



2017 Director's Report

Robbi Mixon, 2011-current

The **Homer Farmers Market** welcomes all growers of farm, garden, and greenhouse produce to participate in a weekly market. The Homer Farmers Market was established in 2000 to aid in the development of a sustainable local agricultural community for the benefit of the greater community of the Kachemak Bay area by:

- Being an outlet for producers of small quantities of products
- Providing the consumer with an opportunity to purchase excellent garden/farm fresh products
- Expanding economic activity
- Fostering consumer-producer education and relations.



Customer Visits

Average Saturday (Total):

- 2017: 146
- 2016: 145.5
- 2015: 131
- 2014: 111

Saturday:

- 11am – 164 (2016 – 169)
- 12:30pm- 159 (2016 – 162)
- 2pm – 114 (2016 – 106)

Wednesday:

- 2:15pm – 75 (2016 – 72)
- 3:15pm- 52 (2016 – 51)
- 4:15- 33 (2016 – 32)

**Slight growth on Saturdays (mostly at end of market), with slight growth throughout the market on Wednesdays*

Survey Highlights (98 respondents)

General:

- 86% report consuming more locally produced foods since becoming a customer of the market

Wednesday Markets:

- 81% enjoyed the extended, full season of Wed. markets
- 29% like the new hours, while 38% like the 5-6pm hour

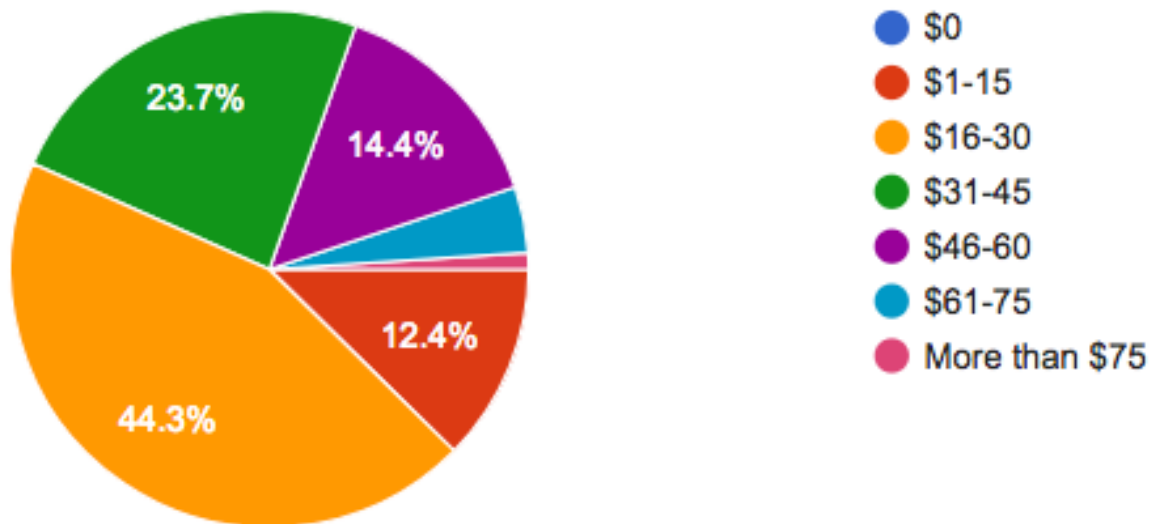
Shopping Habits

- 26% shop at the market every Sat.
- 24% shop at the market every Sat. and Wed.
- 73% visit other businesses in the area, in combination with a market trip

Management/Board Perceptions:

- 74% think market rules are fair
- 66% report the staff are very friendly
- 57% feel vendors are very friendly

- Money spent at the market:



Programming comments:

- Kids program is nice. Sometimes it seemed a little chaotic and understaffed for the amount of kids. Also having more parent responsibility would be nice also. I saw kids being unsafe and mean on more than one occasion.
- 5 pm on wed is hard to make for working people. Later start would be ok.
- Wish the Saturday hours were longer. Love the market!
- Customer service needs to be implemented. Several vendors are beyond rude and I have stopped coming as a result. I used to come both Wednesday and Saturdays and buy produce. I only come about once a month now, and usually for a pie. How sad is it that I would rather get produce at Save U More than deal with the pompous bitchiness that a majority of the vendor's exhibit??
- would love to see the market expanded through the first part of October for purchasing root vegetables such as potatoes

Favorite part of the market:

- The dedication of quality products the locally produced and made items.
- French press, flowers, music, good vibes
- Music, lunch options and seeing friendly faces from the community :)
- Local food and products made by local people
- The Castellani's! It's also a great opportunity for my children to practice using money and manners. I give them money and they get to buy stuff!
- Chef at the Market!

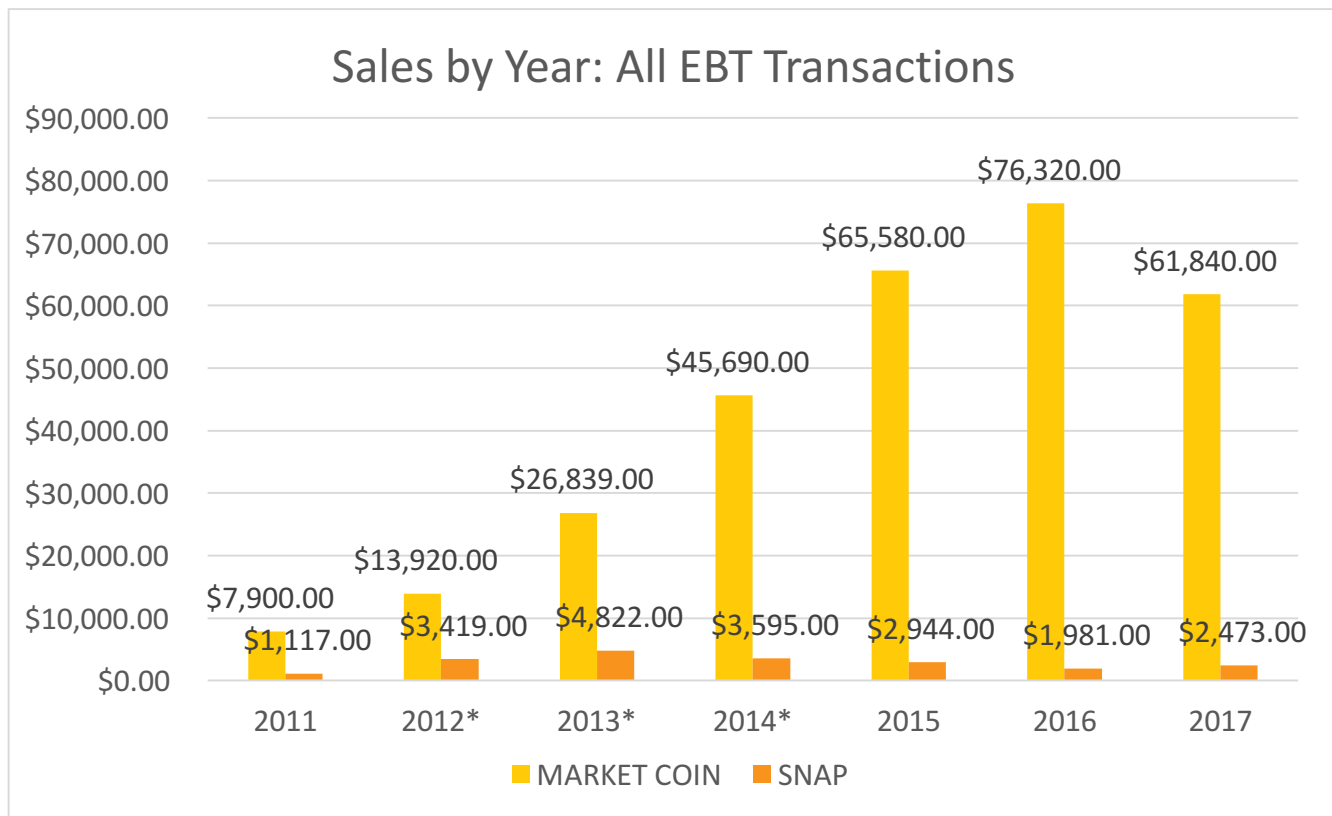
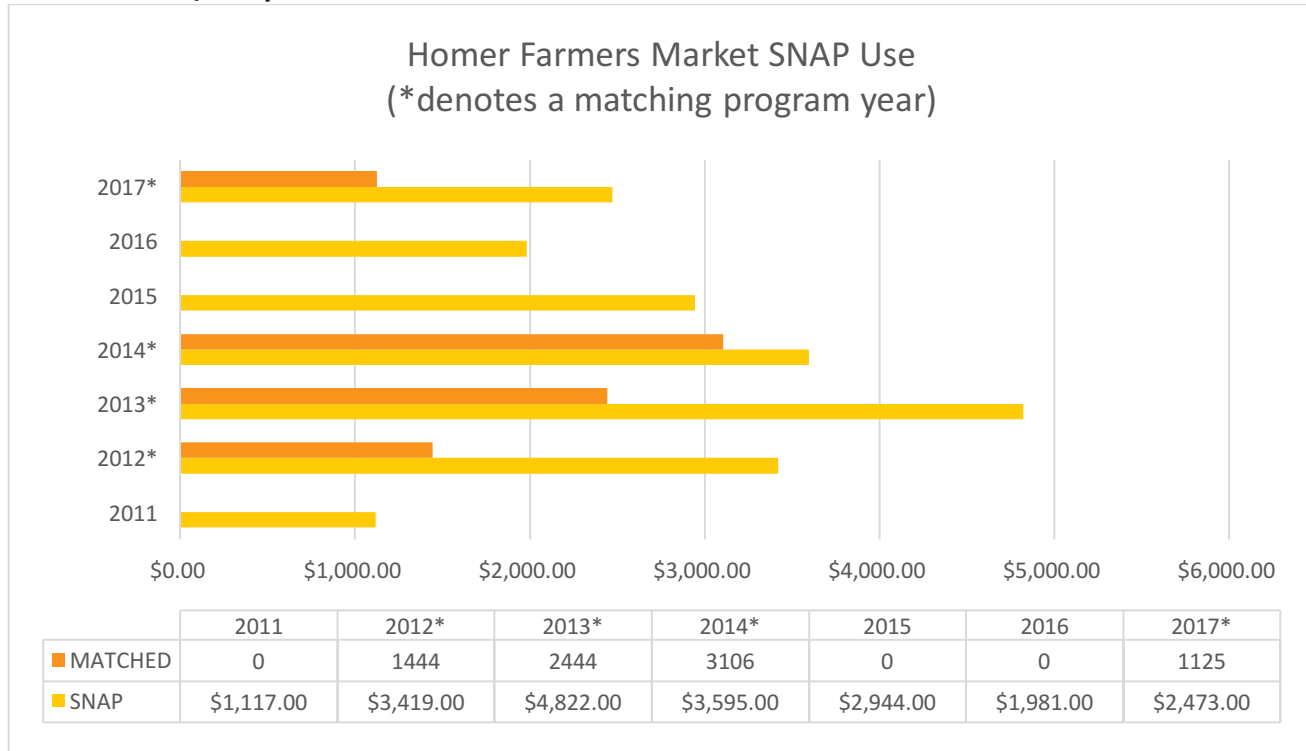
Least favorite part of the market:

- Parking
- When it ends
- Closes too early
- Vendor attitudes
- Unattended kids

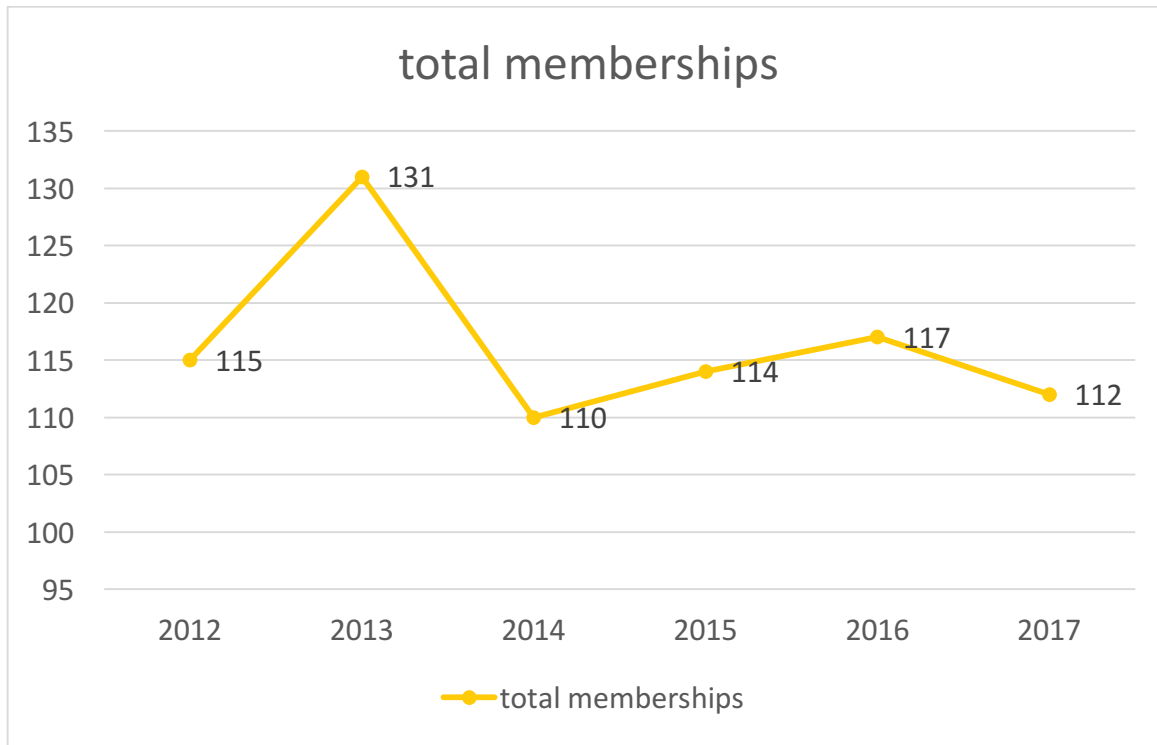
Suggestions for Improvements:

