



# 2021 ANNUAL REPORT

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HENDERSONVILLE  
FARMERS MARKET



# MISSION & BACKGROUND

## MISSION

The mission of the Hendersonville Farmers Market is to operate a world-class market that contributes to the success of local producers and growers, expands access to farm-fresh foods, and creates a vibrant and diverse community gathering place in the Historic Seventh Avenue District.

## MARKET GOVERNANCE & STAFF

Hendersonville Farmers Market is operated by the 501c3 nonprofit **Friends of Downtown Hendersonville**. The Downtown Advisory Board governs the nonprofit and oversees various committees, including the Downtown Events Team. The Downtown Events Team is charged with execution of the Hendersonville Farmers Market. A Vendor Advisory Committee provides recommendations to the Events Team and assists with everyday planning of the market.

The Friends of Downtown Hendersonville is staffed by the City of Hendersonville Community Development Department's Downtown Division. The Downtown Events Coordinator serves as the Market Manager of Hendersonville Farmers Market and the Downtown Events Assistant serves as Assistant Market Manager. Market operation is also supported significantly by volunteers.



### CITY OF HENDERSONVILLE COMMUNITY DEVELOPMENT DEPARTMENT DOWNTOWN DIVISION

DOWNTOWN MANAGER  
DOWNTOWN EVENTS COORDINATOR = MARKET MANAGER  
ASSISTANT EVENTS COORDINATOR = ASSISTANT MARKET MANAGER



VENDOR ADVISORY  
COMMITTEE



DOWNTOWN  
EVENTS TEAM



DOWNTOWN  
ADVISORY BOARD

## COMMUNITY PARTNERS

The following partners provided support in the form of funding, consulting, technical services, networking opportunities, vendor recruitment and more:

- NC Cooperative Extension - