

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2015 - October 31, 2017
Authorized Representative Name:	Becky J. White
Authorized Representative Phone:	503.308.6715
Authorized Representative Email:	bjskystar@aol.com
Recipient Organization Name:	Clatskanie Farmers Market
Project Title as Stated on Grant Agreement:	Clatskanie Farmers Market Outreach Project
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	15-FMPP-OR0024
Year Grant was Awarded:	2015
Project City/State:	Clatskanie, OR
Total Awarded Budget:	\$90.167.78

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable). **or**
 Different individual: Name: Sonia Reagan; Email: reaganacres@gmail.com

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. **State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.**

BACKGROUND: At the inception of this grant, statistics indicated that 3454 (18.1%) households in Columbia County Oregon received food stamps.¹ The community of Clatskanie accounted for 485 (18.3%) of these households; the neighboring community of Rainier accounted for 315 (20.2%); and they ranked 3rd and 2nd out of six county subdivisions, respectively.¹ The Clatskanie Farmers Market was the only farmers market in Columbia County that accepted SNAP and FDNP payments, but those forms of payment accounted for a very small percentage (.012) of reported sales in 2015.

It was clearly necessary to increase the community’s awareness that these forms of payment were accepted at the Market, and likely that families receiving these forms of assistance needed more education regarding the benefits of purchasing, preparing and preserving fresh, local food, as evidenced by their refusal to accept certain produce items from the local food banks. The FMPP grant provided the funding and personnel to promote the market in and out of the marketplace during the summer, as well as the off-season, which helped the volunteer Board of Directors of a small but growing market as they strived for greater membership and financial solvency during their third and fourth year of operation.

- i. **Goal/Objective 1: Broaden consumer base by raising the community’s food literacy awareness through multimedia materials/classes and then presenting the classes; increase the number of SNAP/WIC/FDNP customers through direct outreach; collaborate with programs who serve youth, families and senior citizens to improve their knowledge about eating fresh, local produce as part of a healthy lifestyle.**

- a. **Progress Made:** Outreach Specialists published and distributed 500 copies of a bi-monthly newsletter in 20+ locations in Clatskanie and neighboring communities. The newsletter proved to be an excellent way to provide potential vendors as well as customers with information about market events; to introduce the community to their local food producers; to provide nutritional information and recipes; and to promote the SNAP and FDNP programs. Delivery of the newsletter was used as an opportunity to build awareness of the market by networking directly with agencies who served the target population; to interact directly with their clients; and to form new community partnerships. A backpack postcard advertising CFM’s Opening Day, special events and activities, and the acceptance of SNAP and FDNP, was designed and distributed through the local elementary school in May of 2016 and 2017. The market website and social media accounts were used to reach potential vendors and customers beyond the local area. Grant funds were used to rent a large billboard advertising the market on the coastal highway running through Clatskanie during the 2017 season. Outreach Specialists were able to answer questions and distribute information about CFM and the off-season cooking classes while presenting onsite cooking demonstrations and tasting events at the Clatskanie Head Start and Senior Centers, and while volunteering at the local food pantry.

b. Impact on Community: More people in Clatskanie and the surrounding area became aware of the Market and its associated events; the activities of the grant; educational opportunities for consumers and producers; and the fact that CFM accepts SNAP and FDNP payments. CFM shoppers enjoyed tasting food samples and engaging in discussion with the Outreach Specialist about ways to use local produce. Statistics show that the sale, and presumably consumption, of fresh produce increased. Several new vendors, customers and even musicians were recruited during the ongoing activities of the Outreach Specialists during the 2016 and 2017 seasons. Partnerships are still in place with local programs that serve youth, low-income families and senior citizens in the community.

ii. Goal/Objective 2: Develop food literacy curriculum for use by SNAP/WIC/FDNP agencies and place copies in the public library for future, continued use once the Clatskanie Farmers Market Outreach Project is completed.

a. Progress Made: Fourteen live food demonstrations were presented during the 2016 market season, based on predictions of what produce would be seasonally available. That format proved to be too rigid, and after planning several demos for which produce was not available, a more flexible impromptu cooking style was adopted. Because so many shoppers requested canning classes during the 2016 Market season, the work plan was adjusted to provide off-season cooking classes on a bi-weekly basis, with canning and preservation themed classes to be held when seasonally appropriate. Market demonstrations were also adjusted to bi-weekly, for a total of 10 during the 2017 season, and were offered on the alternating weeks to balance the workload.

Seven food literacy classes were held during the off season between 2016 and 2017- each was designed for 8 participants, and focused on using affordable, locally available ingredients to cook simple one dish recipes that were developed and tested by the Outreach Specialist. Each class began with a slideshow presentation about the FMPP grant, the Clatskanie Farmers Market, the basis for healthy eating, and a breakdown of steps used to prepare the evening's meal. Included in the slideshow is an informative section stating that the Market accepts food assistance funds from SNAP/FDNP customers as payment for many local food items. Children were cared for by contracted childcare providers in a separate room where they enjoyed crafts and snacks. After cooking was completed, children were invited back to share in a family style meal with their parents. Pre and Post Class survey instruments were developed and administered at each class, and participants were given take home copies of the recipes.

The complete Cooking Class Curriculum has been published on the market website at: <https://clatskaniefarmersmarket.files.wordpress.com/2018/01/curriculum-1-29-2018.pdf>, and bound copies will be distributed to all Public Libraries in Columbia County Oregon. CDs with printable files for all class materials and data collection instruments have been included with the bound curriculum, and links will be added to the online version.

b. Impact on Community: Participants engaged in basic food preparation and lively discussions about ingredient shopping, storage and use. Results of the Class & Instructor Evaluations indicate that participants enjoyed learning new cooking skills, meeting new

people, enjoyed cooking with their spouses, children, and trying new foods. 59% of respondents report that they feel “much more confident” about purchasing, preparing and storing fresh food after taking a CFM cooking class. 26% feel “somewhat more confident” and 10% feel “about the same.” 93% reported that they were “very likely” to recommend such a class to others. The Outreach Specialists observed the sense of community and the formation of new friendships to be an important secondary outcome of these classes.

A Follow-up Survey administered electronically in January 2018 was met with minimal response but showed that some respondents were using a higher percentage of their food budget to purchase fresh food ingredients after taking a cooking class. For example, only 3% of respondents reported spending 76-100% of their food budget on fresh food at the time of the pre-class survey, while 27% of respondents to the Follow-up Survey reported spending that much. 36% of respondents to the Follow-Up Survey reported feeling “more confident about storing fresh food and leftovers,” and 64% reported feeling “about the same.”

The Clatskanie Farmers Market now owns everything it needs to continue offering market day tasting events, and four complete mobile cooking stations that can be loaned to any organization that wishes to utilize the “Cooking For Love of Community” curriculum.

iii. Goal/Objective 3: Increase produce vendor participation in our market through outreach and by providing data that shows CFM is a viable market.

- a. Progress Made:** Baseline sales and attendance data was collected using volunteers in 2015. An Entrance Attendant was employed during the 2016 and 2017 season to greet and direct shoppers within the marketplace; to help count the number of shoppers attending the market on a weekly basis; and to distribute an Opening Day and End of Season consumer survey. All vendors were provided with a compilation of sales data collected anonymously during the season, as well as feedback from market shoppers. This information can now be provided at the request of new and prospective vendors and can be used by the CFM Board of Directors for planning purposes.

Two comprehensive pre-season vendor education events were held in 2016 and 2017. The first was a “Plan to Grow” meeting held in January/February and was used as an opportunity to receive feedback from food producers about their overall market experience; to present and brainstorm ideas for special events; and to learn how to choose and grow produce varieties for market.

A “Vendor Training Camp” in April/May focused on all the things necessary for a successful market experience. Topics included: how to navigate the registration process; how to work successfully with the Market Manager; how the Outreach Specialists could help with publicity and promotion of their business; how to create a beautiful display; requirements of the OR Farm Direct and Baking Bills; how to accept SNAP and FDNP as forms of payment.

- b. Impact on Community:** The total number of full season produce vendors and overall food sales have increased as local farmers and gardeners learn how to become more

legitimate, knowledgeable and successful/profitable businesspersons. Visitors to the market reap the rewards of increased production and availability of fresh, affordable and local foods.

iv. Goal/Objective 4: Collect and analyze data which can be used to monitor the efficacy of our outreach efforts and to implement change in the current structure of CFM as needed.

a. Progress Made: In addition to the survey instruments developed for the cooking class curriculum, Opening Day and End of Season consumer surveys were developed and used to collect feedback from market shoppers. This information was shared with vendors and the Board of Directors at the market's Annual Membership Meetings. Vendor Satisfaction Surveys were administered at the end of each season to provide the Board of Directors with information about internal customer service issues and to assist with market steering and development as needed. The availability of online polling sites and electronic survey software allowed the Outreach Specialist to gain spontaneous feedback for the BOD as well.

b. Impact on Community: Using feedback from these survey instruments, vendors and market leadership were able to adapt to both internal and external customer service issues. Special Events and Cooking Demonstrations were adapted as needed based on customer feedback. Sales data indicates that there has been a steady increase in per capita spending in 2016 and 2017 compared to baseline data from 2015. * Market shoppers now arrive to a more well-rounded offering of goods and services when they shop at the Clatskanie Farmers Market.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2015). Include further explanation if necessary.

i. Number of direct jobs created:

- a. (2) Outreach Specialists working 20 hrs./wk.
- b. (1) Entrance Attendant working seasonally from June-Sept for 5 hrs./wk.
- c. (1) Childcare Provider working approximately 2.5 hrs./class and 5 hrs./market day demonstration. (We were able to utilize this person in a slightly different way than originally intended after the resignation of one of the two persons originally hired)

ii. Number of jobs retained: Unknown. The Outreach Workers will be retained through the completion of required reporting to the AMS. Thereafter, any paid positions will be at the discretion of the CFM Board of Directors.

iii. Number of indirect jobs created: Unknown

iv. Number of markets expanded: (1) Clatskanie Farmers Market benefited directly, with several other community food producers/local businesses benefiting as indicated by significant increases in per capita spending on market days over the course of three seasons.** The CFM Outreach Specialists also had the pleasure of presenting their work to members of markets from all over Oregon at the 2017 OSU Small Farms Conference, in a session called "Fun at the Farmers Market."

v. **Number of new markets established:** n/a

vi. **Market sales increased by \$10,433.02 (32%) since 2016 and \$22,937.01 (113%) since 2015. ***

vii. **Number of farmers/producers that have benefited from the project:** A total 20 vendors rented space in the 2016 marketplace, and at least five community gardeners consigned produce through the CFM Community Booth. Ingredients were purchased onsite from CFM vendors whenever possible, for use in the weekly food sampling events. Though there were 23 vendors in 2015, only 10 were committed to the full season, with 8 being retained; 13 participated on a drop-in basis; approximately 12 community gardeners consigned produce at the Community Booth. The most significant change from 2015 to 2016 was the proportion of food sales to non-food sales, 38.35:61.65% versus 83.77:16.23% respectively. *

A total of 28 (13 new) vendors rented space in the 2017 marketplace and approximately five community gardeners consigned produce through the CFM Community Booth during the 2017 season. The 2017 market included a mix of food producers, non-food vendors, and wellness providers. Both food and non-food sales increased in 2017. *

a. Percent Increase:

1. 2016

- a. Total vendors: (20) - 15%
- b. Full season vendors: (12) + 17%
- c. Community Consignment: (5) - 58%
- d. Food Sales: (\$27,514.62) + 45%
- e. Non-Food Sales: (\$5,298.75) - 45%

2. 2017

- a. Total Vendors (28): + 29%
- b. Full Season Vendors (10): - 17%
- c. Community Consignment (5): 0%
- d. Food Sales (\$33322.50): + 16%
- e. Non-Food Sales (\$9923.89): +46%

*** Attached: 2017 Sales Summary and Market Stats; 2015 Market Stats; 2016 Market Stats.**

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how? Using the newsletter, website and social media accounts in addition to more traditional forms of advertising such as newspaper ads and bulletin board fliers for advertising and class sign ups, we were able to extend our reach both within and well beyond the local community. Results of consumer surveys show that in 2017, market shoppers were traveling up to 100 miles to visit special events such as our Second Annual Garlic Festival. Cooking classes did reach low-income, senior and youth members of our community, many of whom had not previously attended the market, and who were not aware that CFM accepted SNAP and FDNP funds as payment for produce, eggs, honey and more. A group of local senior citizens was specifically targeted through a cooking and tasting demonstration, which resulted in many of them attending the market's fundraiser BBQ the following week and becoming regular Market shoppers during the season.