- More parking, graded lots
- Lower prices
- Bigger venue
- Too many crafters

Market Token/ Snap Sales

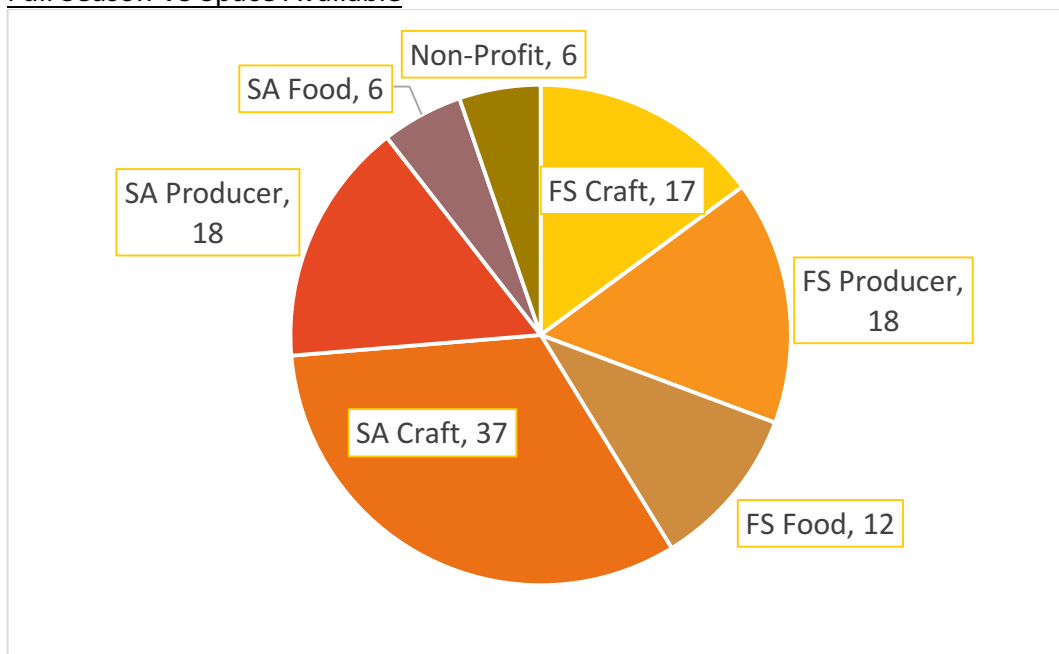


Vendor Overview – FS, SA, New, Farmer, Crafter... etc

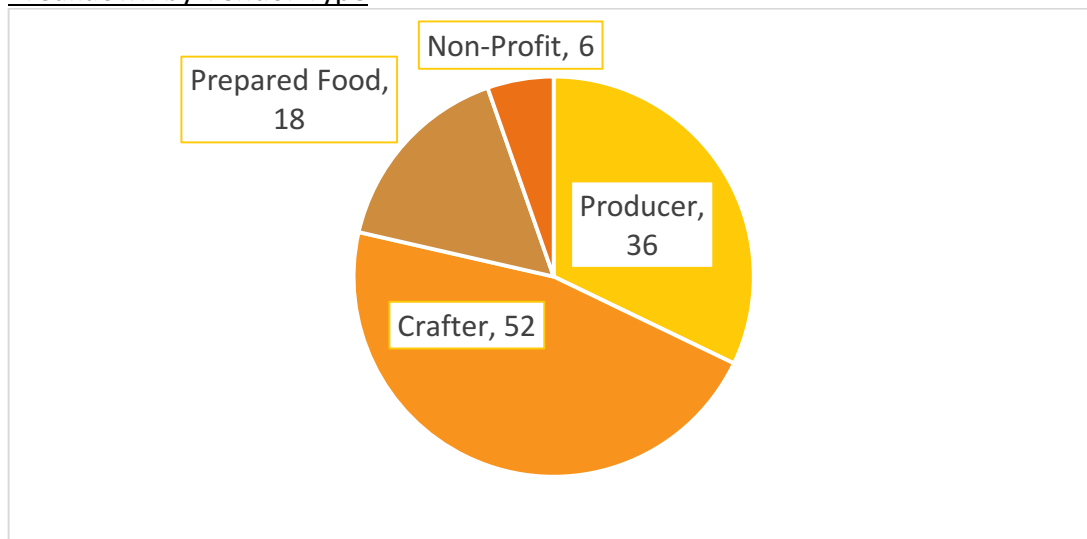


**Down 5 memberships*

Full Season VS Space Available



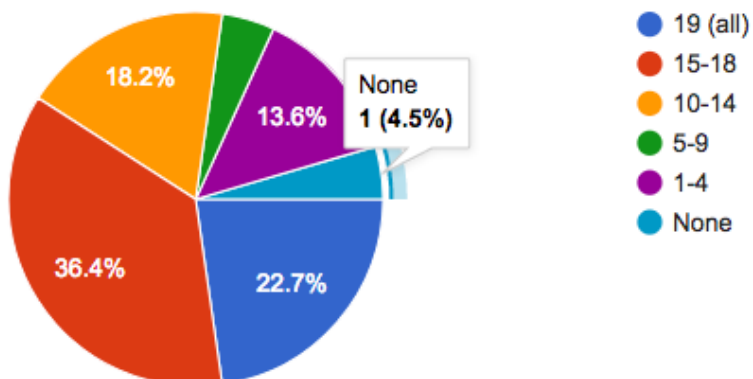
Breakdown by Vendor Type



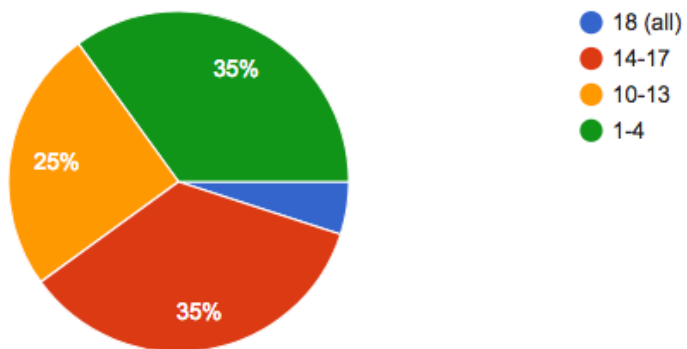
**Down 12 producers, Up 10 crafters*

Vendor Survey highlights (23 Responses)

