



Takoma Park City Council Meeting – January 23, 2019 Agenda Item 1

Presentation

Crossroads Community Food Network / Crossroads Farmers Market Update

Recommended Council Action

None – presentation only

Context with Key Issues

The Crossroads Farmers Market, established in 2007, is a producers-only market that features a range of food options from vendors selling fresh fruits, vegetables, eggs, meat and other value added food products, as well as food demos and tastings, kids' activities, live music, and other events. Located in Ward 6 on Anne Street, between University Boulevard East and Hammond Avenue, the Crossroads Market was the first farmers market in Maryland to accept federal nutrition benefits, and the first in the country to launch a "double dollar" incentive program to match the value of these benefits.

The City of Takoma Park has long been a supporter of the market providing numerous grants to the market and its parent organization, the Crossroads Community Food Network. The market is currently in the second year of a multi-year contract for services under the auspices of the City's Community Partnership Program. The primary focus of this contract is on the continuation and expansion of its incentives program and increasing the purchasing power of food insecure residents.

The Crossroads Farmers Market's Program and Market Manager, Morgan Wiggin, will present an update on activities of the market this past season.

Council Priority

Livable Community for All
Environmentally Sustainable Community

Environmental Considerations

The activities of the Crossroads Farmers Market help advance the Council's sustainability and environmental goals as food sold at producer only farmers markets are typically grown using methods that minimize the impact on the environment, are transported shorter distances, and are less likely to be sold with extra packaging than that found in most retail stores.

Fiscal Considerations

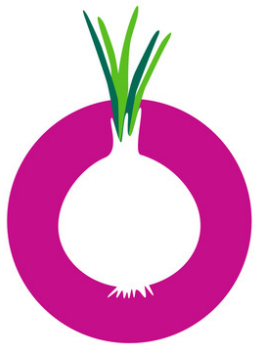
N/A

Racial Equity Considerations

The Market is located in a community with many immigrants and people of color. The Crossroads Food Network reports that "Of our total market visitors, we estimate that 15% are Asian, 20% are Black, 44% are Hispanic or Latino, 15% are White, and 6% are other and/or two or more races.")

Attachments and Links

- [Crossroads Community Food Network \(CCFN\)](#)
- Crossroads Farmers Market: 2018 Review
- Crossroads Farmers Market: By the Numbers



Crossroads
Farmers
Market

2018 Review



\$268,154

Total Market Sales



\$53,080

Fresh Checks Distributed



\$10,670

SNAP Sales

\$27,016

WIC FMNP Sales

\$1,052

E-WIC Sales

\$3,750

Senior FMNP Sales



28

Childrens' Activities



18

Community
Organizations



35

Volunteers

IMPACTING FAMILIES



"This place is a blessing. It helps me buy food for my kids that I normally wouldn't be able to afford. I can buy a lot more of it too! I love the food here because it's healthier and fresher than what's in the stores and I know it makes my kids strong."

- Magdalena S.

IMPROVING HEALTH



"When I was having health issues I was reading about how important the things we put into our bodies are. I started to learn more about healthy foods at Crossroads. The samples of healthy recipes gave me ideas and I would buy the ingredients to make the same thing! I began to feel better when I ate better and so did my family."

-Raquel L.

FOSTERING SUPPORT



"I love the Fresh Checks program. It gives me the extra help I need. But I also love the people at the market. Many of them have big hearts and I know I can come here when I have questions about my SNAP benefits or when I just want to see happy faces and good food."

- Saria G.

Crossroads Farmers Market 2018 - 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
2016	\$49,847	1,912	1,402	344	166
2017	\$45,456	1,872	1,028	177	155
2018	\$53,080	2,214	1,079	131	244
TOTAL	\$510,368	17,332	11,029	3,299	1,732

Crossroads Farmers Market 2018 - By the Numbers

Payment Type	2013 redemption	2014 redemption ANNE ST.	2015 redemption ANNE ST.	2016 redemption ANNE ST.	2017 redemption ANNE ST.	2018 Redemption Anne ST.
SNAP/EBT	\$6,568	\$8,239	\$11,637	\$8,203	\$9,786	\$10,670
MD WIC FMNP	\$15,843	\$19,272	\$22,652	\$24,323	\$26,680	\$25,345
MD WIC FVC	\$5,046	\$6,060	\$6,675	\$5,999	\$371	\$1,051
MD Senior FMNP	\$2,835	\$2,929	\$3,472	\$3,690	\$3,470	\$3,750
Fresh Checks	\$47,690	\$60,136	\$62,476	\$46,874	\$42,828	\$46,696
Cash	\$14,800	\$58,663	\$76,728	\$84,120	\$111,208	\$120,456
Credit/Debit/CSA	\$2,445	\$9,655	\$26,689	\$25,205	\$43,214	\$59,868
DC WIC/SFMNP	n/a	\$973	\$845	\$1,041	\$1,012	\$1,786
Total (25 wks)	\$95,227	\$165,927	\$211,174	\$199,455	\$238,568 (31 weeks)	\$268,154 (33 weeks)

Crossroads Farmers Market 2018 - By the Numbers

Crossroads Improves Access to Healthy, Local Food

65+ seniors from 20912 (primarily Franklin apartments) received \$2,200 Crossroads Fresh Checks (produce incentives).

More than **3,000** pounds of fresh produce were donated to Takoma Park Meals on Wheels to make fresh, healthy meals for local shut-ins. Other vendors donated 100+ pounds of food for Crossroads special events, cooking demos and volunteers.

495 Fresh Checks table transactions at Crossroads were from 20912 zip codes.

Crossroads Supports Small Businesses & Builds the Local Food System

53 of 79 Crossroads CSA members were 20912 residents. Crossroads multi-farm CSA sales were **\$48,336**.

44 farmers/farm hands/sales associates/food vendors (32) as well as staff/interpreters/contractors (8) had some form of employment at CFM in 2017. Three paid staff members reside in 20912; 4 non-farming businesses are based in 20912.

TPSS Community Kitchen businesses make up **58%** of CFM prepared food and value added sales.

34% of total market sales are federal nutrition benefits/Fresh Checks (down from 82% benefit sales in 2013). Thus, more cash, debit, credit is being spent at market than ever before and a huge jump in CSA sales.

Crossroads Supports A Healthy, Diverse Community

28 free concerts were performed by 16 community musicians. 4 of these musicians reside in 20912

6 Crossroads Microenterprise Training Program graduates participated at CFM in 2018.

219 TPSS Community Kitchen hours were booked by highest grossing CFM prepared food vendor, Nancia's Antojitos, between April-November. Nancia's Antojitos made \$41,350 at CFM in 2018.