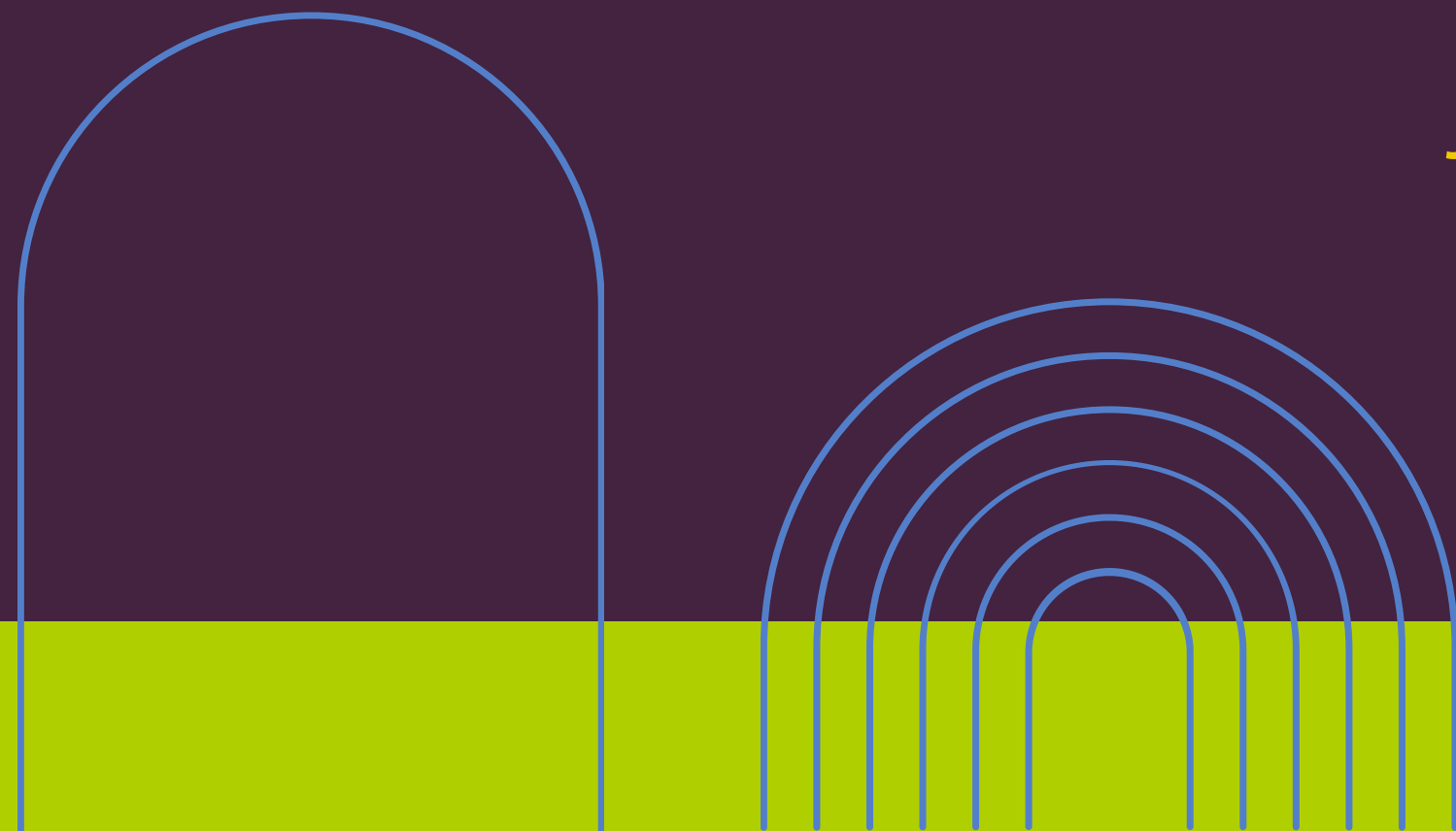


AMANDA MILHOLLAND

Jefferson County Farmers Markets
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Why to Collect

- Tell Your Story
- Solicit Funding
- Build Community Support
- Know the Impact of Your Efforts

What to Collect

- Vendor Sales
- Food Access Sales
- Customer Counts
- What Brings People to Market



Data Collection Team

2023 HIGHLIGHTS

24 New (5 youth)
109 Total Vendors



\$1.7M in
Vendor Sales



790 people with low-
incomes fed,
generating \$86K
in sales



Growth



1

Peak PTFM Attendance 3,500
(uptown Street Fair Market)

2

Peak Chimacum Attendance 675
(July 4th Weekend)

