# CAMAS FARMER'S MARKET

Presentation to
Camas City Council

May 6th, 2019

# 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:

"Our goal is to connect people in this community with the land that grows their food and the people who grow it. As a brand new farm, Camas Farmers Market connected us to the people we were hoping to reach. We felt an overwhelming amount of support from the other vendors/businesses at the market, and those connections have been invaluable to our success, so far. ~ Steve & Lindsay, farmers

# Additional Incubated Businesses

- The Soap Chest
- 9 bar espresso
- Brush Prairie Raw Honey
- Conan’s Hot Sauces and Marinades
- Hello Waffle
- Yacolt Mountain Farm and Nursery
- Tea Hunter Company
- Quackenbush Farm
- Truly Scrumptious
- Smallholders & Good Medicine Nutrition
- Nature’s Authority
- One Earth Botanical

# 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**)
- **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
- **2018**: 1319, $159,265 (times 1.5 economic multiplier) = **$238,897**)  ***up 13%**, *two closures

# Highlights of 2018 season

- An average of over **1,319 customers** attended the market each week.
- **Women, Infants and Children (WIC) program distributed over $3000** in WIC vouchers, over three days.
- Distributed **$464 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 10 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 season

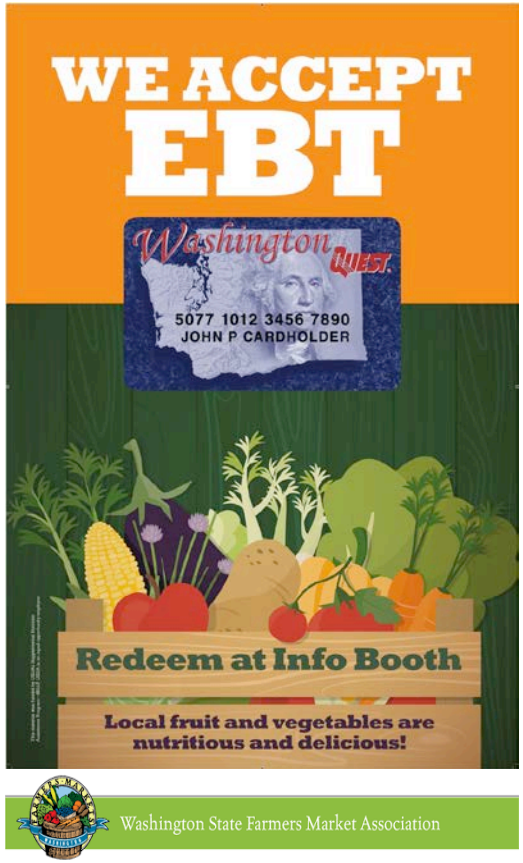
- Enrolled **1071 children**, ages 3-11.
- Distributed **2558  tokens,** good for **$2 in fresh fruits and vegetables,** generating **$5116** in revenue for farmers.
- Engaged children in fun, fascinating **educational activities, focused on nutrition, food, agriculture, and exercise.**
- Provided opportunity 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
- Sustained **funding partnerships** with Camas Washougal Community Chest, iQ Credit Union and Whole Foods.

# 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 .



# 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 Center, Riverview Community Bank, Camas Washougal Community Chest, Fuel Medical, Washougal Sport and Spine
- **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, Clark County Public Health, Washington State Farmers Market Association
- **In Kind Services:** Camas Small Business Tax Preparation
- **Community Volunteer Hours:** An active board of five 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.

$10,000 donation:
to support food access, nutrition education programs and incentives, for vulnerable families in our community.

# Thank you, City of Camas!

**Presented by:**

Shannon Van Horn, Ed.D. and
Tina Eifert, Program Coordinator

**Email:** tina@camasfarmersmarket.org

**Phone**: 360.600.2334

**Website:** www.camasfarmersmarket.org