4. Discuss your community partnerships.

- i. Who are your community partners?** In addition to the partners who committed at the time this grant was written (City of Clatskanie, Turning Point Community Service Center/Food Pantry, Clatskanie Middle High School, Head Start, Clatskanie Senior Center and the Columbia County Extension office), we enjoyed the opportunity to network with numerous other community organizations and businesses (wellness providers, libraries, retailers and restaurants) while distributing the newsletters.
- ii. How have they contributed to the overall results of the FMPP project?** Our partners displayed newsletters and fliers, and several of them actively discussed with their clients the health benefits of eating fresh local food. Agencies that specifically serve low income families informed their clients that CFM accepts SNAP and FDNP payments. When our originally promised cooking class location fell through, the Clatskanie Baptist Church generously offered the use of their commercial kitchen, utilities and fellowship hall at no charge. Clatskanie Head Start and Clatskanie Senior Center agreed to host onsite cooking demonstrations. Many of the participants in our cooking classes heard about them through the schools, and several seniors visited the market following our visit, many of whom shopped with their FDNP checks.
- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?** They will continue to be viable places to advertise CFM and its activities, and to educate their patrons about food and payment options. Some have expressed willingness to host a future cooking class. It is expected that the core group of cooking club members, as well as the senior citizens that were recruited through our cooking demonstrations, will remain loyal Market shoppers (and in some cases vendors) at our winter and spring bazaars, as well as future seasons.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? Two part-time Outreach Specialists were able to reduce the work load of CFM's volunteer Board of Directors by actively networking to increase partnerships in both Clatskanie and Rainier, by designing and distributing the newsletter and promotional fliers, by improving the CFM website and social media presence, and by actively recruiting new and repeat vendors. They also addressed the need for vendor education by hosting two pre-season trainings designed to help food producers (and vendors in general) maximize their sales and to have a successful market day experience. The Outreach Specialists designed and hosted the Cooking Club classes, provided market day demonstrations, and conducted multiple surveys. The Entrance Attendant contributed greatly to data collection efforts and the Childcare Providers enabled participation in cooking classes by those who could not otherwise attend.

6. Have you publicized any results yet? Yes **

- i. If yes, how did you publicize the results?** Printed reports, PowerPoint Presentations, Social Media
- ii. To whom did you publicize the results?**
 - a.** To CFM Board of Directors: Monthly Reports, All FMPP Interim Reports, Annual Sales Data & Recaps, Annual Vendor Satisfaction Survey Results and Consumer Surveys, Class & Instructor Evaluations.

- b. To CFM FMPP Oversight Committee: Same as BOD + Monthly Financial Reconciliations.
 - c. To CFM Vendors: 2016 PowerPoint presentation at Annual Membership Meeting, Annual Sales Data, and Consumer Survey Results.
 - d. To Clatskanie and neighboring communities: *Bountiful Clatskanie!* newsletter, Facebook, Twitter.
 - e. To Farmers Market Community at Large: OSU Conference PowerPoint, Food Demonstration Handout, Kids Activities Handout (CFM Outreach Specialists were invited to share their FMPP Grant work in a session called "Fun at the Farmers Market" at the 2017 OSU Small Farms Conference. The focus of this session was on how to recruit and train vendors, how to engage customers who use SNAP and FDNP funds and how to entertain children on market day.
- iii. **How many stakeholders (i.e. people, entities) did you reach?** (5-9) Board of Directors; (5) Grant Oversight Committee members; (28+) CFM Vendors; (20+) Community Partners; (60+) OSU Small Farms Conference Participants; (900+) Facebook followers; unknown number of community and other social media followers.

****Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).**

7. **Have you collected any feedback from your community and additional stakeholders about your work?** Yes
- i. **If so, how did you collect the information?** Vendor Satisfaction Surveys; Consumer Surveys (Opening Day and End of Season); Class & Instructor Evaluations

What feedback was relayed (specific comments)? CFM Vendors enjoy "the sense of community," "the atmosphere and my regular customers," "the location," "the social interaction," "the sense of community," "the smallness and the people!" and that "as a vendor, it's close to home so it makes traveling to/from easy. The atmosphere, with music, families, and friendly vendors. I love the beautiful billboard we had and the event postcards!" **Suggestions for improvement included in attached full report. ***Additional comments in the ATTACHED Vendor Satisfaction Survey Results**

CFM Customers note that in addition to "fresh produce" they come to the Market "to see what's new and purchase-- I enjoy the themes and good community experience." Their favorite events are the Garlic Festival and Bee Education Day, and their favorite food demonstrations are "infused waters," "salsa," and "hands on apple pressing!" ***Additional comments in ATTACHED End of Season Survey Results**

Cooking Class participants learned things like "how to chop an onion," "that barley is a food," "how easy it is to make fresh salsa," and "about Barefoot Farm that provided the cabbages" for the kraut and kimchi class. They enjoyed "learning how to prepare quick but nutritious meals and snacks with real food ingredients," "that everything was organized and the recipes were tested," "cooking with my wife," "that we got to do it and we didn't just watch someone else (age 12)," "taking home the finished product," and "the wonderful sense of community and the warmth that Becky & Sonia bring."

8. Budget Summary:

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: ***Refund of unspent funds sent to AMS via Express Mail on 1/22/2018. USPS reports delivered 1/24/2018 @ 12:19pm
- ii. Did the project generate any income? NO
 - a. If yes, how much was generated and how was it used to further the objectives of the award? N/A

9. Lessons Learned:

- i. **Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).** During a two-year workplan, turnover at Community Partner agencies can lead to mixed support over time. I.e., those who promised to support the original goals of the grant can disappear, creating challenges and the need to adapt spontaneously. The same can happen on a Board of Directors that experiences yearly turnover and is comprised of volunteers who may or may not have the time or motivation to meet the deadlines of paid contractors. It is also important to draft a workplan that takes into consideration how contract workers will fit into or complement the existing Board job descriptions. Our Outreach Workers became disempowered over time as the Market Manager position evolved— this is a good problem but can lead to unnecessary hurt and confusion depending on the individuals.
- ii. **If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:** While overall market sales increased dramatically (113% in two years), FDNP and SNAP payments did not. It will be necessary to employ very creative strategies to get more persons to use these forms of payment in the marketplace, especially with a restriction on offering incentives. We learned that the target population often faces challenges that affect their ability to participate in market classes and activities— for example, unpredictable work schedules can be a factor, and a lack of reliable transportation was cited on more than one occasion by youth, seniors and low-income families.
- iii. **Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:** Fledgling markets that will benefit the most from large grants will sometimes lack sophisticated systems of financial accountability and have little experience with employment laws and insurance requirements. It will be important to have mentors in the community who can offer practical and legal advice as needed.

10. Future Work:

- i. **How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.** It is the sincere hope of the Outreach Specialists that the Clatskanie Farmers Market will continue to find ways to offer market day food demonstrations that showcase the abundance of fresh

produce, value-added foods and baked goods that their food producers have to offer. The mobile cooking stations and printed curriculum can be utilized by CFM or other community members and organizations who wish to host cooking classes with a minimal budget and very little investment of time—the groundwork has been laid for anyone who wants to run with these activities! At least two cooking club participants have noted on the Follow-up survey that they are interested in hosting future classes. The curriculum will include printable versions of all recipes, survey instruments and class handouts that can be used by CFM as well as other markets and organizations.

The CFM Board of Directors has access to meeting agendas for vendor training events, templates for tracking sales and the ongoing offer to receive support from the Outreach Specialists as they learn to navigate social media and other software that may continue to be useful to their ongoing operations.

- ii. **Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?** Though sales figures may not reflect an increase in SNAP spending, a very positive outcome of this grant was an increase in consumer awareness— it may be a great time to follow this grant with a program such as Double Up Food Bucks, or Veggie Rx. Models for executing these programs are available online.

References:

1. <http://statisticalatlas.com/county/Oregon/Columbia-County/Food-Stamps>

*ATTACHMENTS:

Backpack Postcard 2016

Backpack Postcard 2017

Bountiful Clatskanie! Newsletters: <https://clatskaniefarmersmarket.com/newsletters/>

CFM 2016 AGM PP:

<https://www.dropbox.com/s/hxi42audobnbbzk/CFM%202016%20AGM.pptx?dl=0>

CFM Billboard 2017

CFM Market Stats 2015

CFM Market Stats 2016

CFM Market Stats 2017

CFM Sales Highlights 2017

CFM Season Recap & Highlights 2016

End of Season Consumer Survey Results 2017

Fun With Kids at the Farmers Market

Market Day Food Demonstrations

OFMA 2017 Fun at the Farmers Market PP:

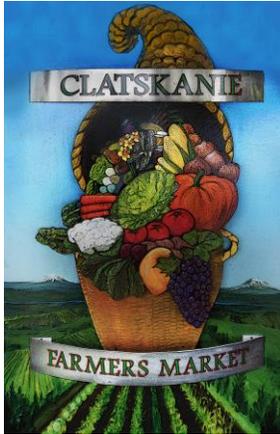
<https://www.dropbox.com/s/2sucdcyffu6l73/OFMA%202017%20Fun%20at%20the%20Farmers%20Market.pptx?dl=0>

Opening Day Report 2016

Plan To Grow Report 2016

Vendor Satisfaction Survey Results 2017

A link to the full *Cooking For Love of Community!* cooking class curriculum is included in the body of this report. (page 3)



2017 Sales Highlights

\$ Total Sales = \$43,246.39

- + \$10,433.02 since 2016 (\$32,813.37) = + 32%
- + \$22,937.01 since 2015 (\$20,309.38) = + 113%

