Gardeners’ Market
2021 Season Summary

Providing weekly access to fresh, affordable, local produce from June - October

We celebrated our 11th season at South Park with a return to music, activities, and monthly events!

2021 Spotlight - Seniors

- Expanded ADA parking
- Adult Resource Alliance and Big Sky Senior Services joined us throughout the season
- Senior Farmers’ Market Nutrition Program vouchers were a hit!
- Senior Day event featuring:
  - Cooking for One resources and sampling
  - Ed Kemmick playing classic oldies

90% of customers shop at the market for fresh produce

Encouraging Healthy Eating

Customers reported that they were more likely to eat 5 daily servings of fruit and vegetables because they attended the Market.

Over $40,000 into the local economy
Average weekly spending over 18 weeks:

- Cash/Card - $1,705
- WIC Vouchers - $81
- SNAPP - $152
- Senior Coupons $127
- Double SNAP Dollars - $135

8 in 10

Products on average traveled less than 20 miles to get to Market

All icons sourced from flaticon.com.
Vendors choose the Gardeners’ Market to:

#1 Promote their business
#2 Support the mission of Healthy By Design
#3 Increase access to nutritious, affordable food

31 Local Vendors

- Fruit & Vegetables
- Eggs & Meat
- Jam, Jelly, & Honey
- Baked Goods
- Crafts & More!

An average of 211 customers attended the market each week.

Adult Resource Alliance distributed Senior Farmers’ Market Nutrition Program coupons to nearly 250 local residents 55+ years of age!

4 in 10 customers live on the South Side
3 in 10 customers are 55+ years of age

Interested in getting involved or learning more?

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