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LARIMER COUNTY FARMERS' MARKET

2020  
ANNUAL  
REPORT

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# ABOUT

## PROVIDING SERVICES WITH NEW CHALLENGES

In 2020, COVID-19 changed the way that the market operated. On March 26, a Stay at Home order was issued in Colorado by Gov. Polis, which closed businesses not considered "essential." Farmers' markets were deemed essential as a food retailer. The previous rules and regulations needed to be changed, and it needed to be done quickly to prevent a gap in services. We submitted a proposal for 2020 operations to the Larimer County Health Department, which was approved.

It was also necessary to change projected impacts of the market, given the uncertainty of the impacts of a pandemic and the wildfires that began later in the market season.

The following information was collected by the Larimer County Farmers' Market from daily sales reports, attendance counts, and accounts from program participants.



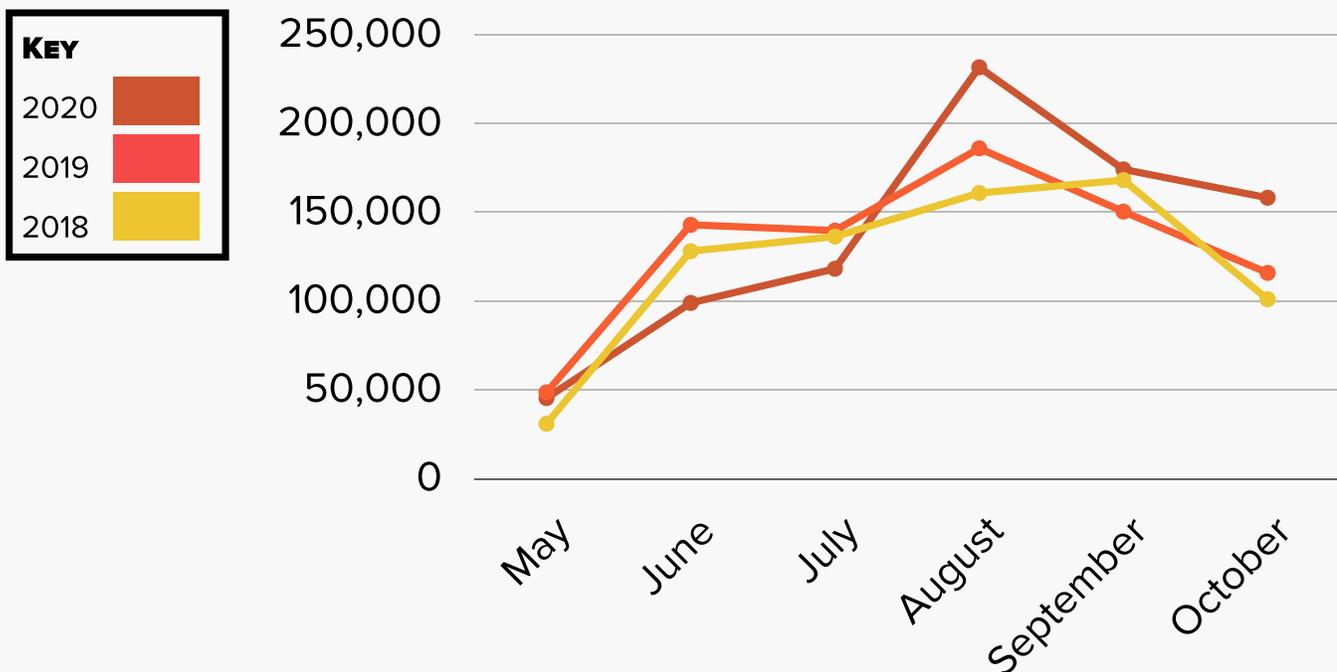
# SALES

## VENDOR SALES AND FEES

Vendors who sell with us keep track of their sales and enter them into a check-out form at the end of the day. The market charged a selling fee, collected sales tax, and reimbursed for market currencies collected. The selling fee for vendors is 6.5% of their sales when they attend the market. In 2020, the market collected \$53,772 in selling fees.

The selling fee is used to cover the market's expenses, including staff salaries, and helps support the Colorado Master Gardener program in Larimer County.

## Comparison of Vendor Sales from 2020, 2019, and 2018



# \$827,258

TOTAL GROSS SALES

The total gross sales are the sum of the vendors' sales over the course of the market season.

# \$52,778

HIGHEST GROSS SALES DAY

August 29 was the highest sales day of the season. It also was the market's biggest sales day to date.

# 3.5%

DECREASE IN GROSS SALES FROM 2019

The final sales totals were \$30,156 less than they were in 2020.

