



# ADAMS COUNTY FARMERS MARKET

2023-24 FAST FACTS AND  
SPONSORSHIP OPPORTUNITIES



# How can a farmers market be a nonprofit organization?

## **COMMUNITY HEALTH & WELLNESS**

The Adams County Farmers Market facilitates 4 food assistance programs that help lower income residents afford fresh fruits and vegetables.

## **SMALL BUSINESS INCUBATOR**

The market fosters the success of new businesses in a low risk/high reward environment. The market also offers marketing and technical assistance for vendors.

## **EDUCATIONAL PROGRAMS & COMMUNITY EVENTS**

The Adams County Farmers Market organizes tons of programs and events that benefit the community. This includes special themed events, cooking demos, nutrition education, and much more. The market also hosts many other community organizations to share information directly with hundreds of customers.

***The charitable work of the Adams County Farmers Market (ACFM) produces positive health outcomes and loads of other benefits for the community!***

# Why donate to the Adams County Farmers Market?

## **BEST IN THE REGION**

The Adams County Farmers Market has become one of the best market's in our region, especially considering the size of the Gettysburg-Adams County population. Other farmers markets are looking at us as a model for success. Our impact on the local economy and community health even rivals some major metropolitan markets.

## **COMMUNITY-DRIVEN PROGRAMS**

The Adams County Farmers Market has developed trend-setting community programs. These programs include many food assistance resources but also extend to other things like free community events and educational programs for children.

## **IMPACT ON AG**

We foster the success of dozens of growers, farmers, and other local agribusinesses. Vendors at our market tend to over 4,600 acres of farmland combined, and our work helps ensure these farms remain financially viable.

**READY TO  
DONATE?**

***When you donate to the Adams County Farmers Market, you are helping to provide an exceptional farmers market experience for everyone in our community!***

# What is the market's real financial need?

## **VENDOR FEES**

The Adams County Farmers Market does collect vendor fees, but our fees are actually lower than any of the markets in our neighboring counties. We have low fees to ensure that businesses of any size can take advantage of the benefits of our farmers market. If we wanted vendor fees to cover the entirety of our operating costs, we would have to raise our fees by more than 5x the current rate!

## **FOOD ASSISTANCE**

We are proud to facilitate effective food assistance resources for lower income families. Redemption of these programs has surged in recent years, which is evidence of their impact. But this also translates to increased costs for ACFM. So far, we have never had to turn a lower income customer away due to lack of funding, and with continued donor support we never will.



# Who benefits from our food assistance programs?

*These are the main groups who benefit from the market's various food assistance programs.*

**SHOPPERS WHO  
QUALIFY FOR SNAP\***

\*formerly known as  
"food stamps"

**MOTHERS & FAMILIES  
ON THE WIC\*  
PROGRAM**

\*Women, Infants, &  
Children

**LATINO & SPANISH-  
SPEAKING FAMILIES**  
(75% of the Healthy Options  
Program recipients are  
Spanish-speaking)

**LOWER INCOME  
SENIOR CITIZENS**

**LOWER INCOME  
PEOPLE BATTLING  
DIET-RELATED  
ILLNESS**

**FAMILIES WHO MAY  
NOT QUALIFY FOR  
OTHER FOOD  
ASSISTANCE**

# How does my donation actually help the community?

*Donors can see the impact of their contributions first hand simply by visiting the market on a Saturday morning. The festival-like atmosphere of the market is a manifestation of each donor's outstanding support!*

## **MAKES EVENTS AT THE MARKET POSSIBLE**

- Fairy Festival
- Kids Day
- Young Entrepreneurs Day
- Art at the Market with Lincoln Elementary
- Homesteading & Green Living Expo
- Civic Engagement Day
- Street Food Fiesta

## **ENSURES SUSTAINABILITY OF FOOD ASSISTANCE PROGRAMS**

Every year, redemption of the farmers market's food assistance program grows. Donations make it possible to keep expanding these programs to reach more lower income residents and other diverse populations. Without donor support the sustainability of these programs would be in jeopardy.

## **SUPPORTS SMALL BUSINESSES & FAMILY FARMS**

Many local growers and producers rely on the revenue they generate at the Adams County Farmers Market to keep their farm operations going. The various food programs our market facilitates also provide vendors with additional revenue streams they would not otherwise have.

# What does it take to run a farmers market?

*There is a lot of work that goes on behind the scenes to make a farmers market successful. The Farmers Market Coalition (FMC) coined a phrase that is trending on social media: “farmers markets don’t just happen!”*

- Management & Oversight of Food Assistance Programs
- Vendor Recruitment & Training
- Robust Social Media Management & Outreach
- Board & Committee Meetings
- Site Development & Infrastructure Improvements
- Continually Developing Community Partnerships
- Grant Writing
- Facilitating Educational Activities at the Market
- Coordinating Market Events
- Data Collecting & Reporting
- Fund Development
- Market Logistics, Vendor Layout, & On-Site Management
- Print & Digital Marketing
- Managing Customer Relations
- Fostering An Inclusive & Anti-Racist Community Space



# Ready to donate?

*Join us in providing Adams County with exceptional food assistance, small business incubation, and community education programs!*

GET IN TOUCH WITH  
OUR MARKET  
MANAGER

**CHOOSE YOUR  
SPONSORSHIP TIER**

SEE OUR UPCOMING  
EVENTS



# Fast Facts!

## ECONOMIC IMPACT

- Vendors at the Adams County Farmers Market generate **more than \$1/2 million in combined sales per year**. We are on track to exceed \$3/4 million by 2026. These sales directly benefit small businesses and farmers while strengthening the local economy.
- According to PennState Extension, **PA farmers markets generate \$100 million** in sales annually.
- **ACFM welcomes over 50 unique vendors per year**. On average, we gain 3-6 new vendors per year.

## FOOD ASSISTANCE PROGRAMS

- In 2022, **ACFM administered over \$77,000 in food assistance benefits** to lower income residents. ACFM manages four (4) specific programs that directly benefit lower income shoppers, plus many others.
- Combined **program redemption in 2022 increased by 16% over the previous year**. On average, we see food program redemption increase by 10-18% per year.
- In 2023 **we expect to administer over \$84,000 in food programs**.
- **98% of shoppers who used our food assistance programs said they could "eat healthier"** thanks to these programs at the farmers market.

- ACFM serves **over 400 lower income senior citizens** per year; **over 300 WIC families** per year; and **over 120 lower income Spanish-speaking families** through the Healthy Options program.
- In total, **ACFM serves over 1,400 lower income individuals per year** and that number grows annually.

## AGRICULTURAL IMPACT

- Vendors at ACFM **tend over 4,800 acres of farmland** in our area. Efforts by the market help ensure these farms remain financially strong.
- Many growers at the market use **regenerative and sustainable farming practices**.