\$ Total Food Sales = \$33,322.50

- + \$5400.63 since 2016 (\$27,921.87) = + 16%

\$ Total Non-Food Sales = \$9923.89

- + \$4514.14 since 2016 (\$5,409.75) = + 46%

\$ Food Sales : Non-Food Sales = 77.05% : 22.95%

- 2016 = 83.77% : 16.23%
- 2015 = 38.35% : 61.65%

\$ Food Assistance Sales = \$607.00 = 1.82%

- \$227.00 SNAP
- \$380.00 FDNP
 - 2016 = \$669.00 = 2.54%
 - \$399.00 SNAP
 - \$270.00 FDNP
 - 2015 = \$252.00 = 1.2%

Total Vendors 2017 (28) = +29% since 2016 (20)

Full Season Vendors 2017 (10) = -17% since 2016 (12)

Community Consignment 2017 (5) = same as 2016

CLATSKANIE FARMERS MARKET
2017 Statistics

10/9/2017 12:39 PM

Date	Visitors	Vendors	Reports	Prepared	Food	SNAP	FDNP	POP	Non-Food	Total Sales	% Food	% S/F	% Other	Sales per visitor
3-Jun	318	12	12	\$ 511.00	\$ 1,760.35	\$ 5.00	\$ -	\$ 30.00	\$ 712.50	\$ 3,018.85	76.40%	0.30%	23.60%	\$ 9.49
10-Jun	190	11	11	\$ 452.00	\$ 550.75	\$ -	\$ 4.00	\$ 50.00	\$ 781.00	\$ 1,837.75	57.50%	0.66%	42.50%	\$ 9.67
17-Jun	182	13	13	\$ 395.00	\$ 894.75	\$ -	\$ 12.00	\$ 44.00	\$ 866.50	\$ 2,212.25	60.83%	1.26%	39.17%	\$ 12.16
24-Jun	387	12	12	\$ 374.00	\$ 457.00	\$ -	\$ 4.00	\$ 50.00	\$ 360.00	\$ 1,245.00	71.08%	0.45%	28.92%	\$ 3.22
1-Jul	266	13	13	\$ 389.00	\$ 1,202.50	\$ -	\$ -	\$ 46.00	\$ 397.00	\$ 2,034.50	80.49%	0.00%	19.51%	\$ 7.65
4-Jul	n/a	6	6	\$ 1,300.00	\$ 649.00	\$ -	\$ -	\$ -	\$ 392.00	\$ 2,341.00	83.26%	0.00%	16.74%	unk
8-Jul	189	11	11	\$ 433.00	\$ 690.00	\$ 42.00	\$ 8.00	\$ 34.00	\$ 408.50	\$ 1,615.50	74.71%	4.14%	25.29%	\$ 8.55
15-Jul	233	13	13	\$ 472.00	\$ 1,152.96	\$ 38.00	\$ 24.00	\$ 30.00	\$ 499.00	\$ 2,215.96	77.48%	3.61%	22.52%	\$ 9.51
22-Jul	196	12	12	\$ 357.00	\$ 934.50	\$ -	\$ 16.00	\$ 51.00	\$ 346.40	\$ 1,704.90	79.68%	1.18%	20.29%	\$ 8.70
29-Jul	238	13	13	\$ 465.00	\$ 1,250.86	\$ -	\$ 36.00	\$ 28.00	\$ 403.00	\$ 2,182.86	81.54%	2.02%	18.46%	\$ 9.17
5-Aug	178	10	10	\$ 539.00	\$ 1,051.65	\$ -	\$ 16.00	\$ 64.00	\$ 408.50	\$ 2,079.15	80.35%	0.96%	19.65%	\$ 11.68
12-Aug	200	12	12	\$ 332.00	\$ 1,138.52	\$ 13.00	\$ 40.00	\$ 28.00	\$ 397.50	\$ 1,949.02	79.61%	3.42%	20.39%	\$ 9.75
19-Aug	375	18	18	\$ 598.00	\$ 3,601.66	\$ -	\$ 56.00	\$ 46.00	\$ 1,101.00	\$ 5,402.66	79.62%	1.30%	20.38%	\$ 14.41
26-Aug	174	14	14	\$ 509.00	\$ 999.75	\$ 9.00	\$ 12.00	\$ 32.00	\$ 490.50	\$ 2,052.25	76.10%	1.34%	23.90%	\$ 11.79
2-Sep	294	18	18	\$ 657.00	\$ 2,277.75	\$ 72.00	\$ 24.00	\$ 74.00	\$ 646.99	\$ 3,751.74	82.75%	3.09%	17.25%	\$ 12.76
9-Sep	172	11	11	\$ 568.00	\$ 917.00	\$ 15.00	\$ 36.00	\$ 26.00	\$ 279.00	\$ 1,841.00	84.85%	3.27%	15.15%	\$ 10.70
16-Sep	161	12	12	\$ 451.00	\$ 857.00	\$ 3.00	\$ 40.00	\$ 38.00	\$ 453.50	\$ 1,842.50	75.39%	3.10%	24.61%	\$ 11.44
23-Sep	140	10	10	\$ 337.00	\$ 481.00	\$ 15.00	\$ 44.00	\$ 44.00	\$ 292.50	\$ 1,213.50	75.90%	6.41%	24.10%	\$ 8.68
30-Sep	191	10	10	\$ 522.50	\$ 1,470.00	\$ 15.00	\$ 8.00	\$ 2.00	\$ 688.50	\$ 2,706.00	74.56%	1.14%	25.44%	\$ 14.17
										\$ -				
				\$ 9,661.50	\$ 22,337.00	\$ 227.00	\$ 380.00	\$ 717.00	\$ 9,923.89	\$ 43,246.39	77.05%	1.82%	22.95%	

June 10- Graduation
June 24- Car Show/Princesses/Poker/100°
July 4- Modified Mkt in Park
July 8-Rainier Days

July 22- County Fair
Aug 5- Very Hot Day!
Aug 12- Blueberry Day
Aug 19- Garlic Festival

Sept 2- Bee Day/Very Hot!
Sept 9- Soccer Jamboree
Sept 23- Health Fair
Sept 30- Tree Fruit Fest

CLATSKANIE FARMERS MARKET
2016 Statistics

10/31/2016 6:13 PM

Date	Visitors	Vendors	Reports	Prepared/ Hot Food	Cash Food Sales	SNAP/FDNP	POP	Non-Food	Total Sales	% Food	% S/F	% Other	Sales per visitor
4-Jun	341	13	13	\$ 370.00	\$ 1,108.83	\$ 38.00	\$ 52.00	\$ 262.00	\$ 1,830.83	85.69%	2.42%	14.31%	\$ 5.37
11-Jun	177	12	12	\$ 264.00	\$ 991.75	\$ 25.00	\$ 24.00	\$ 181.00	\$ 1,485.75	87.82%	1.92%	12.18%	\$ 8.39
18-Jun	316	14	14	\$ 322.00	\$ 1,485.41	\$ 23.00	\$ 38.00	\$ 166.00	\$ 2,034.41	91.84%	1.23%	8.16%	\$ 6.44
25-Jun	569	13	12	\$ 278.00	\$ 1,527.50	\$ 10.00	\$ 94.00	\$ 316.00	\$ 2,225.50	85.80%	0.52%	14.20%	\$ 3.91
2-Jul	288	13	13	\$ 280.00	\$ 1,464.75	\$ 25.00	\$ 2.00	\$ 375.00	\$ 2,146.75	82.53%	1.41%	17.47%	\$ 7.45
4-Jul	360	8	8	\$ -	\$ 784.75	\$ 5.00	\$ -	\$ 158.50	\$ 948.25	67.27%	0.00%	32.73%	\$ 1.35
9-Jul	199	13	13	\$ 152.00	\$ 1,126.10	\$ 46.00	\$ -	\$ 283.50	\$ 1,607.60	82.37%	3.47%	17.63%	\$ 8.08
16-Jul	248	14	14	\$ 272.00	\$ 1,196.72	\$ 41.00	\$ -	\$ 314.50	\$ 1,824.22	82.76%	2.72%	17.24%	\$ 7.36
23-Jul	233	15	15	\$ 187.00	\$ 1,312.91	\$ 28.00	\$ -	\$ 78.00	\$ 1,605.91	95.14%	1.83%	4.86%	\$ 6.89
30-Jul	283	13	13	\$ 295.00	\$ 1,056.05	\$ 19.00	\$ -	\$ 311.25	\$ 1,681.30	81.49%	1.39%	18.51%	\$ 5.94
6-Aug	273	16	16	\$ 267.00	\$ 1,174.25	\$ 12.00	\$ -	\$ 408.00	\$ 1,861.25	78.54%	0.80%	21.46%	\$ 6.96
13-Aug	199	12	12	\$ 232.00	\$ 1,158.14	\$ 27.00	\$ 24.00	\$ 245.00	\$ 1,686.14	85.47%	1.87%	14.53%	\$ 8.47
20-Aug	306	14	14	\$ 344.00	\$ 2,693.64	\$ 52.00	\$ 32.00	\$ 555.00	\$ 3,676.64	84.90%	1.67%	15.10%	\$ 12.02
27-Aug	228	15	15	\$ 231.00	\$ 1,302.37	\$ 6.00	\$ 18.00	\$ 222.50	\$ 1,779.87	87.50%	0.39%	12.50%	\$ 7.81
3-Sep	294	17	17	\$ 271.00	\$ 1,475.00	\$ 102.00	\$ 76.00	\$ 522.00	\$ 2,446.00	78.66%	6.17%	21.34%	\$ 8.32
10-Sep	216	13	13	\$ 299.00	\$ 904.70	\$ 65.00	\$ 38.00	\$ 518.50	\$ 1,825.20	71.59%	4.97%	28.41%	\$ 8.45
17-Sep	113	9	9	\$ 128.50	\$ 388.50	\$ 69.00	\$ 32.00	\$ 79.50	\$ 697.50	88.60%	11.17%	11.40%	\$ 6.17
24-Sep	174	11	11	\$ 175.00	\$ 824.75	\$ 106.00	\$ 42.00	\$ 302.50	\$ 1,450.25	79.14%	9.24%	20.86%	\$ 8.33
TOTAL:				\$4,367.50	\$ 21,976.12	\$ 699.00	\$ 472.00	\$ 5,298.75	\$32,813.37	83.77%	2.54%	16.23%	

June 11- Graduation
June 25- Car Show
July 4- Heritage Days
July 9- Rainier Days

July 23- County Fair
July 30-Community Yard Sale
Aug 6- Clatskanie Festival
Aug 20- Garlic Festival