3

53 Live Concerts

4

5 Chef demos, 2 tasting events,
7 story times PTFM
5 kids days CFM

JCFM SALES BY TYPE 2023

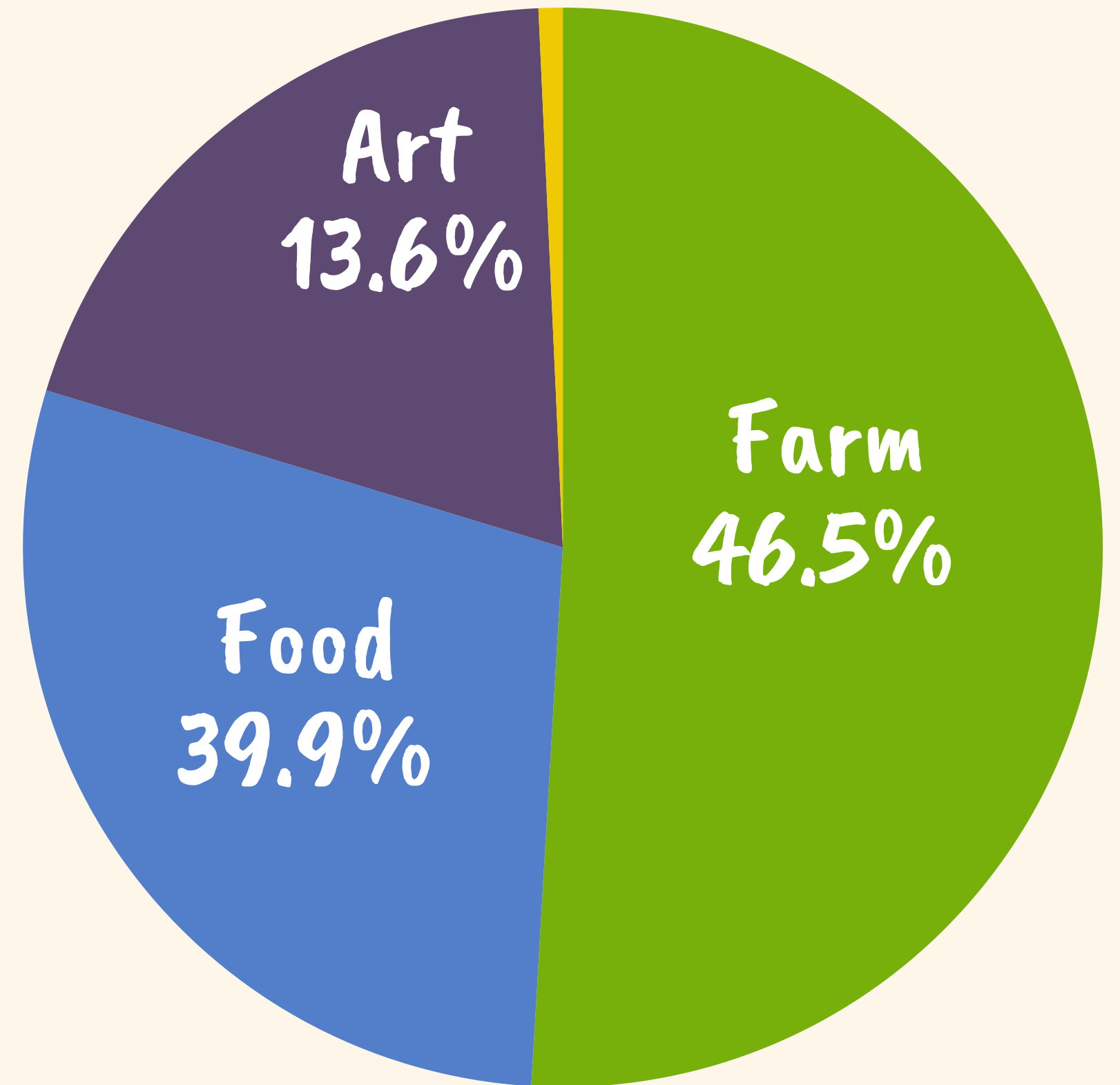
Total Sales \$1.7M

Farm- \$870,542

Prepared/value-added food- \$491,690

Art- \$334,667

Nonprofit- \$12,338





2023 FOOD ACCESS SALES

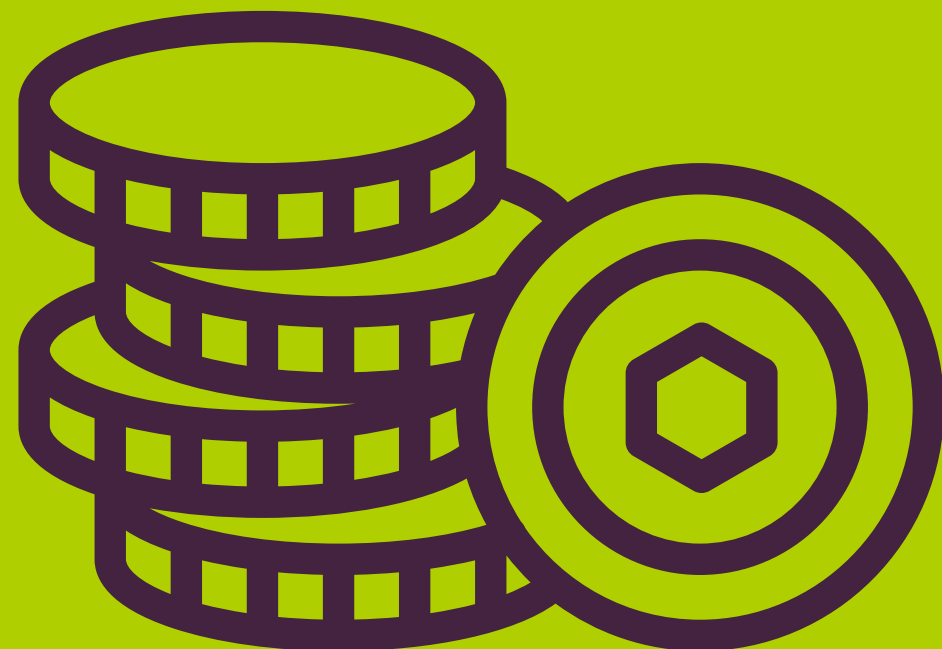
All food access funds equate to farm and food vendor sales

Despite challenges at the federal level and, to a lesser degree, at the market and