Homer Farmers Market: Mission Statement

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.
History of SNAP at the Homer Farmers Market
2018 Events & Collaborations

The Homer Foundation

Kids Activities & People's Garden
Sponsored by Ulmer's Drug & Hardware
Hosted by

Homer Garden Club

Homer Farmers Market
Thanksgiving Turkey Raffle!
1st Prize - Ready to cook Thanksgiving Dinner!
(Homer Garden Turkey & Dressing, Two Squashes, Pie & Roll, Homemade Cranberry Sauce)
2nd Prize - Three $20 Market Coins
3rd Prize - Market Hoodie or Two T-shirts

Tickets $5/one or $20/five available at the Info Booth during Markets.
Drawing at Harvest Party Saturday, September 29th, 2018 - 2 PM

Celebrate the End of the Homer Farmers Market’s 25th Season & Thank Our Awesome Supportive Community!

Center for Alaskan Coastal Studies

Shamwari Vending Day!
2018 Overview:
Numbers - Saturday Attendance

Average Visitors Weekly (by hour):
• 2018: 154
• 2017: 146
• 2016: 146
• 2015: 131
• 2014: 111
2018 Overview:
Numbers - Wednesday Attendance

Wednesday Hours: 2pm-5pm (all season!)
◦ vendors could stay 5-6pm, but Info Booth closed at 5pm

Average Visitors Weekly (by hour):
◦ 2018: 48 (2017: 55)
◦ Average by hour:
  ◦ 2:15pm – 71 (2017: – 76)
  ◦ 3:15pm- 46 (2017 – 55)
  ◦ 4:15- 27 (2017 – 33)
2018 Overview: Membership Types (112)

- 112 Total (same as 2017, but generated $560 more, given $5 increase)
- 6 more producers (total 42; 2017 – 36)
- 16 less crafters (total 36; 2017 – 52)
- 4 more prepared food (total: 22; 2017 – 18)
- 6 more non-profit/community supporters (12 total; 2018 – 6)
2018: Market Coins & Quest
-Mandy Bernard

Sales by Year: All EBT Transactions

<table>
<thead>
<tr>
<th>Year</th>
<th>MARKET COIN</th>
<th>SNAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$7,900.00</td>
<td>$1,117.00</td>
</tr>
<tr>
<td>2012*</td>
<td>$13,920.00</td>
<td>$3,419.00</td>
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<tr>
<td>2013*</td>
<td>$45,690.00</td>
<td>$4,822.00</td>
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<tr>
<td>2014*</td>
<td>$65,580.00</td>
<td>$6,740.00</td>
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<tr>
<td>2015</td>
<td>$76,320.00</td>
<td>$2,944.00</td>
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<tr>
<td>2016</td>
<td>$61,840.00</td>
<td>$1,981.00</td>
</tr>
<tr>
<td>2017**</td>
<td>$2,473.00</td>
<td>$2,473.00</td>
</tr>
<tr>
<td>2018**</td>
<td>$4,040.00</td>
<td>$4,040.00</td>
</tr>
</tbody>
</table>
2018: Numbers – EBT Swipe Program

QUEST SALES

Year | Quest Sold | Quest Match
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2011 | $1,000.00 | 
2012 | $2,000.00 | $1,000.00
2013 | $3,000.00 | $2,000.00
2014 | $4,000.00 | $3,000.00
2015 | $5,000.00 | $4,000.00
2016 | $6,000.00 | $5,000.00
2017 | $7,000.00 | $6,000.00
2018 | $8,000.00 | $7,000.00

Quest Sold vs. Quest Match

*- Denotes special year

SNAP: Supplemental Nutrition Assistance Program
Putting Healthy Food Within Reach
2018 Financial Highlights

- Finished year with a balanced budget (no losses/ no gains)

- Community Support – THANK YOU!!
  - Homer Foundation City of Homer Grant: $2,795
  - Quest Matching Private Donation: $2,000
  - Ulmer’s Drug & Hardware Kids Zone Sponsor: $1,000

- Sales Tax collected On merchandise and booth fees

- Market Coin Sales: second highest year ever
  - Reduces costs for market vendors

- $2 Transaction Fees for Market Coin purchase
  - Offset cost of running EBT program by $2,702
Questions/Feedback

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