Sept 3- Bee Day
Sept 17- rainy day

**CLATSKANIE FARMERS MARKET
2015 MARKET STATISTICS**

Date	Visitors	Vendors	# Reports	Food Sales	SNAP/WIC/FDNP	Other Sales	Total Sales	% Food	% S/W/F	% Other	Sales per visitor
6-Jun	328	18	16	\$409.55		\$1,320.00	\$1,729.55	0.24	0	0.76	\$5.27
13-Jun	317	20	16	\$558.90	\$2.00	\$901.50	\$1,474.40	0.38	0.01	0.61	\$4.65
20-Jun	217	13	13	\$365.15	\$8.00	\$934.00	\$1,299.15	0.28	0.009	0.72	\$5.99
27-Jun	496	16	16	\$341.05	\$5.00	\$1,118.75	\$1,459.80	0.23	0.003	0.77	\$2.94
4-Jul	702	14	13	\$411.00	\$0.00	\$1,613.00	\$2,024.00	0.2	0	0.8	\$2.88
11-Jul	133	12	12	\$365.00	\$10.00	\$705.25	\$1,070.25	0.34	0.009	0.66	\$8.04
18-Jul	152	10	10	\$343.25		\$705.75	\$1,049.00	0.33	0	0.67	\$6.90
25-Jul	198	10	9	\$392.88		\$867.00	\$1,259.88	0.31	0	0.69	\$6.36
1-Aug	298	9	9	\$653.52		\$544.50	\$1,198.02	0.55	0	0.45	\$4.02
8-Aug	216	12	10	\$593.70	\$59.00	\$519.50	\$1,113.20	0.53	0.05	0.42	\$5.15
15-Aug	177	11	11	\$499.60	\$20.00	\$469.00	\$968.60	0.52	0.02	0.46	\$5.47
22-Aug	193	13	9	\$485.50	\$41.00	\$561.50	\$1,047.00	0.46	0.04	0.5	\$5.42
29-Aug	42(rain)	8	6	\$298.00	\$12.00	\$191.00	\$489.00	0.61	0.02	0.27	\$11.64
5-Sep	169	10	10	\$459.50	\$4.00	\$665.00	\$1,124.50	0.41	0.003	0.59	\$6.65
12-Sep	190	10	10	\$607.85	\$51.00	\$409.00	\$1,016.85	0.6	0.05	0.35	\$5.35
19-Sep	166	10	8	\$473.68	\$24.00	\$333.00	\$806.68	0.59	0.03	0.38	\$4.86
26-Sep	137	11	8	\$278.50	\$16.00	\$663.00	\$941.50	0.3	0.02	0.68	\$6.87
			TOTAL:	\$7,536.63	\$252.00	\$12,520.75	\$20,309.38	0.37	0.012	0.62	
July 11 = Rainier Days ; July 18 = Col.Co.Fair; Aug 29 Rain out											

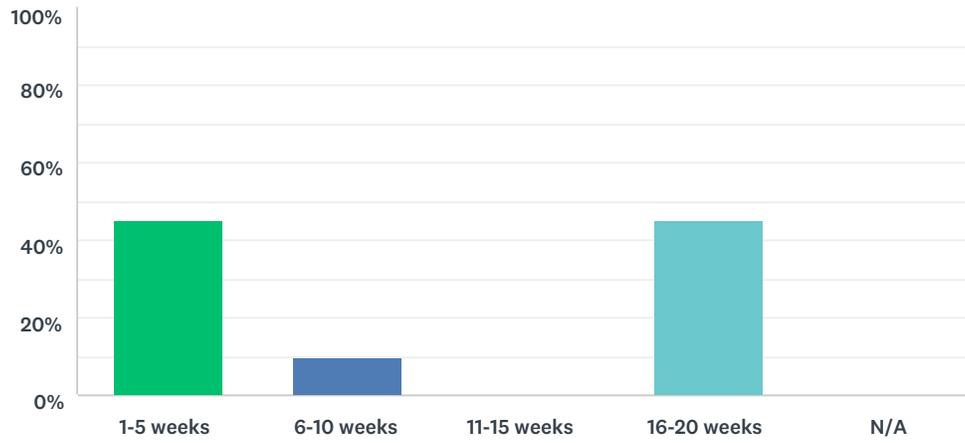
Q1 Your name or business name

Answered: 19 Skipped: 2

#	RESPONSES	DATE
1	Crafter Beaver falls workshop	11/1/2017 2:29 PM
2	Crafter Farm Direct Value Added Friday's Face	10/30/2017 11:33 AM
3	Crafter Farm Direct Honey John's Local Honey	10/28/2017 11:15 AM
4	Bakery Crafter Farm Direct Health & Wellness Barking Dog Provisions	10/23/2017 9:40 AM
5	Bakery Farm Direct Honey Tilthworks	10/22/2017 9:14 AM
6	Crafter Farm Direct K-P's family farm	10/17/2017 3:24 AM
7	Music Bob Bowles	10/13/2017 11:03 AM
8	Crafter DAVE'S WOOD KNOTBOXES AND MORE	10/13/2017 8:49 AM
9	Crafter Farm Direct Haven Acres II Leona Gibson	10/13/2017 8:48 AM
10	Value Added Columbia River Candies LLC	10/13/2017 7:32 AM
11	Crafter Health & Wellness polly's massage	10/12/2017 10:14 AM
12	Crafter Farm Direct Nursery Value Added Ever/Atlas	10/11/2017 5:26 PM
13	Health & Wellness Cheers To Your Health	10/11/2017 4:17 PM
14	Nursery Jeff Kahle	10/11/2017 9:45 AM
15	Honey Aries Acres Apiary	10/10/2017 6:52 AM
16	Bakery Food Cart Thistle Hill Farmstand	10/9/2017 10:19 PM
17	Crafter Farm Direct Starry Sky Farm	10/9/2017 7:18 PM
18	Value Added BigFoot Pickle Co.	10/9/2017 1:41 PM
19	Crafter Farm Direct Nursery Cedar Farm	10/9/2017 1:37 PM

Q2 How often did you participate in the 2017 season?

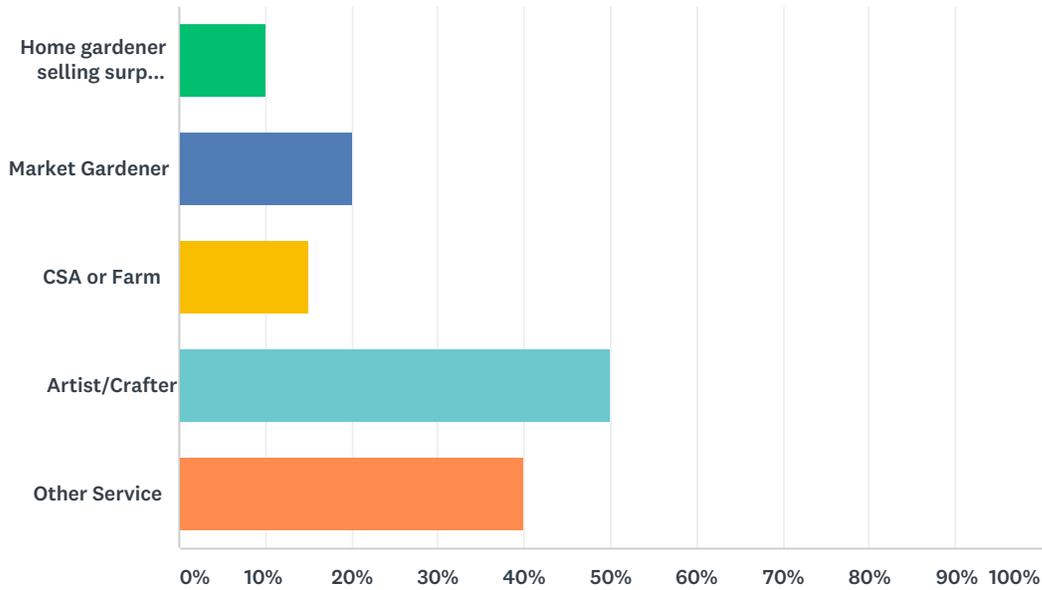
Answered: 20 Skipped: 1



ANSWER CHOICES	RESPONSES	
1-5 weeks	45.00%	9
6-10 weeks	10.00%	2
11-15 weeks	0.00%	0
16-20 weeks	45.00%	9
N/A	0.00%	0
TOTAL		20

Q3 Which of the following best describes you?

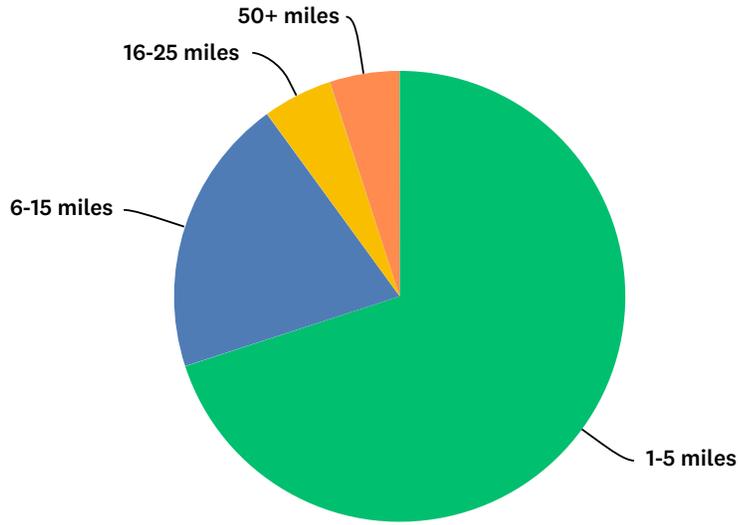
Answered: 20 Skipped: 1



ANSWER CHOICES	RESPONSES	
Home gardener selling surplus produce through Community Booth	10.00%	2
Market Gardener	20.00%	4
CSA or Farm	15.00%	3
Artist/Crafter	50.00%	10
Other Service	40.00%	8
Total Respondents: 20		

Q4 How many miles did you travel to participate in CFM?

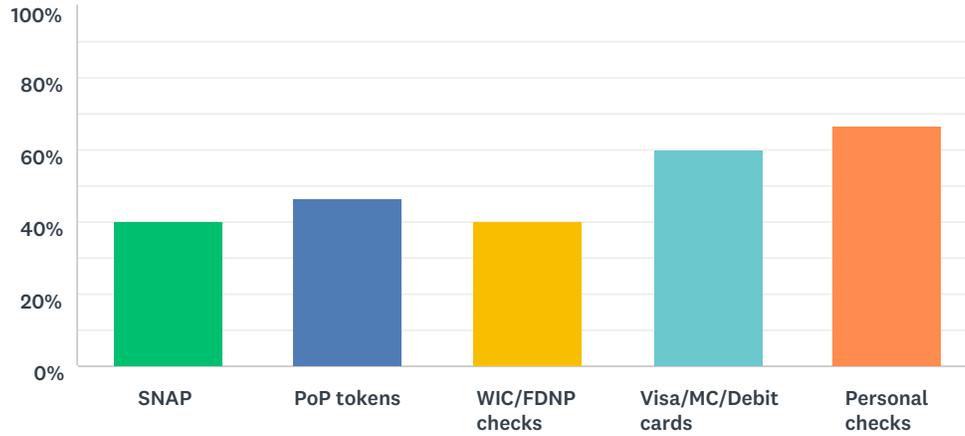
Answered: 20 Skipped: 1



ANSWER CHOICES	RESPONSES	
1-5 miles	70.00%	14
6-15 miles	20.00%	4
16-25 miles	5.00%	1
26-50 miles	0.00%	0
50+ miles	5.00%	1
TOTAL		20

Q5 I accept(ed) the following forms of payment:

Answered: 15 Skipped: 6



ANSWER CHOICES	RESPONSES	
SNAP	40.00%	6
PoP tokens	46.67%	7
WIC/FDNP checks	40.00%	6
Visa/MC/Debit cards	60.00%	9
Personal checks	66.67%	10
Total Respondents: 15		

Q6 What do you like most about CFM?