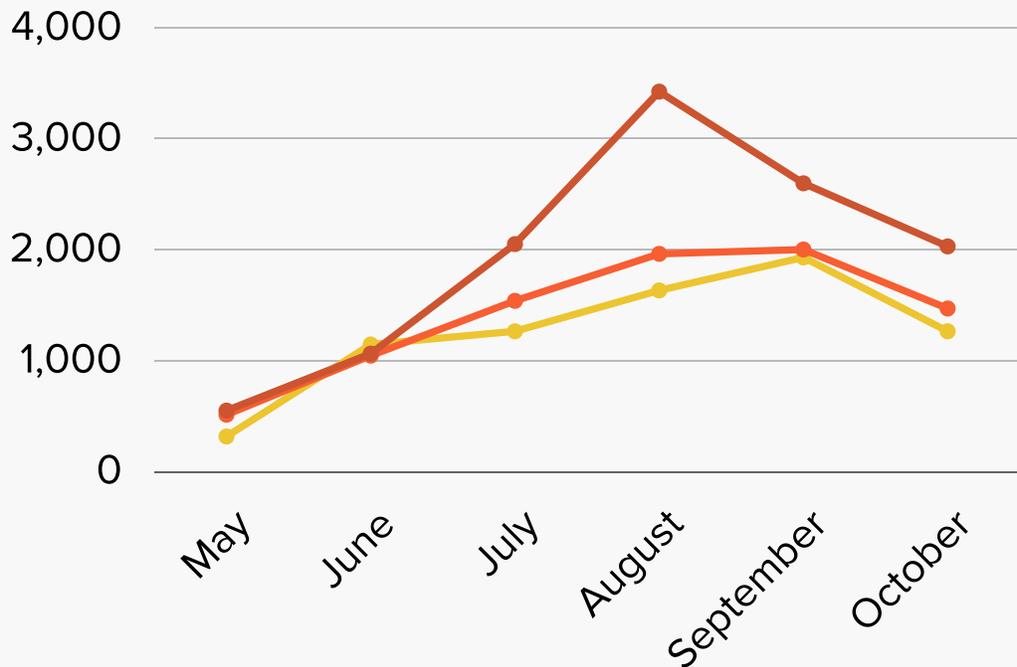
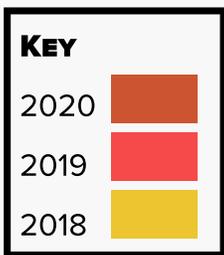
# SALES CONT.

## SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

The market is approved to run transactions for participants on the Supplemental Nutrition Assistance Program (SNAP), formerly known as food stamps. Low-income participants who qualify for the program bring their Electronic Benefit Transfer (EBT) cards to the market and can withdraw their SNAP benefits. They choose the amount to withdraw, and we provide them with paper

SNAP bucks in return, which can be used on any SNAP-eligible item at the market. The market also participates in the Double Up Food Bucks (DUFEB), which matches the amount of SNAP withdrawn up to \$20. Double Up can only be used to purchase Colorado-grown fruits and vegetables.

## Comparison of SNAP Sales from 2018, 2019, and 2020



# \$11,713

### TOTAL SNAP SALES

These sales do not include the match in Double Up Food Bucks. SNAP can be purchased at every market.

# \$939

### HIGHEST SNAP SALES DAY

August 22 was the highest sales day of the season. for SNAP It also was the market's biggest sales day to date.

# 37%

### INCREASE IN SNAP SALES

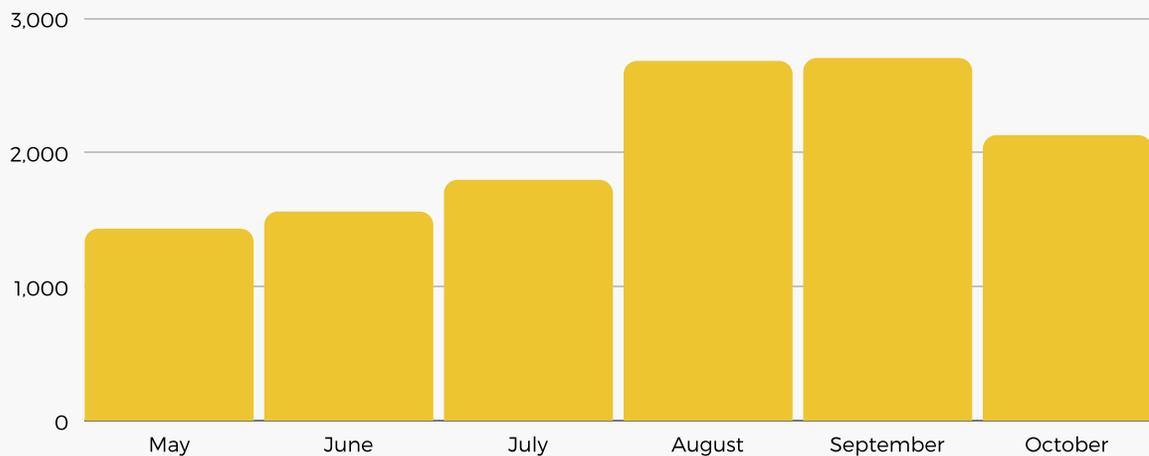
In 2019, the market sold \$8,532 in SNAP bucks, and in 2020 that number increased to \$11,713

