

# Work Session

<b>Agenda Item #</b>	3
<b>Meeting Date</b>	January 13, 2016
<b>Prepared By</b>	Sara Anne Daines HCD Director
<b>Approved By</b>	Suzanne R. Ludlow City Manager

<b>Discussion Item</b>	Briefing on the Crossroads Farmers Market and Request to Close Anne Street for the Market
<b>Background</b>	<p>The Crossroads Farmers Market, a program of the Crossroads Community Food Network, is a community-based farmers market located in the Takoma Park/Langley Park Crossroads area. Established in June 2007 with the support of the City, the market provides affordable access to fresh, local, and healthy foods from local vendors to people from all backgrounds and incomes. The weekly market is open every Wednesday between 11:00 a.m. and 3:00 p.m. during the months of June through November. It is currently located on Anne Street, between University Boulevard and Hammond Avenue. Additional information on the market is available online at: <a href="https://www.crossroadscommunityfoodnetwork.org/crossroads-farmers-market/">https://www.crossroadscommunityfoodnetwork.org/crossroads-farmers-market/</a></p> <p>Executive Director Christie Balch and Programs Manager Michelle Dudley have been invited to provide the Council with a briefing on the market and to discuss their interest in continuing to use Anne Street for the upcoming season.</p>
<b>Policy</b>	<p>To work in partnership with others to ensure a Takoma Park that is fiscally, environmentally, and economically sustainable for the city and its residents”</p> <p style="text-align: right;"><i>Takoma Park Strategic Plan</i></p>
<b>Fiscal Impact</b>	N/A
<b>Attachments</b>	<ul style="list-style-type: none"> <li>• Crossroads Farmers Market '15: A Year in Review</li> <li>• Crossroads Farmers Market 2015: By the Numbers</li> </ul>
<b>Recommendation</b>	To provide direction to staff on how to proceed with the organization’s request to continue to use Anne Street for the Crossroads Farmers Market
<b>Special Consideration</b>	



### CROSSROADS FARMERS MARKET **2015** –By the Numbers

Year	Fresh Checks Distributed	Total # individuals/ Households	WIC Households	Senior Participants	SNAP Households
2007	\$7,000	n/a	n/a	n/a	n/a
2008	\$10,206	574	496	71	7
2009	\$14,077	758	593	141	24
2010	\$39,225	1,247	930	188	129
2011	\$62,774	1,613	1,047	287	279
2012	\$60,895	1,540	1,055	382	103
2013	\$49,371	1,643	1,007	448	188
2014	\$58,033	2,028	1,140	674	214
2015	\$60,404	1,931	1,252	456	223
<b>TOTAL</b>	<b>\$361,985</b>	<b>11,334</b>	<b>7,520</b>	<b>2,647</b>	<b>1,167</b>

Payment Type	2012 redemption @ 7676	2013 redemption @ 7676	2014 redemption ON ANNE STREET!	2015 redemption 2 <sup>nd</sup> year ANNE ST.
SNAP/EBT	\$5,200	\$6,568	\$8,239	\$11,637
MD WIC FMNP	\$20,392	\$15,843	\$19,272	\$22,652
MD WIC FVC	\$5,525	\$5,046	\$6,060	\$6,675
MD Senior FMNP	\$2,230	\$2,835	\$2,929	\$3,472
Fresh Checks	\$59,908	\$47,690	\$60,136	\$62,476
Cash	\$14,173	\$14,800	\$58,663	\$63,577
Credit/Debit	\$2,630	\$2,445	\$9,655	\$26,689
DC WIC/SFMNP	n/a	n/a	\$973	\$845
<b>Total (25 wks)</b>	<b>\$110,058</b>	<b>\$95,227</b>	<b>\$165,927</b>	<b>\$198,023</b>

## CROSSROADS FARMERS MARKET **2015** –*By the Numbers*

Debit/credit sales near quadrupled due in great part to our multi-farm CSA. CSA sales were approximately **\$18,750**. Special thanks to City employees who supported the market weekly through our CSA! At least 85% of CSA members reside in 20912.

**22** educational food demos in 25 weeks

**11** free concerts by 12 community musicians. 5 of these musicians reside in 20912.

**1,169** was the average attendance per Wednesday based on our Market Metrics calculations.

**38** farmers/farm hands/sales associates/food vendors (28) as well as staff (10) had some form of employment at CFM in 2015. 5 paid staff members reside in 20912.

**48** volunteers for Crossroads Farmers Market 2015 logged **800 volunteer hours**. 13 of these volunteers reside in 20912.

**213** senior food security surveys were conducted in October in **6 languages!** The majority of our 456 senior shoppers come to market at-least biweekly. Seniors report that they want more health screenings at market next year. We learned that while 46% of our senior shoppers receive food stamps only 38% of senior shoppers even knew that we doubled SNAP at market. We're now assisting eligible senior shoppers with SNAP applications and planning for improved promotion of SNAP doubling among seniors next season. 50% of senior spending at market is Fresh Checks, meaning our senior eligibility incentives leveraged an equal amount of sales. 96 seniors served (or 21%) reside in 20912.

**14** vendors during the peak of our season. 1 vendor resides in 20912.

**75%** of market vendors are immigrants. 1 vendor resides in 20912.

**1,252** WIC registered families served in 2015. 24% reside in 20912.

**223** SNAP registered families served in 2015. 17% reside in 20912.

**3,063** pounds of fresh produce were donated to Takoma Park Meals on Wheels (estimated retail value reported: \$4,300) to make fresh, healthy meals for homebound neighbors. Other vendors donated 180+ pounds of food for Crossroads special events and volunteers.

As part of the Farmers Market Metrics Project we surveyed 224 additional shoppers and learned that about 50% arrive at market in a personal vehicle, 30% walk to market and 20% carpool or take public transportation to market. About 40% of shoppers had spent or planned to spend money at neighboring businesses before or after their stop at the market (average spending: \$25.25) Crossroads Market stimulates it's local economy!

# Crossroads Farmers Market '15

## A YEAR IN REVIEW

**30%**  
of shoppers  
walk to market



**1,169**  
average  
attendance on  
Wednesdays

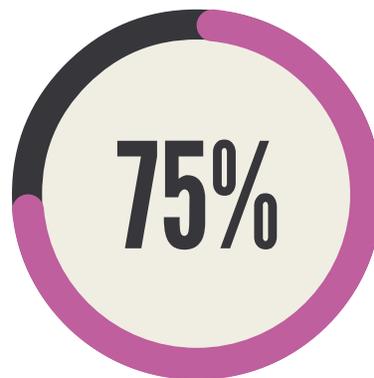
**The Washington  
Post**

covered our market in their  
story, "Crossroads Farmers  
Market closes the income  
gap with fresh produce"

**1,000+**  
community members  
received healthy  
eating education at  
market or school

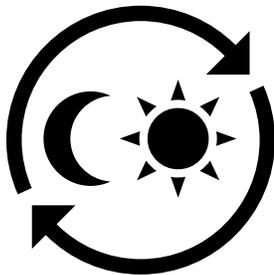


languages spoken at  
market each week



of vendors are  
immigrants

**800**  
volunteer hours  
performed



**3,063 pounds**

of fresh produce donated  
to Meals on Wheels



**Our 10th season opens June 1, 2016!**