Answered: 19 Skipped: 2

#	RESPONSES	DATE
1	The community and the people going through	11/1/2017 2:30 PM
2	Meeting new people and the interaction with other vendors.	10/30/2017 11:34 AM
3	We really like the 'Community' aspect.. up close and friendly :) also we enjoyed each and every Vendor.. the Music.. and the kind of people that come that appreciate and enjoy what all everyone sells there!	10/28/2017 11:33 AM
4	Fun and friendly	10/26/2017 6:16 PM
5	It's located in the town we live in. The vibe is warm and welcoming.	10/23/2017 9:47 AM
6	Community	10/22/2017 9:18 AM
7	the feeling of "family"	10/17/2017 3:26 AM
8	The people and friendly atmosphere.	10/13/2017 11:07 AM
9	Atmosphere the willingness of the cfm and vendors working with each other to create a good market for everyone	10/13/2017 9:30 AM
10	The vendors. Everyone is so friendly and knowledgeable.	10/13/2017 8:58 AM
11	Providing a product that people like and it's proximity to my home.	10/13/2017 7:38 AM
12	the vendors and it's smallness and Cope's Park!	10/12/2017 10:16 AM
13	Growing community....making connections that last outside the market.	10/11/2017 5:29 PM
14	The vendors & customers, how well organized the CFM is	10/11/2017 4:20 PM
15	Local food.	10/11/2017 9:50 AM
16	As a vendor, it's close to home so it makes traveling to/from easy. The atmosphere, with music, families, and friendly vendors. I love the beautiful billboard we had and the event postcards!	10/9/2017 10:32 PM
17	The park setting, the family friendly atmosphere, and the friendly vendors.	10/9/2017 7:20 PM
18	Location in the park	10/9/2017 1:43 PM
19	all of it great food, arts, music, new platform for new community and of course the locally grown meat and produce.	10/9/2017 1:40 PM

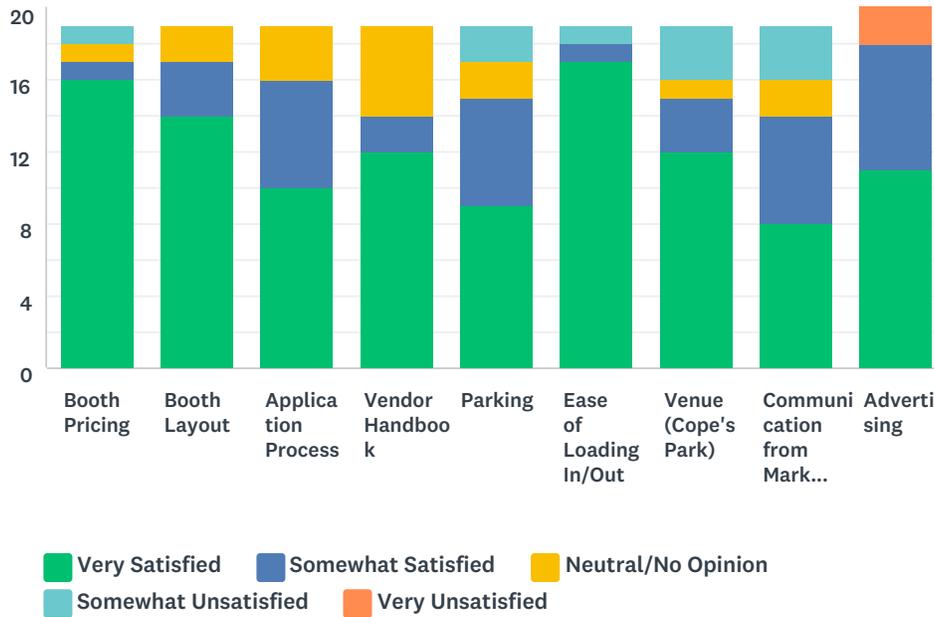
Q7 What do you like least about CFM?

Answered: 15 Skipped: 6

#	RESPONSES	DATE
1	Difficult for me to make it worth it as an art vendor.	11/1/2017 2:30 PM
2	Worrying about the weather.	10/30/2017 11:34 AM
3	How to figure out a fair price for items & produce.. and Setting up or closing down in the rain.. which we haven't had to do this year! Yippee!!! A porta potty wouldn't hurt in some close inconspicuous place :)	10/28/2017 11:33 AM
4	More of a craft fair then a farmers market	10/26/2017 6:16 PM
5	The POP program is not thoughtfully executed. I didn't feel kids really understood why they got the tokens.	10/23/2017 9:47 AM
6	For us personally: the every Saturday commitment. However, generally speaking, we love the market.	10/22/2017 9:18 AM
7	the "politics"	10/17/2017 3:26 AM
8	It would be nice to have more vendors/variety.	10/13/2017 11:07 AM
9	There are times when a portable potty has been unavailable or to far away for some	10/13/2017 9:30 AM
10	The mole hills make setting up a little more difficult to level the tables. But that's minor.	10/13/2017 8:58 AM
11	The power struggle between board members and others involved with the market, the lack of cooperation, the lack of support from our community and the rest of the county, the lack of customers.	10/13/2017 7:38 AM
12	Having to walk 2 blocks to the toilet	10/11/2017 4:20 PM
13	Corporate advertising is rampant and embraced by the Board of Directors.	10/11/2017 9:50 AM
14	I would like to see it closer to the highway so it can grow and EVERYONE will know about it! Some still don't know it's happening or when it's going. If we were able to use the PUD , that would be much better for parking too. I would like to see more produce vendors that are just people from the community selling things from their huge gardens at an affordable price. It would be great for people to buy in bulk for canning but it would need to be affordable to do that. It would be nice to have more of a variety of vendors: beef jerky, roasted nuts, or to have the current vendors branch out and try new things to bring people back to shop. We think the Market does a great job advertising but it would be nice if other vendors did more of that too!	10/9/2017 10:32 PM
15	Too far from the highway.	10/9/2017 1:40 PM

Q8 Please rate your overall satisfaction with the following:

Answered: 19 Skipped: 2



	VERY SATISFIED	SOMEWHAT SATISFIED	NEUTRAL/NO OPINION	SOMEWHAT UNSATISFIED	VERY UNSATISFIED	TOTAL RESPONDENTS
Booth Pricing	84.21% 16	5.26% 1	5.26% 1	5.26% 1	0.00% 0	19
Booth Layout	73.68% 14	15.79% 3	10.53% 2	0.00% 0	0.00% 0	19
Application Process	52.63% 10	31.58% 6	15.79% 3	0.00% 0	0.00% 0	19
Vendor Handbook	63.16% 12	10.53% 2	26.32% 5	0.00% 0	0.00% 0	19
Parking	47.37% 9	31.58% 6	10.53% 2	10.53% 2	0.00% 0	19
Ease of Loading In/Out	89.47% 17	5.26% 1	0.00% 0	5.26% 1	0.00% 0	19
Venue (Cope's Park)	63.16% 12	15.79% 3	5.26% 1	15.79% 3	0.00% 0	19
Communication from Market Manager	42.11% 8	31.58% 6	10.53% 2	15.79% 3	0.00% 0	19
Advertising	57.89% 11	36.84% 7	0.00% 0	0.00% 0	10.53% 2	19

Q9 What were your top selling items in 2017?

Answered: 19 Skipped: 2

#	RESPONSES	DATE
1	Glass etchings	11/1/2017 2:32 PM
2	Art & Jewelry	10/30/2017 11:35 AM
3	Honey.. Produce	10/28/2017 11:30 AM
4	N/A	10/26/2017 6:18 PM
5	Dog cookies	10/23/2017 9:56 AM
6	Bread, garlic, honey, vegetables. Everything sold well.	10/22/2017 9:21 AM
7	jewelry, bunny berries	10/17/2017 3:30 AM
8	N/A Played music	10/13/2017 11:13 AM
9	Jewelry and keep sake boxes	10/13/2017 9:44 AM
10	Soap	10/13/2017 9:02 AM
11	My candy, my only product	10/13/2017 7:45 AM
12	pottery and massage	10/12/2017 10:17 AM
13	Produce....berries....jam	10/11/2017 5:33 PM
14	The inexpensive make & take items under \$5	10/11/2017 4:21 PM
15	Trees	10/11/2017 9:56 AM
16	Lunch, cupcakes, brownies, mochas, coffee, lemonade, cardamom bread, cinnamon rolls	10/9/2017 10:44 PM
17	Plums, Herbs	10/9/2017 7:22 PM
18	Added value products	10/9/2017 1:44 PM
19	T-shirts	10/9/2017 1:40 PM

Q10 Do you have any other comments, questions, or concerns?

Answered: 14 Skipped: 7

#	RESPONSES	DATE
1	I hope you guys do amazing in the years to come! And I think it would be better to move closer to highway 30	11/1/2017 2:32 PM
2	no	10/30/2017 11:35 AM
3	Hmmm... Mostly a huge Thanks to all those who put so much effort and time into this! Excellent job!	10/28/2017 11:30 AM
4	Members need to be given more notice when meetings are scheduled. Meetings need to be held to more concise agenda. Recycling bin should be set up at market. Community booth could be located at center to welcome patrons/provide "no dog" reminder, highlight special demos happening, feature different vendor each week . . .	10/23/2017 9:56 AM
5	No	10/22/2017 9:21 AM
6	maintain the connection to "community" and participate in this to promote Clatskanie Farmers Market	10/17/2017 3:30 AM
7	More seating for customers would help keep people around.	10/13/2017 11:13 AM
8	Maybe think about getting Cfm next to hiway 30 where more passing by might be apt to see and stop by	10/13/2017 9:44 AM
9	Shorter board meetings if want vendors to attend.	10/13/2017 9:02 AM
10	Market fee should be higher and in line with other markets. I feel a newly elected board should have been in place before October 1st. I'm very unhappy with the lack of communication; if a vendor isn't present at a market or other meeting, she is left out of the loop, and NO ONE attempts to update that person. We need a lot more advertising to promote our market; income is not consistent.	10/13/2017 7:45 AM
11	It is tacky to ask vendors to provide free produce to a farm to table dinner that they weren't even invited to. It also seems as if CFM depends on vendors to "donate" a lot of raffle prizes in general.	10/12/2017 1:37 PM
12	Great market days...growing fast!	10/11/2017 5:33 PM
13	Why weren't all stakeholders invited to the Fundraising Dinner at the Lillich's? As a former manager of the market and sometime vendor I wondered what requirements were necessary to get invited.	10/11/2017 9:56 AM
14	The Market board and management did a great job this year! We realize it's a ton of work and we're proud of our cool little market!	10/9/2017 10:44 PM

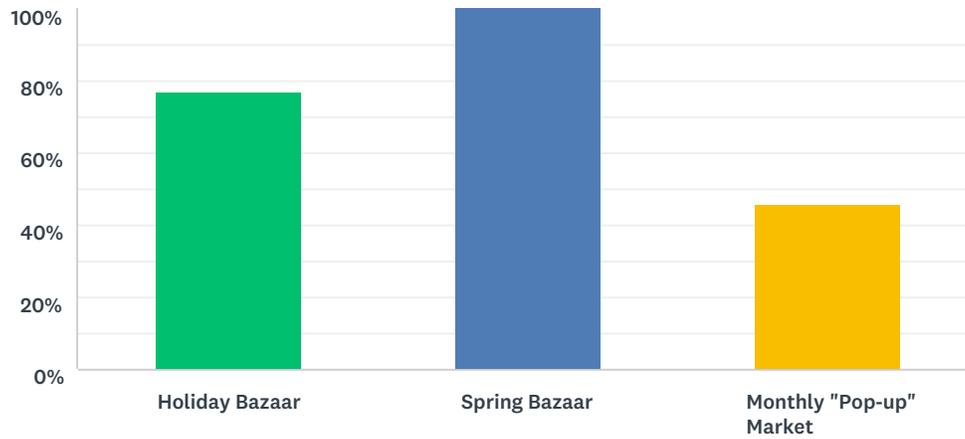
Q11 What crops or crafts should CFM showcase with special events in 2018?