# CUSTOMERS

Customer attendance is impacted by many factors, including weather, the number and types of vendors present, and whether or not it's a plentiful fruit year. This year, COVID-19 recommendations regarding social distancing and avoiding crowds also discouraged people from attending the market in the same way they had done previously. Wildfires also created poor air quality, which deterred some customers from attending.

Customer attendance is taken at each market. A volunteer stands at an entrance and counts potential customers for fifteen minutes once an hour. That number is multiplied to get the total for each hour. A "customer" is defined as an individual who could potentially purchase something at the market, so young children and animals are not included in this count.

## Customer Attendance in 2020 by Month



## \$16.17

AVERAGE CUSTOMER SPENDING PER MARKET

This is higher than it was in 2019, which was \$15.86 per market.

## 17%

DECREASE IN AVERAGE VENDOR ATTENDANCE FROM 2019

In 2019, we had an average of 70 vendors per market. In 2020, the average was 58 vendors per market.

## 50,997

TOTAL NUMBER OF CUSTOMERS

This number does not include the children and pets that attended.

# FARMERS' MARKET SUPPORTERS

The farmers' market received money from three sponsors and was reimbursed for some COVID-19 expenses through USDA funding. The market incurred additional expenses in order to operate a safe market this season, so additional funding help offset some of the costs and the market continue to request funds to help cover these costs.

As far as customer go, the market received an abundance of support from the community, in addition to constructive feedback. One of the most prevalent comments was that shopping at the market made people feel "normal" despite the altered routines of pandemic life.

*"They're doing a great job with keeping everyone safe and making the Farmers Market enjoyable."*

GRACE CURE  
GOOGLE REVIEW FROM A CUSTOMER

## GENERAL FUNDING

*Associates in Family Medicine  
Aetna  
Renewal by Andersen*

## PANDEMIC FUNDING

*USDA Farmers Market Promotion Program  
Grant (FMPP) project through Livewell  
Colorado*

*"Immediately when you arrive, you start seeing the AMAZING booths! From veggies to pet snacks, everything is covered. I can't wait to go back!! I need to mention everyone was very informative and helpful !!"*

KEVIN GRAY  
GOOGLE REVIEW FROM A CUSTOMER





# Market Days! for Older Adults

The Market Days! program for Older Adults is in its second season. In response to the pandemic, the program changed its format to keep its participants safer. Rather than having low-income adults ages 60+ come to the market to shop for produce, volunteers took the program to them. Each Saturday, volunteers purchase produce at the market, bag produce on-site, then drive them to communities.

**269**

number of unique individuals in the program

**1,161**

total number of bags distributed to participants



**15**

farmers who participated in the program

**413**

Number of hours provided by 73 volunteers

## Community Partners that participated in 2020:

- Housing Catalyst
- The Northern
- Lago Vista Mobile Home Park
- Grand Family Coalition
- Crossroads Church
- Larimer County Office on Aging
- A Little Help
- Partnership for Age Friendly Communities
- Meals on Wheels of Fort Collins
- Neighbor to Neighbor
- Arikara Farm Project



LARIMER COUNTY  
COLORADO STATE UNIVERSITY  
EXTENSION



SENIOR ACCESS POINTS  
OF LARIMER COUNTY



ASSOCIATES IN  
FAMILY MEDICINE, P.C.  
Be heard. Be well.



# Market Ambassador Program

In 2020, Larimer County CSU Extension partnered with the Northern Colorado Foodshed Project to create the Market Ambassador program. The goal of the program is to promote diversity and inclusion at the Market by connecting with the Latinx community in Larimer County. The program employs a Spanish-speaking Market Ambassador who engages with the community to answer questions and provide information about navigating the market.

During the off-season, the Market Ambassador will work directly with the community to educate people about the market. Many members of the community don't socialize in Old Town or haven't shopped at a farmers' market, so the program can reach more people by going to events and gatherings where these individuals frequent rather than wait for them to find our ambassador at the market. We look forward to engaging new audiences and tackling any obstacles to diversity at the market.



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