community level, JCFM food access programs had a positive impact on sales and our community...



790
households served

\$45k
in matching dollars and VegRx



\$86k
in nutritious, locally-grown food in 2023

FALL SURVEY THEMES VENDORS



High Demand:
Covered Permanent
Space for the PTFM

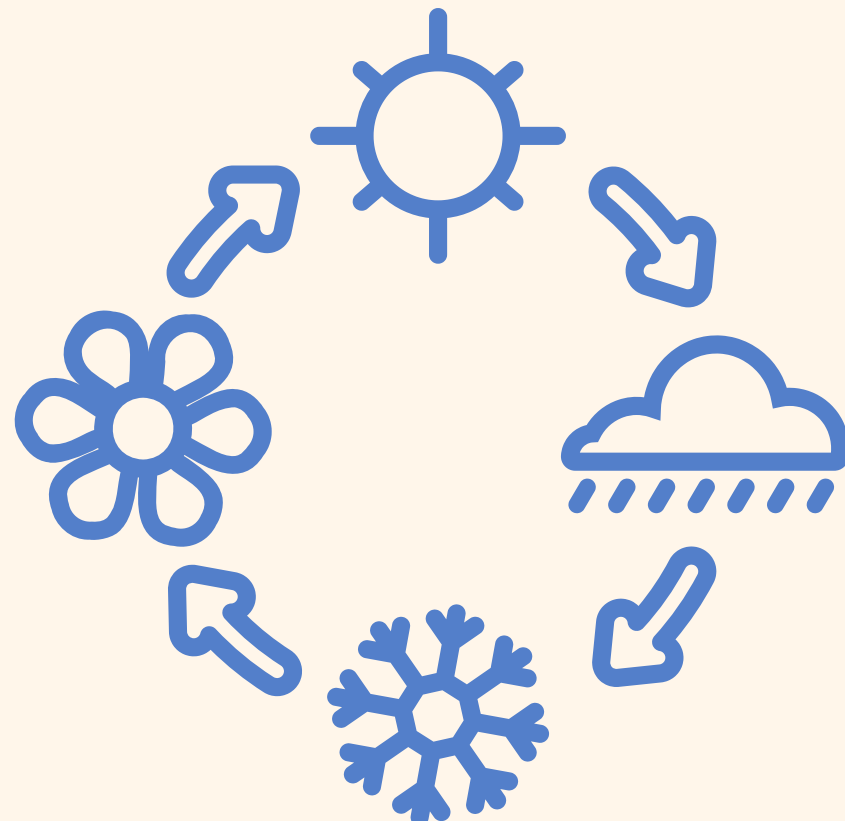


Marketing/Increase Shopper Base



JCFM Supports Your Business:

- 1) Draws a crowd
- 2) Offers affordable marketspace
- 3) Public Awareness/Marketing