Answered: 11 Skipped: 10

#	RESPONSES	DATE
1	A bit of everyone's, farmer market is about community so any showcase should be a community of items.	11/1/2017 2:32 PM
2	Garlic, Bee day, Sunflower and Blueberry!	10/26/2017 6:18 PM
3	Blueberry Bees Garlic SquashFest	10/23/2017 9:56 AM
4	I think with more advertising the tree fruit festival could be an amazing event. However, we would need more fruit vendors.	10/22/2017 9:21 AM
5	more produce crafter demos	10/17/2017 3:30 AM
6	Overall I think there was a nice choice this year. Maybe showcasing the fruit, vegetable or activity of a particular month but really had a nice variety.	10/13/2017 11:13 AM
7	Showcase vegetables that are in season and flowers that are in bloom at that time and I think the crafts should be showcased in between the vegetables that might help show that there's more than just vegetable at the market	10/13/2017 9:44 AM
8	Zucchini, bueberries, and anything else in season that is popular with local consumers.	10/13/2017 7:45 AM
9	Bees, garlic, kids activities	10/11/2017 9:56 AM
10	Strawberries!	10/9/2017 10:44 PM
11	Garlic, Bees & Honey, CHEESE, Roots	10/9/2017 7:22 PM

Q12 I would be interested in participating in off season selling opportunities

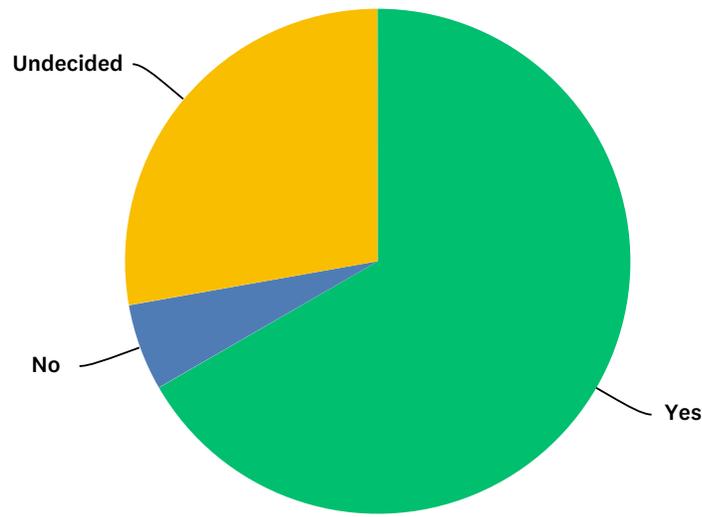
Answered: 13 Skipped: 8



ANSWER CHOICES	RESPONSES	
Holiday Bazaar	76.92%	10
Spring Bazaar	100.00%	13
Monthly "Pop-up" Market	46.15%	6
Total Respondents: 13		

Q13 Do you plan to participate in 2018?

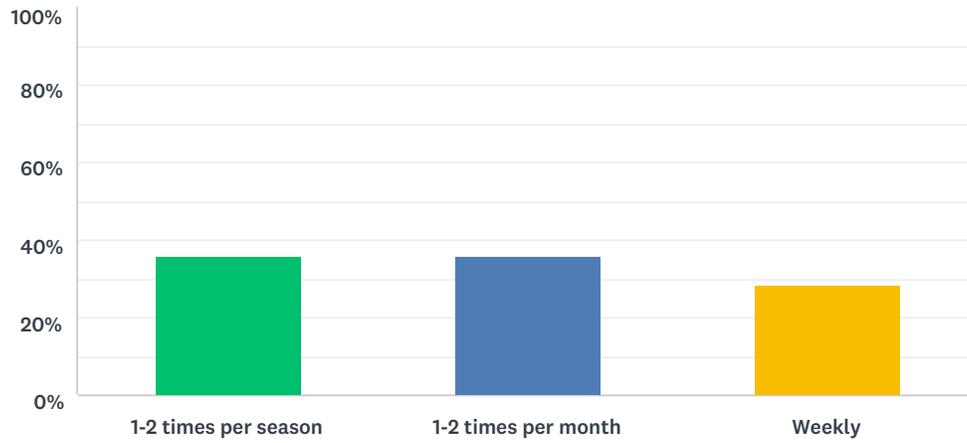
Answered: 18 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	66.67%	12
No	5.56%	1
Undecided	27.78%	5
TOTAL		18

Q1 How many times did you visit the market during the 2017 season?

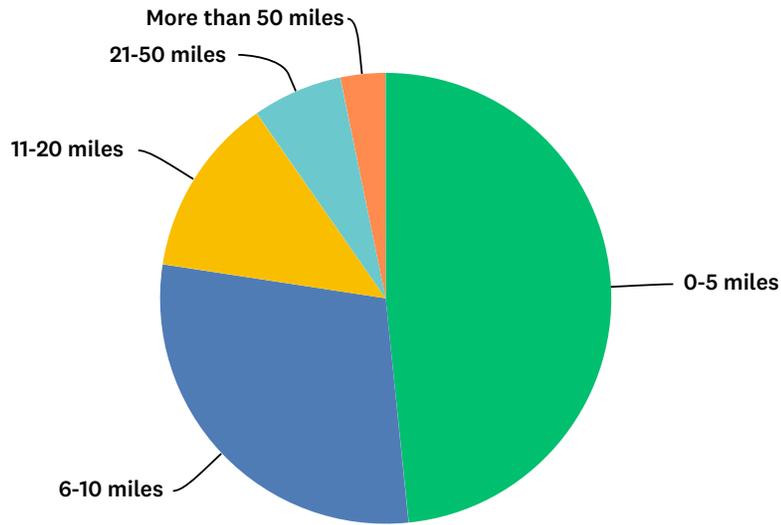
Answered: 42 Skipped: 2



ANSWER CHOICES	RESPONSES	
1-2 times per season	35.71%	15
1-2 times per month	35.71%	15
Weekly	28.57%	12
TOTAL		42

Q2 How far did you travel to get here?

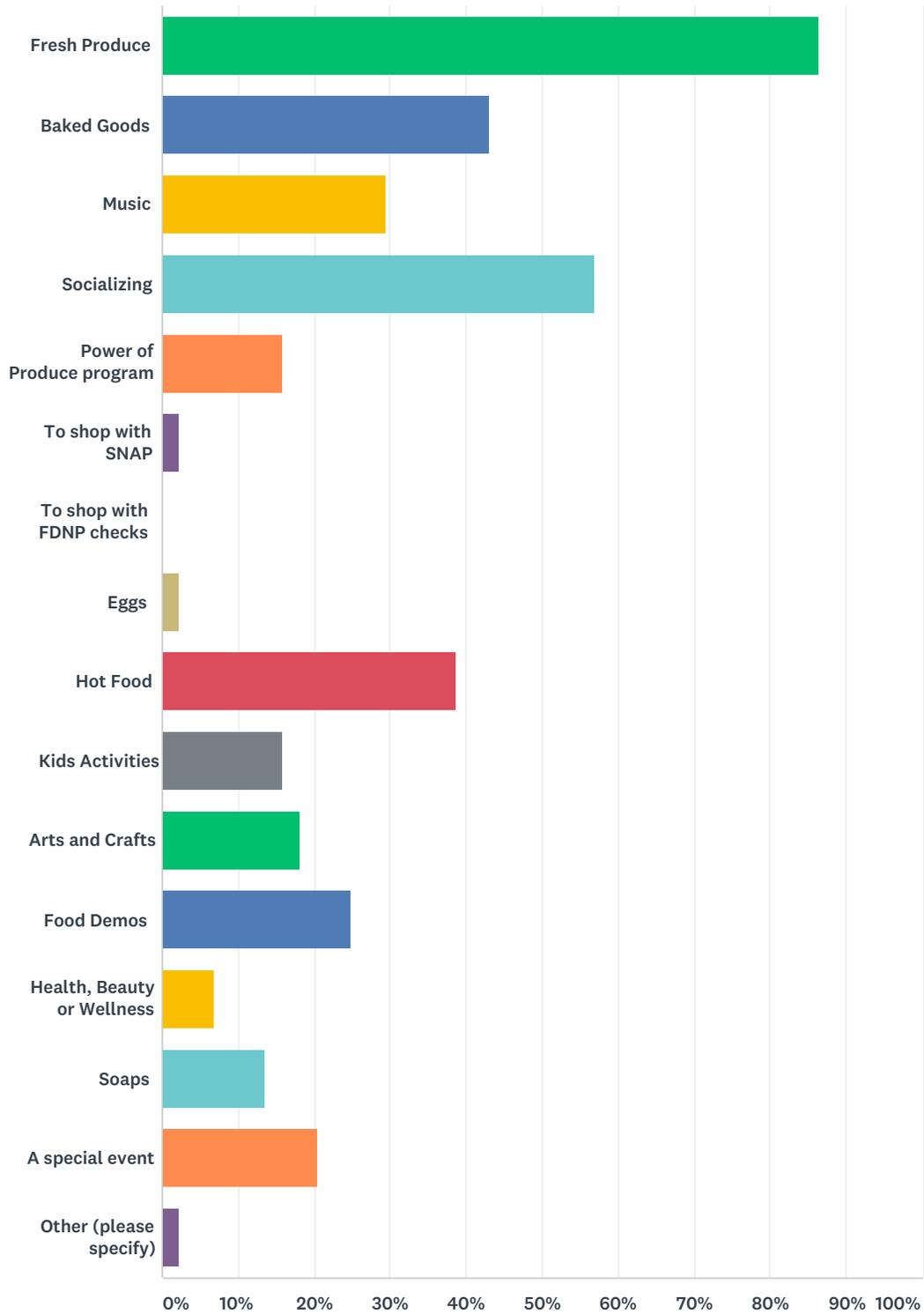
Answered: 31 Skipped: 13



ANSWER CHOICES	RESPONSES	
0-5 miles	48.39%	15
6-10 miles	29.03%	9
11-20 miles	12.90%	4
21-50 miles	6.45%	2
More than 50 miles	3.23%	1
TOTAL		31

