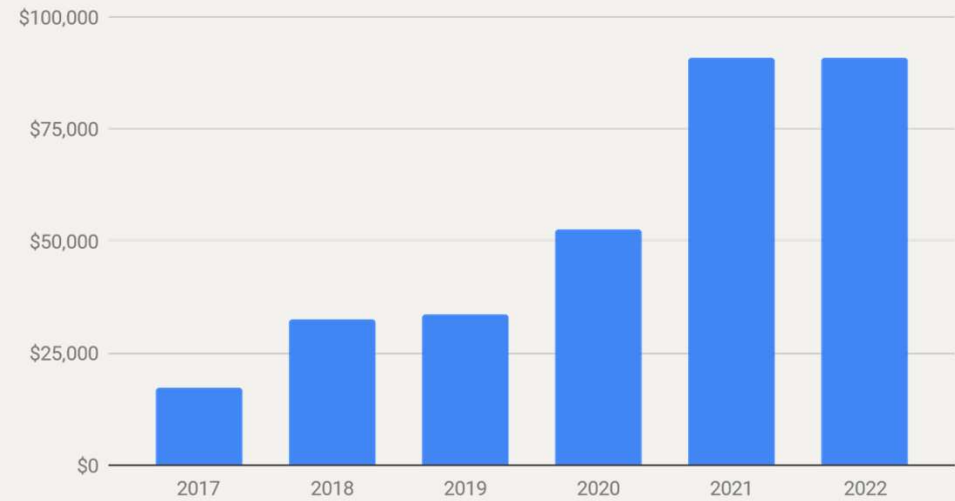


MARKET DATA

Regular Season + Winter Season Annual Sales



Winter Season, Annual Sales



SUCCESS BEYOND DATA

- a few farmers have changed their production to anchor the winter season
- a year round outlet is an additional selling point to vendors thinking about joining the market
- stronger sponsorship pitch (12 months of sponsor promotion vs. 7 months)
- don't need to 're-train' customers to get back into a market habit come springtime
- draws in customers from beyond Hood River
- employ market staff year round