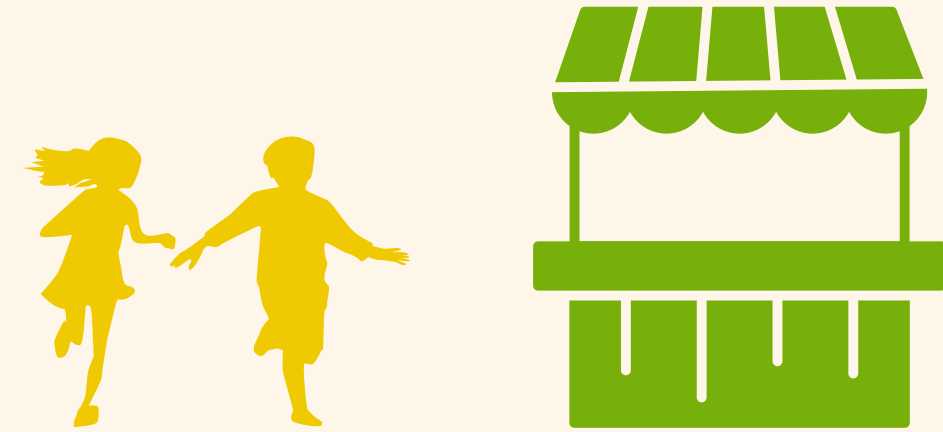


Biggest Challenge:
Building local shopper base/Increasing Sales
Weather



Most Valued Programs:

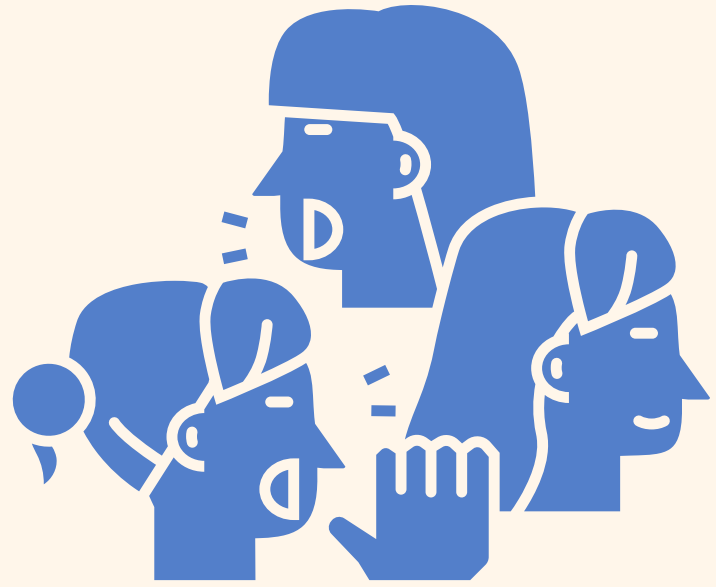
- 1) Food Access
- 2) Live Music
- 3/4) Weekly newsletter + Free Vendor Business Development



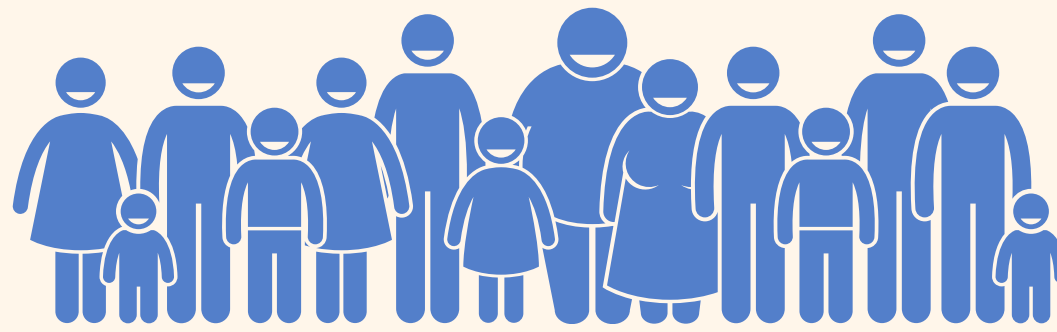
Priority Future Projects:

- 1) Revival of Mid-Week Farmers Market
- 2/3) Expand Kids' Program + Expansion to other Parts of Jeff Co.