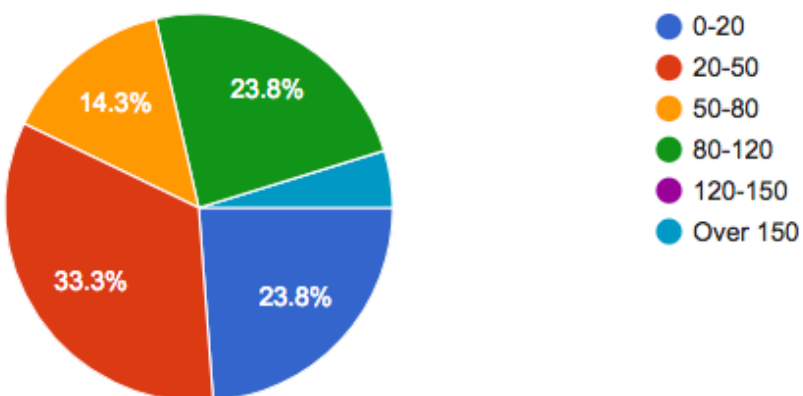
- 64% agree staff has good knowledge of market policy/enforcement
- 68% agree market policy is fair
- 54% think the staff is very friendly
- 68% feel market fees are fair
- 41% report an increase in customers (27% didn't)
- 68% noticed an increase in demand for their products (23% did not)
- Saturday Vending days did you participate in:



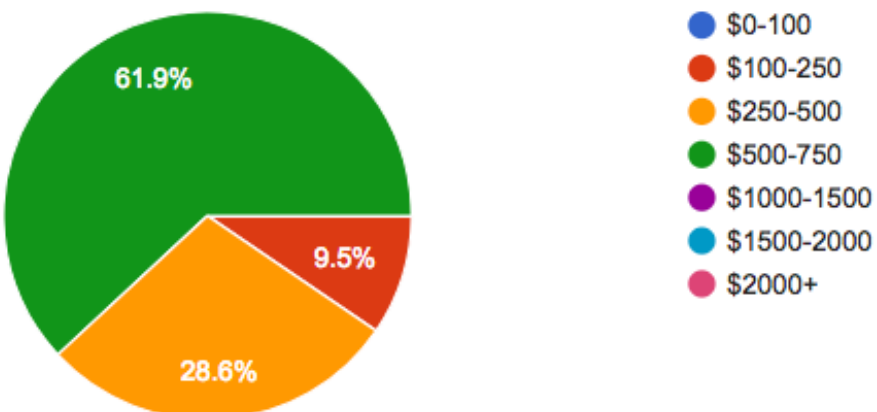
- Wednesday Vending Days participated in:



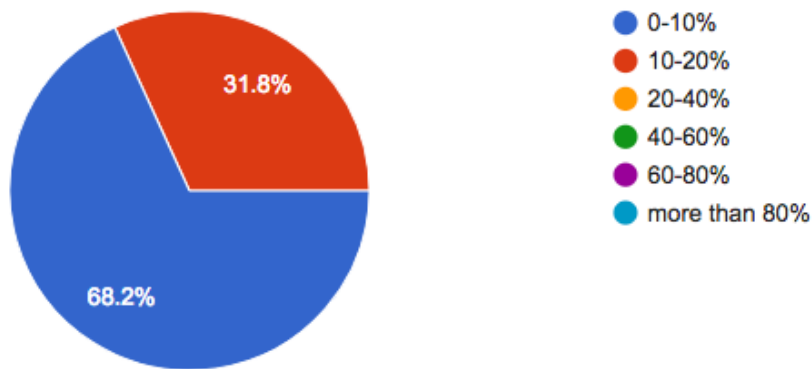
- Estimate of average # of weekly customers



- Average weekly revenue estimates



- What percentage of sales are paid by Market Coins



Highlights/Special Events (Chef at the Market, Zuke, Harvest)

- Crowd sourcing funds for SNAP Doubling - ~\$2,500
- Chef at the Market Demonstrations: 19
- Merchandise Sales: \$14,7000
- First Ever Board and Staff Retreat
- Farmer Educational Opportunities – 3 events
- First Alaska Farmers Market Organizers Conference- 20 other state markets participated
- Turkey Raffle Scholarship - \$900 Awarded
- Completed FMPP Grant requirements and wrap up – carried over to 2017-20 FMPP w/ Cook Inletkeeper