Q3 I came to the market mainly for (please check all that apply):

Answered: 44 Skipped: 0



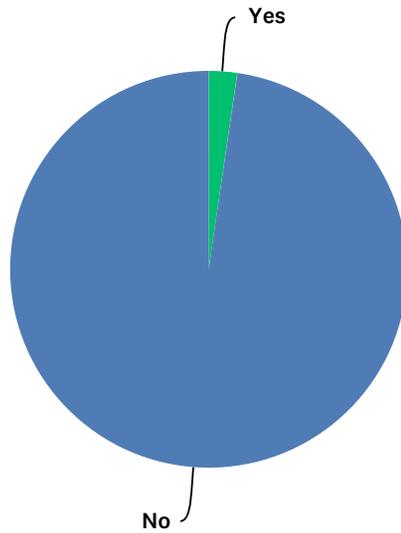
ANSWER CHOICES	RESPONSES
Fresh Produce	86.36% 38

Baked Goods	43.18%	19
Music	29.55%	13
Socializing	56.82%	25
Power of Produce program	15.91%	7
To shop with SNAP	2.27%	1
To shop with FDNP checks	0.00%	0
Eggs	2.27%	1
Hot Food	38.64%	17
Kids Activities	15.91%	7
Arts and Crafts	18.18%	8
Food Demos	25.00%	11
Health, Beauty or Wellness	6.82%	3
Soaps	13.64%	6
A special event	20.45%	9
Other (please specify)	2.27%	1
Total Respondents: 44		

#	OTHER (PLEASE SPECIFY)	DATE
1	to see what's new and purchase-- I enjoy the themes and good community experience.	10/17/2017 9:52 AM

Q4 I shopped with SNAP or FDNP this season:

Answered: 43 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	2.33%	1
No	97.67%	42
TOTAL		43

Q5 My Favorite Event this season was:

Answered: 29 Skipped: 15

#	RESPONSES	DATE
1	N/A	10/25/2017 11:25 AM
2	Food Demo, cider press	10/25/2017 2:29 AM
3	I enjoyed all off it.	10/24/2017 10:44 PM
4	Garlic Festival	10/24/2017 8:34 PM
5	Bee Education Day	10/22/2017 7:50 AM
6	Garlic Festival	10/17/2017 9:57 AM
7	Apple Cider Pressing	10/17/2017 9:55 AM
8	Bee Day	10/17/2017 9:52 AM
9	Honey & Garlic	10/17/2017 9:45 AM
10	Bee Day	10/17/2017 9:43 AM
11	Bee Day	10/17/2017 9:42 AM
12	Final day, so bittersweet	10/16/2017 2:12 PM
13	Festivals	10/16/2017 11:42 AM
14	Music is always good.	10/13/2017 6:28 PM
15	Music	10/13/2017 12:01 PM
16	Cider pressing	10/12/2017 5:53 AM
17	Loved the bee day all about bees, my kids also loved it.	10/11/2017 8:21 AM
18	Garlic festival was disappointing	10/11/2017 7:04 AM
19	Heritage Day	10/11/2017 5:25 AM
20	Sad to say we only made it to one market	10/10/2017 9:18 PM
21	Garlicfest or Honey	10/10/2017 4:17 PM
22	N/A	10/10/2017 3:50 PM
23	All!	10/10/2017 2:48 PM
24	Garlic Festival	10/10/2017 2:36 PM
25	Garlic festival!	10/10/2017 2:25 PM
26	Bee education day.	10/10/2017 1:35 PM
27	Garlic festival	10/10/2017 12:58 PM
28	Bee education day!	10/10/2017 12:40 PM
29	Bee	10/10/2017 12:36 PM

Q6 My Favorite Food Demonstration was:

Answered: 29 Skipped: 15

#	RESPONSES	DATE
1	N/A	10/25/2017 11:25 AM
2	Cider Press	10/25/2017 2:29 AM
3	I didn't see one.	10/24/2017 10:44 PM
4	Can't remember any in particular.	10/24/2017 8:34 PM
5	Cider Pressing and anything where prep was done on site. Sometimes the demonstrator wasn't in the booth, which was weird.	10/22/2017 7:50 AM
6	Apple cider pressing	10/17/2017 9:57 AM
7	Honey Mustard Dressing	10/17/2017 9:55 AM
8	Stir Fry	10/17/2017 9:52 AM
9	Garlic Fest	10/17/2017 9:45 AM
10	Honey	10/17/2017 9:43 AM
11	Cider pressing	10/17/2017 9:43 AM
12	All of them, but especially strawberries early in the season.	10/17/2017 9:42 AM
13	Salsa	10/17/2017 9:39 AM
14	Columbia River Candy apple and chocolate pairings	10/16/2017 2:12 PM
15	All	10/16/2017 11:42 AM
16	Salsa	10/13/2017 6:28 PM
17	NA	10/13/2017 12:01 PM
18	Salsa making	10/12/2017 5:53 AM
19	Na	10/11/2017 8:21 AM
20	garlic	10/11/2017 5:25 AM
21	The only time my husband and I went to the market we saw the apple cider press and tasted the BEST apple cider either of us has ever had.	10/10/2017 9:18 PM
22	Cider.	10/10/2017 4:17 PM
23	N/A	10/10/2017 3:50 PM
24	Lemonade and protein bites	10/10/2017 2:48 PM
25	Samples during the Garlic Festival	10/10/2017 2:36 PM
26	I didn't watch any	10/10/2017 2:25 PM
27	Salsa	10/10/2017 12:58 PM
28	Infused waters!	10/10/2017 12:40 PM
29	N/A	10/10/2017 12:36 PM

Q7 An event or demonstration I'd like to see in the future is:

Answered: 24 Skipped: 20

#	RESPONSES	DATE
1	Not known	10/25/2017 11:25 AM
2	Not sure?	10/24/2017 10:44 PM
3	Craft demonstrations	10/24/2017 8:34 PM
4	Spinning and Weaving; Soap Making; Home brewing and Kombucha	10/22/2017 7:50 AM
5	Kombucha, Sauerkraut, Kimchee	10/17/2017 9:52 AM
6	Native Crafts and events	10/17/2017 9:48 AM
7	cooking with winter squash	10/17/2017 9:45 AM
8	Blueberry Festival	10/17/2017 9:41 AM
9	Craft demos	10/16/2017 2:12 PM
10	More kids activities	10/13/2017 6:28 PM
11	Wild crafting	10/13/2017 12:01 PM
12	Yogurt making	10/12/2017 5:53 AM
13	-	10/11/2017 8:21 AM
14	animal care	10/11/2017 7:04 AM
15	arts/crafts demos	10/11/2017 5:25 AM
16	I don't know much about farmer's markets, but more vendors would be great!	10/10/2017 9:18 PM
17	More about squash	10/10/2017 4:17 PM
18	N/A	10/10/2017 3:50 PM
19	I would love them every week	10/10/2017 2:48 PM
20	The Garlic Festival again!	10/10/2017 2:36 PM
21	N/A	10/10/2017 2:25 PM
22	Kids talent show	10/10/2017 12:58 PM
23	Fresh cheese making, soap making, any kind of "how-to" homestead class!	10/10/2017 12:40 PM
24	N/A	10/10/2017 12:36 PM

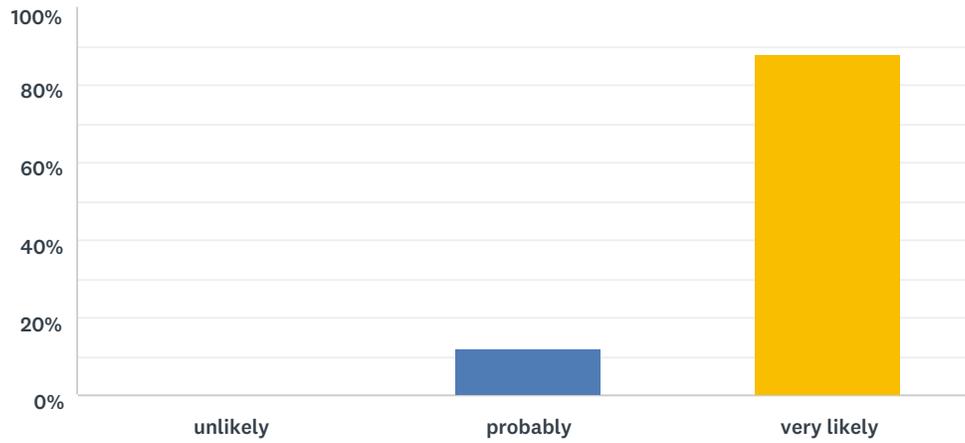
Q8 Other Comments or Suggestions:

Answered: 24 Skipped: 20

#	RESPONSES	DATE
1	Love the Thistle Hill Food cart. Sooo good. Would't mind seeing someone with fresh cut flowers. I come to farmer's markets for produce, eggs, organic meats and cheeses if possible. Local slow food. Not so much the "trinket" type things.	10/25/2017 11:25 AM
2	It is good and fun! Of course, more vendors is always nice.	10/24/2017 10:44 PM
3	The park setting is so lovely. More tables in the shade would be nice, and PLEASE implement a RECYCLING program for all those plastics and paper items coming from the food cart and demo booth!	10/22/2017 7:50 AM
4	Having a good time :)	10/17/2017 9:55 AM
5	We enjoy the demos and music.	10/17/2017 9:55 AM
6	I thank you fro SUCH A WONDERFUL worthwhile CFM community-- it's so worth the trip from out of town.	10/17/2017 9:52 AM
7	Glad to see you take SNAP	10/17/2017 9:46 AM
8	Keep up the good work. This is a great market!	10/17/2017 9:45 AM
9	Love the Market!	10/17/2017 9:41 AM
10	Miss you guys	10/16/2017 2:12 PM
11	More food vendors	10/13/2017 6:28 PM
12	More venders	10/13/2017 12:01 PM
13	No dogs allowed is a major turn off . I quit coming when I couldn't bring my dog on a leash . Never would have guessed this at a public , outdoor event .	10/13/2017 10:52 AM
14	Great little market!	10/12/2017 5:53 AM
15	Love this sweet little market!! My kids always looked forward to the craft and adored the lady who ran it!	10/11/2017 8:21 AM
16	Please allow well behaved dogs. Astoria Farmers Market welcomes them (with rules) and has no issues.	10/11/2017 8:01 AM
17	I realize the produce is the main "event" for the Farmers Market, but featuring the artisans and crafters and demoing their skills would increase "local community education"	10/11/2017 5:25 AM
18	I really like the welcoming atmosphere.	10/10/2017 4:17 PM
19	I'd like to see more veggies!	10/10/2017 3:50 PM
20	I love the farmers market!!	10/10/2017 2:48 PM
21	We looked forward to each Saturday morning visit! Thank you for your passion to see the market continue in 2018!	10/10/2017 2:36 PM
22	None	10/10/2017 2:25 PM
23	LOVE it, sad for it to be over!!!!	10/10/2017 12:58 PM
24	Thank you for passing on my desire for whole wheat bread, I was happy to purchase some this year. I would love to see pre-prepared hot food like made ahead breakfast burritos (the made to order is slow when you have hungry children).	10/10/2017 12:36 PM

Q9 I am likely to return to CFM:

Answered: 42 Skipped: 2



ANSWER CHOICES	RESPONSES	
unlikely	0.00%	0
probably	11.90%	5
very likely	88.10%	37
TOTAL		42

Fun With Kids at the Farmers Market



Food and Nutrition



- Ice Cream-in-a-Bag
- Bread-in-a-Bag
- Rainbow Fruit Kabobs
- Butter Making
- Fruit and Veggie BINGO

Arts & Crafts



- Clay Sculpting
- Seed Mosaics
- Pea Playdough
- Painted Rocks
- Tie Dye

Farming & Gardening



- Plant a Pot of Strawberries
- Seed Balls
- Wooden Spoon Markers
- Mosaic Stepping Stones
- Bee Hive Exploration
- Succulent Fairy Gardens

Science & Nature



- Kites & Pinwheels
- Paddle Boats
- Leaves Dipped in Beeswax
- Plant Dyed Silk Capes
- Weaving with Cedar, Sticks & Grasses

Music & Theater



- Spinner Drums & Tambourines
- Bongo Drums
- Kazoos
- Sock Puppets
- Mask Making



Special Events

- Spring Bazaar Fairy Gardens
- Princess in Training "Give Peas a Chance" at Heritage Days
- Photos with Santa/Peppermint Seed Balls



For more great activities and ideas, like "Clatskanie Farmers Market Free Kids' Activities," and follow "Clatskanie Farmers Market" on Pinterest.

