



## Takoma Park City Council Meeting – January 18, 2017 Agenda Item 1

### **Presentation**

Crossroads Farmers Market Update – 2016 Highlights

### **Recommended Council Action**

Hear the update.

### **Context with Key Issues**

The Crossroads Farmers Market is open on Wednesdays from June through November. The Market is located on Anne Street in the Takoma/Langley Crossroads.

“The mission of the Crossroads Farmers Market is to expand access to local, healthy, and affordable foods in an effort to increase informed food choices for the Takoma/Langley Crossroads through the operation of a community-based farmers market. The market creates a lively, safe community gathering space for individuals and families of all backgrounds.” (Crossroads Community Food Network website.)

Michelle Dudley, Programs Manager for the Crossroads Community Food Network, will provide an update on the Market.

### **Council Priority**

Livable Community for All

### **Environmental Impact of Action**

N/A

### **Fiscal Impact of Action**

N/A

### **Attachments and Links**

- Crossroads Farmers Market 2016 – By the Numbers
- [Crossroads Community Food Network website](#)
- [Short Farmers Market Video from 2016](#)



## CROSSROADS FARMERS MARKET 2016 –By the Numbers

### ***Crossroads Improves Access to Healthy, Local Food***

22% of 613 SNAP transactions and SNAP doubling at Crossroads were from 20912 zip codes.

40% of 400 seniors receiving Fresh Checks reside in 20912.

10% of WIC users conducting 2,230 WIC FMNP transactions & Fresh Checks doubling at CFM live in 20912.

25% of \$50,000 Fresh Checks distributed to 1,900 families/individuals in 2016 went to 20912 zip codes.

3,445 pounds of fresh produce were donated to Takoma Park Meals on Wheels (worth \$6,667).

Maryland Hunger Solutions distributed SNAP information to more than 300 individuals at market, submitting 34 SNAP applications and resolving 15 SNAP cases.

### ***Crossroads Supports Small Businesses & Builds the Local Food System***

18 vendors participated during the peak of our season.

50 farmers/farm hands/sales associates/food vendors (37) as well as staff/ contractors (13) had some form of employment at CFM in 2016. 5 paid staff members reside in 20912; 2 businesses are based in 20912.

Prepared food and value added businesses make up 40% of CFM sales (total CFM 2016 sales - \$199,455).

57% of 18 Crossroads businesses are owned by women.

### ***Crossroads Supports A Healthy, Diverse Community***

14 free concerts were performed by 13 community musicians. 5 of these musicians reside in 20912.

1,105 shoppers was the average attendance per Wednesday based on our Market Metrics calculations.

41% of 79 market volunteers (27 regular market volunteers, 32 special event volunteers, 20 data collection volunteers) live in 20912. 2016 volunteers logged 1,257 volunteer hours, worth \$30K.

75% of market vendors are immigrants.

20 food demos and 10 educational activities for kids were held at market.

7 (out of 72) Microenterprise Training Program grads participated at CFM with their businesses in 2016.

CSA sales were \$18,286. Special thanks to City of Takoma Park employees who supported the market weekly through our CSA! At least 95% of 40 CSA members reside in 20912.