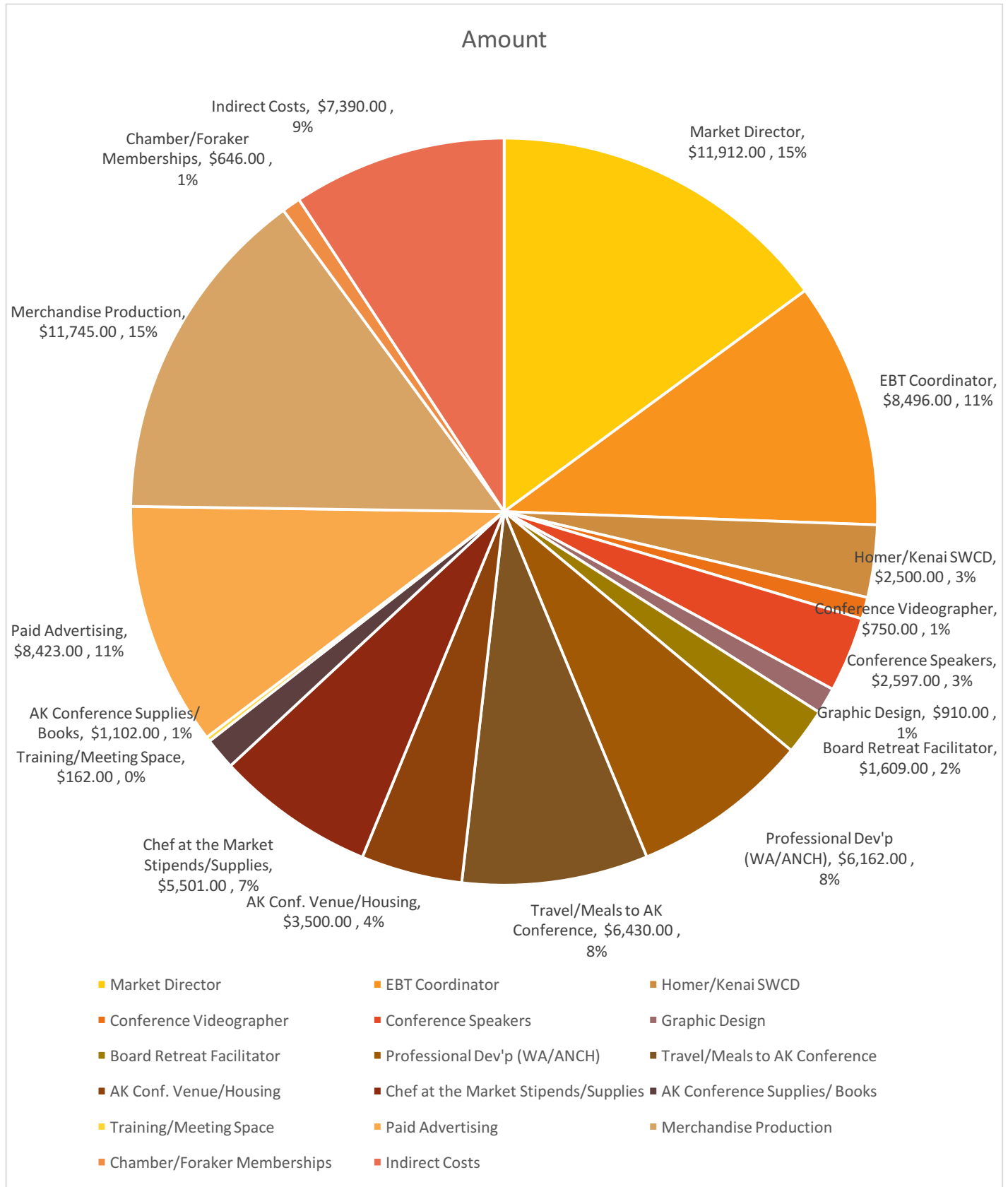
Staff, Volunteers, and Contractors

We hired two new employees this year, with the idea to cross train all employees. Maggie Wyatt was hired as a fill-in employee and will take over as on-site Manager in 2018. Mandy Bernard was hired as Wednesday manager will take over as EBT Coordinator in 2018. Margarida Kondak will continue as Greeter/Chef at the Market Coordinator in 2018 (her 5 year in the position), Robbi Mixon will remain Market Director and provide back-up/special event support as well. Katy Countiss, after 5 years as EBT Coordinator, will retire, but be available for training and back-up.

Center for Alaskan Coastal Studies provided 14 weeks of Kids Activities.

Susan Miller volunteered at a number of markets and all of our Special Events.

FMPP 2015-2017 Grant Break-down



Grant covered ~\$35,428 of regular operations costs 2016-2017 seasons and

- provided an additional **\$7,390** in “indirect costs” support
- Total support to cover “regular” operations: **\$42,638**
- ~\$37,000 were spent on additional grant objectives

	Amount	Regular Cost	Grant Cost
Market Director	\$11,912.00		\$11,912.00
EBT Coordinator	\$8,496.00	\$8,496.00	
Homer/Kenai SWCD	\$2,500.00		\$2,500.00
Conference Videographer	\$750.00		\$750.00
Conference Speakers	\$2,597.00		\$2,597.00
Graphic Design	\$910.00	\$455.00	\$455.00
Board Retreat Facilitator	\$1,609.00		\$1,609.00
Professional Dev'p (WA/ANCH)	\$6,162.00		\$6,162.00
Travel/Meals to AK Conference	\$6,430.00		\$6,430.00
AK Conf. Venue/Housing	\$3,500.00		\$3,500.00
Chef at the Market Stipends/Supplies	\$5,501.00	\$5,501.00	
AK Conference Supplies/ Books	\$1,102.00		\$1,102.00
Training/Meeting Space	\$162.00	\$162.00	
Paid Advertising	\$8,423.00	\$8,423.00	
Merchandise Production	\$11,745.00	\$11,745.00	
Chamber/Foraker Memberships	\$646.00	\$646.00	
Indirect Costs	\$7,390.00		\$7,390.00
	\$79,835.00	\$35,428.00	\$44,407.00

- **Objective 1:** Increase access to fresh local foods to surrounding food desert areas and to low income populations, continue to grow the use of SNAP benefits at the market by 25% each year.
- **Objective 2:** Provide training, pre- and post- season to vendors to help improve quality and appearance of farmers market produce and advertising.
- **Objective 3:** Increase purchase of local foods by at least 10% through expanded community engagement and education about the Homer Farmers Market.
- **Objective 4:** Develop and convene an annual Alaska Farmers Market Conference
- **Objective 5:** Improve management capacity of the Homer Farmers Market staff and Board through increased training and engagement.