

GARDENERS' MARKET

Season Summary 2024



Season Highlights

- Had a total of 16 markets this season
- Celebrated Farmers Market Day, Seniors Day and Active Transportation Day
- Shared South Park with Reading Rocks for 6 weeks
- 11 community organizations shared resources, information and activities.
- Added a new member to the management team!

Cheers to the end of our 14th season at South Park! A heartfelt thank you to our incredible vendors, supportive communities, and dedicated volunteers-your contributions made this year a resounding success. Here's to many more!



The 2024 Gardeners' Market generated over \$30,000 for our local economy!

97%

of Market customers were adding local produce/goods to their diets

84%

of Market customers are more likely to eat their recommended serving of fruit and vegetables



Vendors choose the Gardeners' Market to...



#1 TO SUPPORT LOCAL FOOD ACCESS

#2 SUPPORT THE MISSION OF HEALTHY BY DESIGN

#3 PROMOTE THEIR BUSINESS

39

Locally Trainer Vendors



30

Vendors sold at the market at least once

Categories of goods sold included:

- Vegetables & Fruit
- Quail and Chicken Eggs
- Jam, Jelly, & Honey
- Baked Goods
- Crafts & More!

80% of Market customers attended the Market to buy fruit and vegetables

Over the course of 5 years, the Gardeners' Market has raised over \$179,000 for the community

67% of customer survey respondents are returning customers of the Gardeners' Market

The Double SNAP Dollar program incentivized SNAP customers to spend over \$1,600 on fresh, local fruits and vegetables on matching up to \$30 weekly!



For more information regarding Healthy by Design, our partners, our initiatives and involvement opportunities, contacts us at:



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