



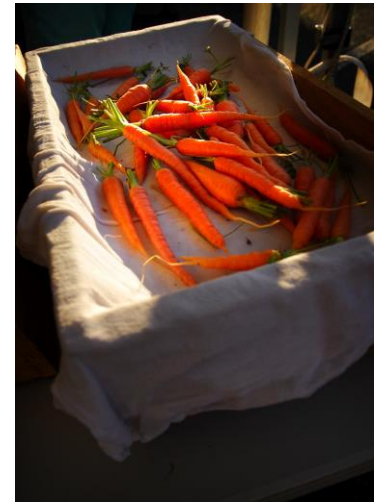

C A M A S
FARMER'S MARKET

Presentation to
Camas City Council

April 17, 2017

Vision of Camas Farmer's Market

- The Camas Farmer's Market contributes to Camas by being a place:
- where the community has access to local and sustainable food
- where education is available to learn skills for seasonal, healthy eating
- where local farms are nurtured and supported
- where we all come together to celebrate the harvest



Incubating Small Businesses: The Hungry's Bakery

We joined Camas Farmer's Market in 2014 and quickly established, not only a strong, local following, but a network of supportive friends and businesses. We've felt a strong sense of encouragement and collaboration with other vendors at the market that promotes mutual growth.

Camas Farmer's Market was instrumental in growing our business. We especially appreciate that CFM is organized and runs so smoothly. With its devoted customer base, supportive staff, board and vendors, we could focus on our product and growth.



In February 2016, we opened a storefront in downtown Camas.



Additional Incubated Businesses

- The Soap Chest
- 9 bar espresso
- Herb N' Roots Company
- Brush Prairie Raw Honey
- Conan's Hot Sauces and Marinades
- Hello Waffle
- Yacolt Mountain Farm and Nursery
- Tumbling Sky Farm
- Quackenbush Farm
- Petala Flower Farm

Average weekly customers > \$ funneled into the local Camas economy

- **2009:** 871, \$79,694 (times 1.5 economic multiplier = **\$119,541**)
- **2015:** 1077, \$140,621 (times 1.5 economic multiplier = **\$210,931**) *76% increase!
- **2016:** 1425, \$167,430 (times 1.5 economic multiplier = **\$251,145**) ***up 19%** over 2015

Highlights of 2016 season

- An average of over **1,425 customers** attended the market each week.
- **The market experienced a 19% increase in vendor sales from last year.**
- **Women, Infants and Children (WIC) program distributed a total of \$7380** in WIC vouchers, over four days.
- Distributed **\$730 in SNAP Match**, providing added support to **vulnerable populations** in our community.
- Engaged the community, celebrated our local foods and promoted the spirit of our farmer's market: **Health Fair, Berry Days, Veggie Derby and our annual Harvest Festival.**
- **Held 11 Chef demonstrations utilizing community partners who prepared healthy recipes, featuring fresh produce found in the market.**
- Increased customer participation and awareness at our **Healthy Living booth**, highlighting community programs around health, gardening, food security, fresh food, fitness, ecology and care of our environment
- Weekly entertainment with **local musicians** engage customers and add to the festive feel of the market
- **Hometown spirit** is shared and demonstrated among our market customers. Feedback reflects that they value the market, feel a strong sense of community and celebration of local and fresh foods. Customers enjoy becoming acquainted with our farmers, vendors and products and look forward to visiting on a weekly basis!

Produce Pals: our second season



- Enrolled **932 children**, ages 3-11, up **21%** from 2015
- Distributed **2709 tokens**, good for **\$2 in fresh fruits and vegetables**, up **31%** from our inaugural year.
- Engaged children in fun, fascinating **educational activities, focused on nutrition, food, agriculture, and exercise.**
- Provided opportunity for **children to engage directly with farmers** to learn how food is grown, sample a variety of produce items and gain a better understanding of local food systems

Community Support

- **City of Camas** – in kind support: garbage, permits, weekly street closure, electricity, storage
- **Corporate Sponsorships** – Providence Health & Services and Whole Foods Market
- **Local Business Sponsorships** –Rushing Water Yoga, Blossom Natural Health, Vancouver Vision, Riverview Community Bank, State Farm Insurance, Camas Washougal Community Chest, Vancouver Vision Center, Rapisarda Family Dentistry, Fuel Medical, Unitus Credit Union
- **Clark County Public Health**
- **Partnerships with:** Camas Public Library, Camas Parks and Rec, WSU Master Gardeners Program, WSU Healthy Families Program, Downtown Camas Association, Several local Child Care Centers/Private Schools, Pure Wellness Chiropractic, WIC, New Seasons Market, Columbia Springs, Camas Camp-n-Ranch, Boy Scouts of America
- **In Kind Services:** Reed Creative, LLC and Camas Small Business Tax Preparation
- **Community Volunteer Hours:** An active board of 6 members donating approximately 32-40 hours each per month. Regular weekly volunteers who staff the information table, help with set up/take down and assist in the Kids Connection booth.

Thank you City of Camas!

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