



**2022
ANNUAL
REPORT
HENDERSONVILLE
FARMERS MARKET**



MISSION & BACKGROUND



MISSION

The mission of the Hendersonville Farmers Market is to operate a world-class market that contributes to the success of local producers and growers, expands access to farm-fresh foods, and creates a vibrant and diverse community gathering place in the Seventh Avenue District.

MARKET GOVERNANCE & STAFF

Hendersonville Farmers Market is operated by the 501c3 nonprofit Friends of Downtown Hendersonville. The Downtown Advisory Board governs the nonprofit and oversees various committees, including the Downtown Events Team. The Downtown Events Team is charged with execution of the Hendersonville Farmers Market. A Vendor Advisory Committee provides recommendations to the Events Team and assists with everyday planning of the market.

The Friends of Downtown Hendersonville is staffed by the City of Hendersonville Community Development Department's Downtown Division. The Downtown Events Coordinator serves as the Market Manager of Hendersonville Farmers Market and the Downtown Events Assistant serves as Assistant Market Manager. Market operation is also supported significantly by volunteers.



**CITY OF HENDERSONVILLE COMMUNITY DEVELOPMENT DEPARTMENT
DOWNTOWN DIVISION**

DOWNTOWN MANAGER

DOWNTOWN EVENTS COORDINATOR = MARKET MANAGER

ASSISTANT EVENTS COORDINATOR = ASSISTANT MARKET MANAGER



**DOWNTOWN
ADVISORY BOARD**

**DOWNTOWN
EVENTS TEAM**

**VENDOR ADVISORY
COMMITTEE**

COMMUNITY PARTNERS

The following partners provided support in the form of funding, consulting, technical services, networking opportunities, vendor recruitment and more:

- NC Cooperative Extension - Henderson County Center
- Appalachian Sustainable Agriculture Project
- Henderson County Farmers Market Coalition
- Henderson County Partnership for Health's Committee for Activity and Nutrition
- MountainWise

2022 MARKET SPONSORS

PRESENTING SPONSOR:

Pardee UNC Health Care

COMMUNITY SPONSOR:

Optimum, Wag! A Unique Pet Boutique

SUSTAINING SPONSORS:

Underground Baking Co, Charlotte Sheppard - REALTOR of Keller Williams Mountain Partners, Hendersonville Community Co-op, Carolina Farm Credit, Duke Energy



2022 AT A GLANCE



88	25 REGULAR MARKETS	\$23,634	+	\$22,668	=	\$46,302
TOTAL VENDORS	2 HOLIDAY MARKETS	CASH VALUE TOKENS DISPENSED VIA CREDIT/DEBIT		CASH VALUE TOKENS DISPENSED VIA DOUBLE SNAP		CASH VALUE TOKENS DISPENSED
		350 TOTAL VOLUNTEER HOURS				



AN AVERAGE SATURDAY AT HFM

- 1100** CUSTOMERS VISITING
- 35** VENDORS SELLING
- \$35** SPENT BY EACH CUSTOMER
- 38%** CUSTOMERS VISIT WEEKLY
- 80%** CUSTOMERS LIVE WITHIN 15 MILES OF DOWNTOWN

VENDORS

As a producer-only market, everything sold at Hendersonville Farmers Market is offered by the farmers and artisans who help sustain the culture, economy, and environment of our region. If a vendor did not grow or produce their product, they cannot sell it here. This ensures the freshest and highest quality product for our consumers, who can find out exactly where their food came from and how it was grown or raised. Almost 88 vendors participated in the 2022 Hendersonville Farmers Market, all of whom produce within a 60-mile radius of Hendersonville.

- 14** RETURNING VENDORS WHO WERE FIRST-TIME VENDORS IN 2020
- 30** FULL SEASON VENDORS
- 75%** VENDORS WITHIN HENDERSON CO.