FALL SURVEY THEMES COMMUNITY



Heard about JCFM via Word of Mouth



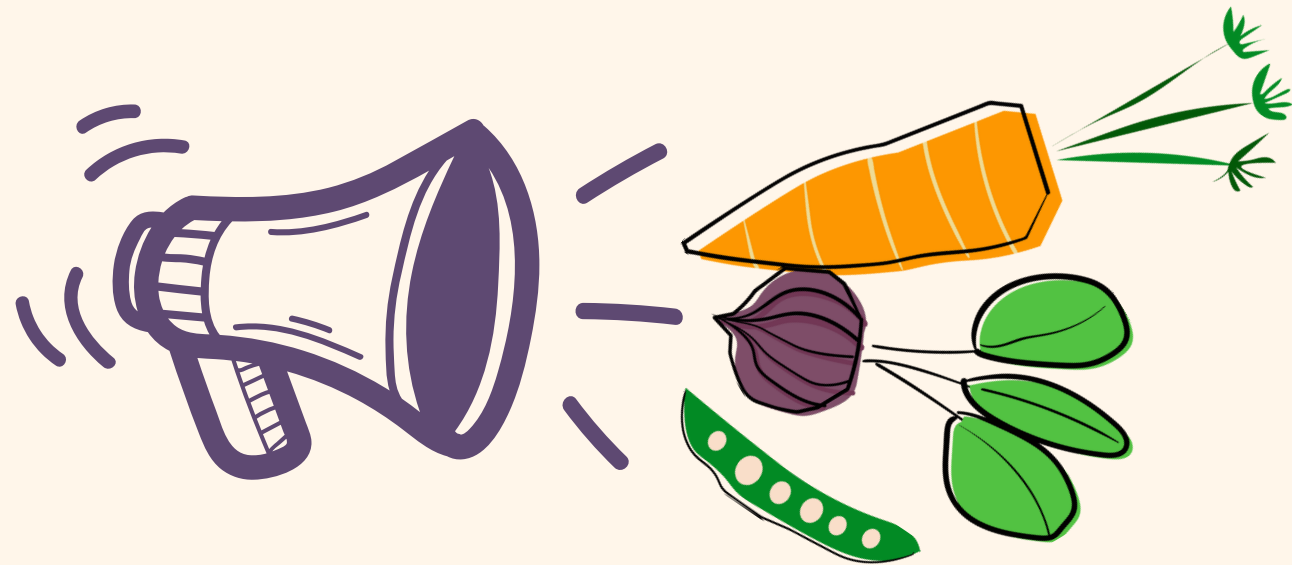
Drives Attendance:

1. Connect With Community
2. Support Vendors/Purchase from a s Specific Vendor
3. Live Music



Top Ways JCFM Benefits Community:

1. Supports Local Vendors
2. Keeps \$ in Local Economy
3. Increases Community Access to Fresh Food



What Shoppers Want to Hear About::

1. Market Events
2. What's In season
3. Vendor stories



Biggest Challenge:

1. Price Perception
2. Forget it's happening
3. Conflicts with the Market Schedule

Future Priorities:

1. Expansion of Food Access Programs
2. Expansion of Hours to Year-Round
3. Development of Permanent Covered PTFM
4. Diversification of Locally-Grown/Made Products
5. Revival of Mid-Week Market

How We Do It

- Weekly Visitor Counts
- Monthly Dot Surveys
- Community Survey Last Fall
- Collecting Vendor Sales Information Weekly

Vendor Sales Sheet

Jefferson County Farmers Market Sales Report Form

Tracking your sales:

At the end of the market day, please calculate and write down your total sales, including all market tokens, WIC or Senior FMNP, credit/debit, and cash sales. Additionally, include your FMNP and token sales on the lines provided.

Fees:

Booth fees vary by size/type. In addition to your booth fee at the PTFM [not Chimacum], you must pay 4% of your sales, excluding sales tax.

Sales total:

No % fee is collected for sales under \$100. A 4% Fee is calculated on total sales, capped at \$2,500.

Total Fee 4%:

Calculate your 4% fee by multiplying your total sales by .04, e.g., sales of 500.00 x .04 = \$20.00

Payment:

JCFM will send an invoice, which you can pay online, or you can pay by check. We do not accept cash or token payments for vendor fees.

Market Currency:

You will be reimbursed for all tokens and SNAP Market Match Currency you include in your vendor bag by ACH [direct bank transfer] or check. On this sheet, please list each type of token individually. Please give amounts in quantity, not value.

Return your vendor bag with tokens and the completed sales sheet to the market booth. Check in with staff if you have any questions.

Business Name	
Date	
Sales Total	
Booth Fee	
[PTFM Only] % Fee @4%	
Total Fees	
Check Enclosed or	
Please Invoice Me	
Market Currency	
Flora (\$20)	
EBT (\$1)	
EBT (\$10)	
SNAP Match (1)	
Gimme5 (\$5)	
VegRx (\$1)	