



C A M A S  
FARMER'S MARKET

Presentation to  
Camas City Council

March 5th, 2018

# 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:



“Participating in Camas Farmers Market has given us the opportunity to grow our business by allowing us to introduce our products to a diverse clientele on a weekly basis. We get to interact with our customers face-to-face, build customer loyalty and build enthusiasm for our brand. CFM has been an affordable way for us to market, advertise and test new products by connecting us with customers who want to support small local business. We’ve found that people who shop at local farmers markets are very enthusiastic about supporting us and show it by coming to the weekly markets, then following us to our drive-thru location.”

~ Arika, Hello Waffle Cart



# 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
- Truly Scrumptious

## 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
- 2017:** 1173, \$138,603 (times 1.5 economic multiplier) = **\$207,906** \***two closures**

# Highlights of 2017 season

- An average of over **1,173 customers** attended the market each week over 18 weeks.
- **Women, Infants and Children (WIC) program distributed a total of \$6680** in WIC vouchers, over four days.
- Distributed **\$535 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, 10 Years of Fresh Birthday Celebration, 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 third season



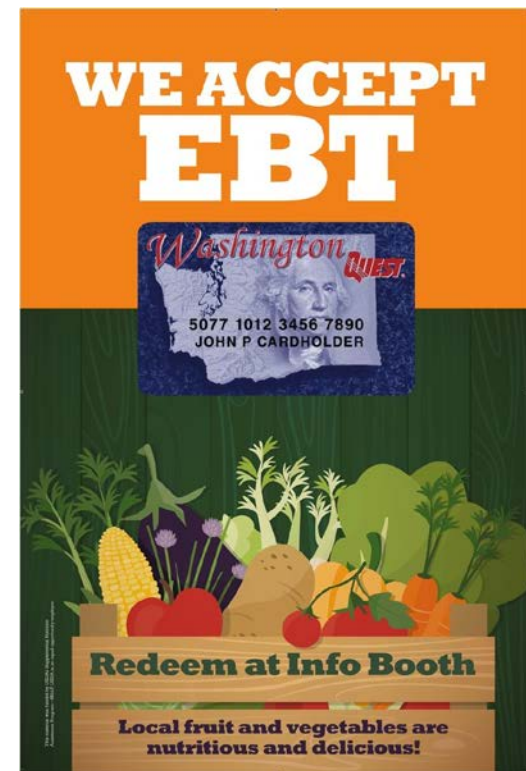
- Enrolled **1145 children**, ages 3-11, up **12%** from 2016.
- Distributed **2298 tokens**, good for **\$2 in fresh fruits and vegetables**.
- Engaged children in fun, fascinating **educational activities, focused on nutrition, food, agriculture, and exercise**.
- Provided opportunity for **children 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.

# SNAP-Ed: REGIONAL LEADS PROGRAM GOALS

Tina Eifert, Program Coordinator,  
representing Camas Farmer's Market  
as Southwest Washington Regional Lead

- To support farmers markets to serve SNAP clients and expand access to fresh, local and healthy foods to our low-income community members
- Increase awareness of farmers markets as healthy options among SNAP clients
- Increase SNAP redemption at farmers markets
- Build local food access capacity

RLs network with food access stakeholders centered on farmers markets, sharing information, resources, marketing and outreach support.



Washington State Farmers Market Association



# Community Support

- **City of Camas** – in kind support: garbage, permits, weekly street closure, electricity, storage
- **Corporate Sponsorships** – Providence Health & Services, IQ Credit Union and Whole Foods Market
- **Local Business Sponsorships** –Rushing Water Yoga, Blossom Natural Health, Vancouver Vision, Riverview Community Bank, Camas Washougal Community Chest, Vancouver Vision Center, Fuel Medical
- **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, Girl Scouts
- **In Kind Services:** 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!

**Presented by:**

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