ACCESS TO HEALTHY FOODS

SNAP benefits are exchangeable at the market for tokens. Thanks to regional partner Mountain Wise, Hendersonville Farmers Market was able to offer a Double SNAP program to eligible customers in 2022 for fruits and vegetables. Through sponsorship and fundraising partners, the Friends of Downtown Hendersonville covered the remainder of allover double SNAP

- 15** CUSTOMERS USED THE DOUBLE SNAP PROGRAM PER MARKET
- \$40** MEDIAN CASH VALUE DISPENSED PER SNAP TRANSACTION (AFTER DOUBLING)
- \$3,761** REIMBURSED BY MOUNTAIN WISE FOR DOUBLE UP FOOD BUCKS
- \$6,457** SUPPORTED BY SPONSORSHIP AND FUNDRAISING BY FRIENDS OF DOWNTOWN FOR SNAP USED ON NON FRUITS AND VEGGIES
- \$777** PRESCRIPTION FARM FRESH BUCKS WERE REIMBERST BY ASAP

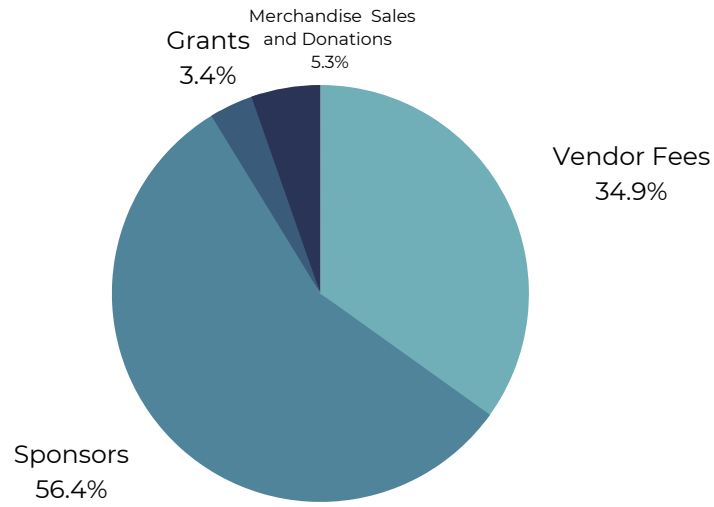
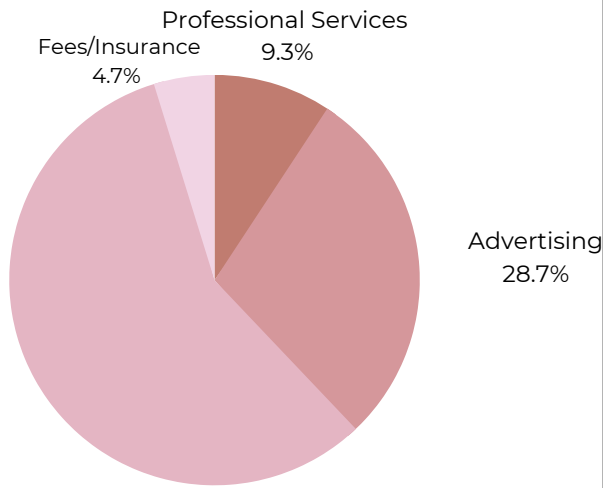


FINANCIAL OUTLOOK



TOTAL EXPENSES: \$10,469*

TOTAL REVENUE: \$18,632



***IN-KIND CONTRIBUTION FROM CITY OF HENDERSONVILLE: \$15,500**
(covers Market Staff)

"We love it. We appreciate it. We believe it strengthens local farmers and our community and we cannot wait for next year. Thank you for a professional, pleasant and profitable experience."

LOCAL VENDOR



"I thoroughly enjoy participating (I feel like a stakeholder) in the weekly Hendersonville Farmers Market. I plan my weekly dinners, visit with my neighbors, get outstanding produce and goodies; all close to home. It is a wonderful way to begin the weekend"

REGULAR CUSTOMER



SMALL BUSINESS INCUBATION

The Hendersonville Farmers Market is proud to provide vendors a place to grow their business. In 2022, two market vendors opened brick-and-mortar locations in the 7th Avenue District as a result of their growth thanks to the market.



Homemade Pasta Noodles, owned by Launa Tierney opened on Maple Street this year.



Mini Batch Bakery opened at the end of 2022 on 7th Avenue by market vendor Raspberry Fields.



With a long-awaited streetscape project coming in 2023, 7th Avenue continues to grow as a vibrant and diverse destination for fresh artisanal fare.

15%

Vendor revenue directly from SNAP

100%

Profit received by farmer when selling produce at market compared to 25-35% at store.

2

Vendor signed a lease on a brick-and-mortar after success at the market

7

Vendors report a) market is their main source of income, or b) they quit a fulltime job

48%

Customers visited other businesses in 7th Ave district after shopping at market

Join us in 2023!

The 2023 season kicks off May 6, 2023.

visit HendersonvilleFarmersMarket.com for information on being a vendor, volunteer or sponsor in the new year!

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