





Gardeners' Market

2020 Season Summary

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



The Market concluded its **10th season**
@ **South Park** under special
COVID-19 precautions:

- ♦ Mask requirements for customers and vendors 
- ♦ Vendors selecting products for customers
- ♦ No more than 50 people in the market at a time
- ♦ Hand sanitizing stations throughout the market 

60% of customers felt it was safer to shop at the market due to these efforts.

Thanks to several partners, including Billings Clinic, St. Vincent Healthcare, RiverStone Health, National Center for Appropriate Technology, Community Food & Agriculture Coalition, Billings Parks and Recreation, and the Mask Crusaders of B-Town, we were able to successfully operate a safe, socially-distanced Market during this year's pandemic.

Encouraging Healthy Eating

9 in 10 Customers reported that they were more likely to eat 5 daily servings of fruit and vegetables because they attended the Market.



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

Over **\$24,000** into the local economy

Average weekly spending over 17 weeks::



Cash/Card - \$1,061

SNAP - \$73

Senior Coupons \$59

Double SNAP Dollars - \$83

WIC Farm Direct - \$132

Vendors choose the Gardeners' Market to....

#1 Promote Their Business

#2 Help People Eat More Fruits & Vegetables

#3 Meet Others



21
Local Vendors

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



Despite COVID-19, customer numbers remain steady

211 customers attended the Market
every week.

2013 2014 2015 2016 2017 2018 2019 2020



Vendors are making more money each week

Incentive programs like Double SNAP Dollars,
WIC Farm Direct Checks and Senior Coupons help to
increase customer purchasing power and vendor profits!

2012 2013 2014 2015 2016 2017 2018 2019 2020



2021 Gardeners' Market Focus: Seniors

Thanks to a USDA Farmers Market Promotion Program (FMPP) grant, our 2021 Market will include increased parking for seniors, a special "senior day" and **more!**

Interested in getting involved or learning more?



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