

hc
fm

hub city farmers' market



2007 Market Report



snc

spartanburg nutrition council

At a glance...

Saturday Market Statistics

- 21** Number of weeks the market operated; opening June 9 and closing October 27
- 615** Average number of shoppers per day; season high was 900 several weeks June-August
- 12,904** Estimated seasonal attendance
- 14** Average dollars spent per shopper per market
- 25** Percentage of shoppers that spend at nearby businesses per market
- 15** Average dollars spent per market at nearby businesses
- 77** Percent of market shoppers that eat more fruits and vegetables as a result of shopping at the market

41% of market shoppers surveyed visit the market every week and 37% visit several times per month.

*The majority of the Saturday market shoppers are noted to represent the following area codes:
29302 - 29301 - 29307 - 29306*

Market Economic Impact

Estimated average gross sales per market	\$ 8,561
Projected gross annual sales	\$179,776
Projected economic impact	\$359,552

Economic Impact on Surrounding Businesses

Estimated gross sales potential per market at businesses adjacent to the market	\$ 9,454
Projected potential gross annual sales at businesses adjacent to the market	\$198,531
Projected annual state & municipal tax revenue generated by sales at adjacent businesses	\$ 9,927
Potential economic impact at business adjacent to the market	\$397,062

The total combined economic impact of the Saturday Market on the community, including nearby businesses is estimated at \$756,613.

The year in review...

The Hub City Farmers' Market experienced a successful sophomore season. The equality and volume of produce experienced small, but steady growth. Participating vendors increased in number, quality and diverse offerings.

The Wednesday Market opened and received rave reviews. Wednesday Market customers represented individuals that shopped both Saturdays and Wednesdays as well as many who are unable to make it to the Saturday Market.

In addition to operating the markets themselves, the Hub City Farmers' Market was able to provide services to both the participating vendors and customers. Farmers received information on a variety of capacity building resources, such as organic certification, membership organizations and training on food safety regulations.

For the first time, Senior Farmers Market Nutrition Program vouchers were accepted in central Spartanburg. This USDA program offers low income seniors \$20 worth of free produce from the market through participating vendors. More than half of the Saturday Market vendors were certified to accept the vouchers.

The Market partnered with Hub-Bub, Partners for Active Living and Upstate Forever to offer the Green Screen Film Series. The films sponsored by the market included a film on genetically modified crops and the diminishing family farm. In addition, the HCFM worked with both Wofford College and the Spartanburg Day School to provide on-farm workdays that help reconnect the upcoming generations to the source of their food.

A look ahead...

The following steps are underway in preparing for the 2008 Market Season:

- ◆ *Ali Revan has been named the Market Manager .*
- ◆ *The HCFM will regroup the HCFM Committee, which will govern the market.*
- ◆ *Survey of 100 random customers will capture produce requests, shopping trends and Wednesday Market preferences.*
- ◆ *Open House for the Market will be held in February. Vendors will receive resources on the SFMNP vouchers as well as farmland preservation. Vendors will determine opening day date.*

If you would like to receive additional details about the market, please join our mailing list.

Hub City Farmers' Market

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Saturday Market Location: 298 Magnolia Street, downtown Spartanburg

Jenny Osterman, Executive Director info@hubcityfm.org

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Market Statistics generated by a series of surveys and interviews, the data from which is then entered into an evaluation tool that generates the raw report. The report has been reformatted to allow for a more enjoyable read.

For more information visit www.marketumbrella/seed