

SHORELINE FARMERS MARKET MID-SEASON REPORT 2022



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OVERVIEW

2022 marks the 11th season of the Shoreline Farmers Market. This year is a milestone year as we engage a Board of Directors for the first time and settle into an exciting new location along Aurora Ave. Although health & safety remain a top priority, there are no required COVID guidelines for the farmers market. The popular kids programming has returned encouraging families and children to frequent the farmers market. Live music has returned and the market is hosting more prepared food vendors than ever. These programs and events pair well with the adjacent City Parklet and encourage customers to sit, relax, and enjoy the day with their families and friends.

The City of Shoreline continues to provide primary financial support, with \$37,000 and in-kind donations including office space and staff support. In addition to these invaluable funds, the market has secured \$32,500 in sponsorships to support programs and staff, the highest sponsorship revenue generated to date.

PROGRAMS

Kids PoP Program: After a 2 year hiatus, the program returns every other week offering educational activities and \$2 to spend on fruits & vegetables.

Kids Day: Designed specifically to engage kids in learning about the farmers market, highlighting nutrition education and farmer appreciation.

Senior Home Delivery Program: Sponsored by The Polyclinic and Humana, volunteers pack and deliver 300 fresh grocery bags for seniors in Shoreline.

Senior Days: Four market days targeted specifically for seniors to attend and learn more from our sponsors Humana and The Polyclinic. Over 500 seniors received \$5 coupons to spend on fruits & vegetables at the farmers market.

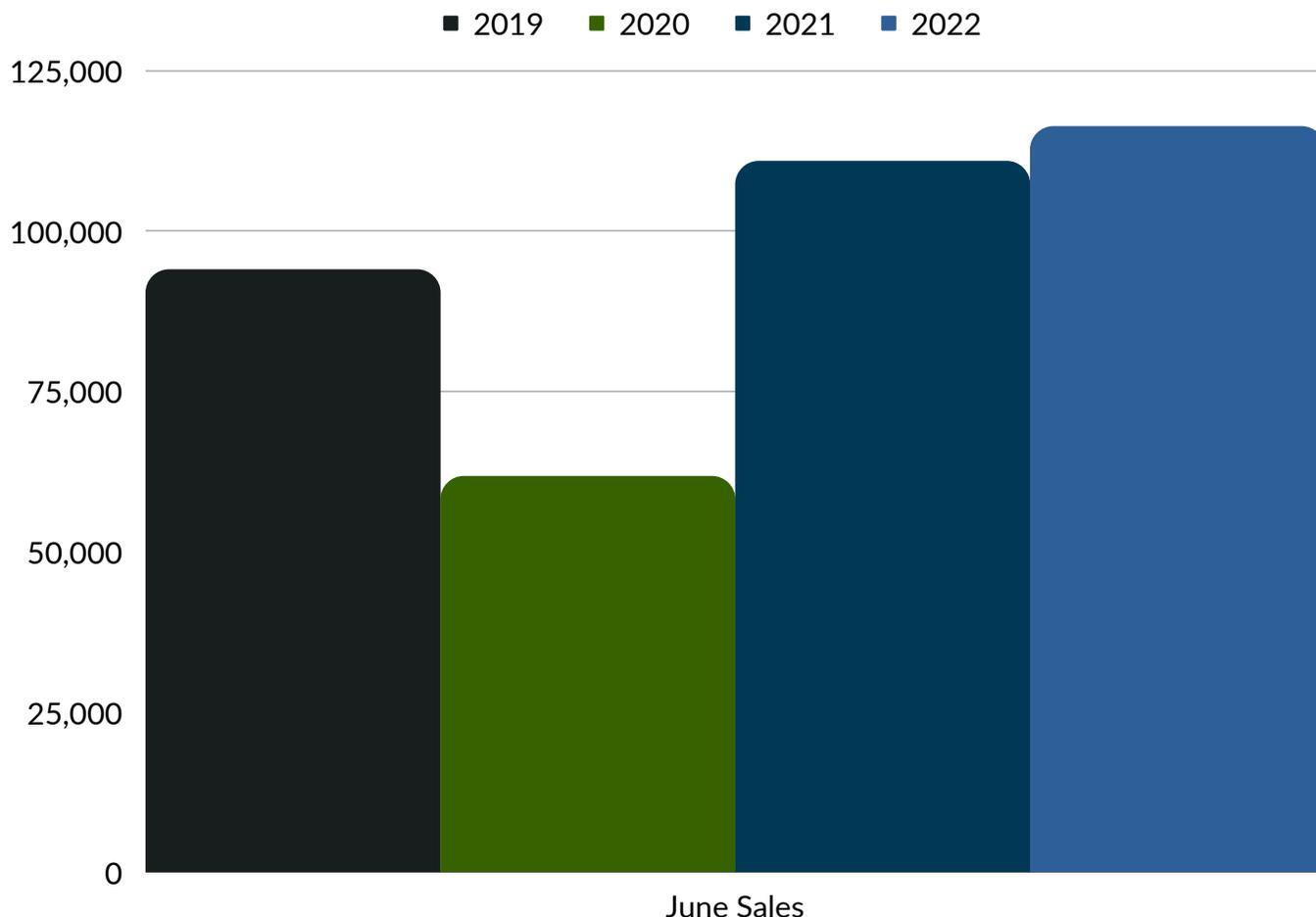
Live Music: Local artists perform live twice every Saturday giving a platform for emerging artists.

Harvest Markets: Additional Market Days outside of the regular season offering fun family activities, music, and food.



SALES

Vendor sales have continued to increase and rival pre-pandemic sales numbers. To date SFM have collected \$11,057 in revenue from vendor fees (a 21% increase from 2021). Food access programs continue to thrive SFM has renewed the SNAP Market Match Contract with the WA Dept. of Health, matching \$40 of each SNAP/EBT transaction.



REFLECTION

The market will operate 18 markets during the regularly scheduled season and 2 special Harvest Markets in October and December. For the second year in a row, SFM will be partnering with the Shore-Lake Arts Council to co-host the annual Holiday Fair in November.

The new location, new Board of Directors, and renewed energy coming out of COVID restrictions have set up the farmers market for success in 2022.