

Season Highlights

- 11 community organizations shared resources, information, and activities.
- Celebrated National Farmers Market Week, Senior Say, and Active Transportation Day!
- Shared South Park with Reading Rocks for 6 weeks.
- Hosted Harvest of the Month taste-testing, featuring beets, fresh herbs, and summer squash!

Our 13th season at South Park was a success with music, activities, and monthly events!



The 2023 Gardeners' Market generated over \$34,000 for the local economy!

87% of Market customers visit for access to fresh, local, healthy, affordable produce!



93% of Market customers felt that attending our Market helped them include more local products, including fruits and vegetables, to their regular grocery store purchases.



Vendors choose the Gardeners' Market to...



#1 PROMOTE THEIR BUSINESS

#2 SUPPORT THE MISSION OF HEALTHY BY DESIGN

#3 INCREASE ACCESS TO NUTRITIOUS AND AFFORDABLE FOODS

27

Local Vendors



Categories of goods sold included:

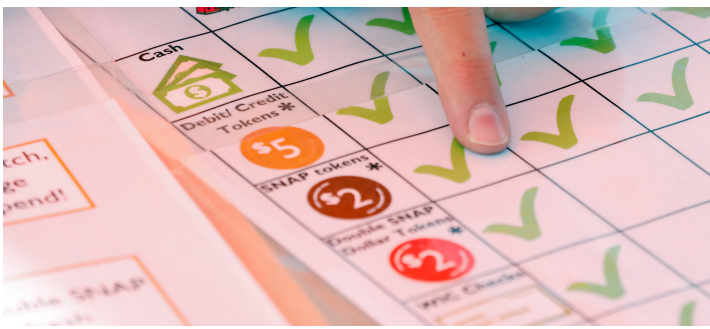
- Fruit & Vegetables
- Quail & Chicken Eggs
- Jam, Jelly, & Honey
- Baked Goods
- Crafts & More!



Our community supports local food systems!

70% of Gardeners' Market customers plan attending several times a month, with 31% of customers planning for weekly Market attendance!

The Double SNAP Dollar program incentivized SNAP customers to spend over \$2,100 on fresh, local fruits and vegetables by matching up to \$30 weekly!



For more information regarding Healthy By Design, our partners, our initiatives and involvement opportunities, contact us at:

www.hbdyc.org market@hbdyc.org 406.651.6444