Questions can also be directed to Becky White at: starrskyfarm@aol.com.





Supply list, tips and suggestions from Clatskanie Farmers Market: www.clatskaniefarmersmarket.com
Sonia Reagan: reaganacres@gmail.com; Becky White: cfmnutritioneducation@gmail.com

Booth: Canopy, weights, folding tables, tablecloths (banquet style provide under-table storage area)
Tip: Elevate one (or more) tables using bed leg extender bases – sturdy hard plastic nesting “cone-shaped” extenders that give an extra 6” height to the standard folding table

Handwash Station: Water jug with spigot, catch basin, paper towels, hand soap

Cooking Equipment: Electric stove, griddle or frying pan (be wary of extension cord placement).
OR a propane stove (don’t forget propane/lighter!) but be wary of children entering booth and set up tables and coolers to divert. *Never leave stoves unattended. Cookware (wok, skillet, pot, etc.)
Fire extinguisher!! First Aid kit, apron, hair tie back, gloves, thermometer, wastebaskets.

Sampling Wares: Small paper cups, utensils, toothpicks, napkins, paper towels, garbage container

Prep Equipment: Cutting boards, knives, tool/utensil set, measuring cups/spoons/bowls, colander
Tip: The color coded, coated steel knives with protective sheaths are very nice to use, store & transport.

Storage/Display: Sturdy latching tote boxes. Coolers with ice. Baggies/storage containers for leftover produce. Display baskets or bowls to show off vendor’s produce. Chalkboard or dry erase board (and chalk or pens) to highlight demo and/or vendor. Banner for back of booth promoting “Food Demo!”

Tips and other considerations: If demonstrating something spicy, plan to offer small cups of water. Keep in mind the need to disclose the major 8 food allergens. Consider offering a food sample in both meat and vegetarian form. Set out resources for customers to browse as you are preparing food to sample: cookbooks, prepared food in jars, recipe cards, list of upcoming demo shows!

CFM Opening Day 2016

Consumer Survey (67/341 responding)

Approximately 80 people were given surveys randomly throughout the day by CFM's Entrance Attendant. She is outgoing and engages market visitors in a friendly and authentic way, which contributed to the survey's 83.75 % rate of return.

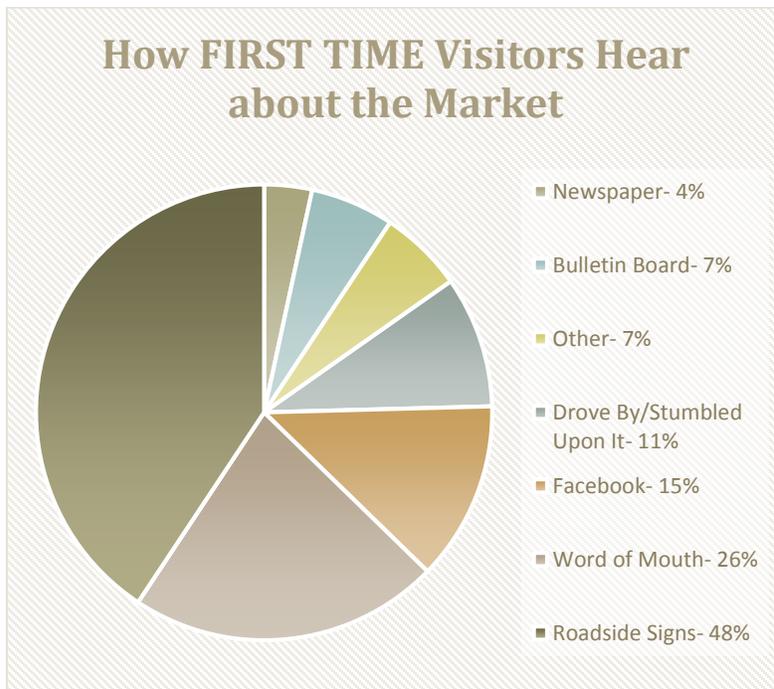
341 visitors to the Market were recorded on this day. The 67 responses to the Opening Day Survey represent 22.87 % of the Market day population on June 4th, 2016.

Results of this survey can be used to evaluate current advertising and marketing and outreach strategies, as well as to gain a greater sense of shopper demographics.

CFM Opening Day 2016

Consumer Survey (67/341 responding)

- Is this your first visit to CFM? 27 Yes 40 No
- How did you hear about CFM?



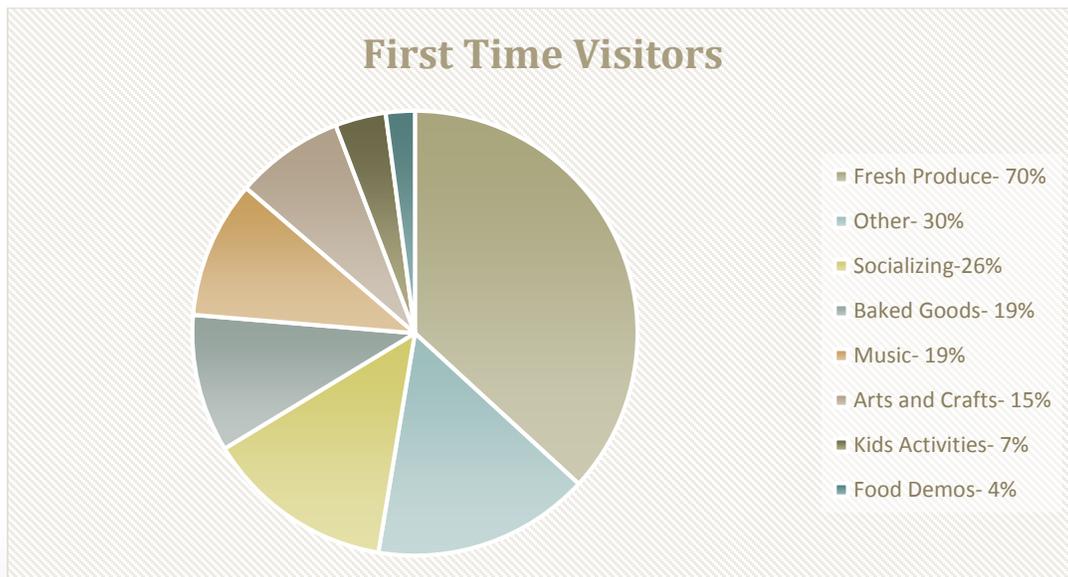
First Time versus Returning Shoppers

...are motivated to attend the Market for different reasons.

How far did you travel to get here?

	<u>First Time (27)</u>	<u>Returning (40)</u>	<u>Overall (67)</u>
0-5 miles	12 (45%)	31 (75%)	43 (64.2%)
6-10 miles	2 (7.4%)	5 (12.5%)	7 (10.4%)
11-20 miles	3 (11.1%)	4 (10%)	7 (10.4%)
21-50 miles	4 (14.8%)	0	4 (6%)
50+ miles	6 (22.2%)	0	6 (9%)

I Come to the Market Mainly For:



- My Family Receives SNAP or FDNP: Yes: 4 (6%)
- I Shopped With SNAP Today: Yes: 2 (3%)
- I Was Aware that CFM Accepted SNAP: Yes: 18 (27%)

I Eat Fresh Fruits and Vegetables:

	<u>First Time</u>	<u>Returning</u>
Rarely	1	0
Sometimes	4	2
Often	21	34

I Am Likely to Return to CFM:

	<u>First Time</u>	<u>Returning</u>
Unlikely	2 (Australia!)	0
Probably	7	4
Very Likely	14	32

17 people have requested to join a CFM Mailing List!



CLATSKANIE FARMERS MARKET

"Coolest Little Market in Oregon"

We Accept
SNAP
Benefits



Saturdays' 10 am - 2 pm June - September 2017



**THERE'S SOMETHING FOR THE WHOLE FAMILY AT THE
CLATSKANIE FARMERS MARKET!!**



*FRESH PRODUCE, BAKED
GOODS, FINE ART,
HAND-CRAFTS,
HOT FOOD*

All Handmade ~ All Homegrown

SPECIAL EVENTS 2017

6/10: Art & Artisan Bread
Aug TBA: Blueberry Festival
8/19: 2nd Annual Garlic Festival
9/02: Bee Education Day
9/30: Tree Fruit Festival
TBA: Farm To Table Dinner

POWER OF PRODUCE

POP Program for Kids 4-12

*Each week, kids visiting the Market
will receive a token worth \$2 to
purchase fresh fruits and veggies!*

FREE KIDS ACTIVITIES

LIVE MUSIC

*COOKING DEMOS AND
FREE SAMPLING*

*Clatskanie Farmers Market
accepts SNAP
and Farm Direct Nutrition
Program checks!!*

www.clatskaniefarmersmarket.com

PO Box 1501 ~ Clatskanie, OR 97016

clatskaniefm@gmail.com



BRINGING the FARM to YOU!

June ~ September 2016

Copes Park (Corner of Lillich St. and Conyers St.)

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POP Program for Kids 4-12

*Each week, kids visiting the Market
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purchase fresh fruits and veggies!*

***COOKING DEMOS AND
FREE SAMPLING***

Ingredients Purchased Fresh that day!

*6/11: Shortcakes and Crepes
6/18: Celebrate Dads with Shish Kabobs
6/25: Kale Pesto & Homemade Crackers*

FREE KIDS ACTIVITIES

*6/11: Plant a Pot 'o Strawberries
6/18: Build a Fruit Kabob
6/25: Peas On Earth!*

***FRESH PRODUCE, BAKED
GOODS, FINE ART,
HAND-CRAFTS,
HOT FOOD, LIVE MUSIC***

All Handmade ~ All Homegrown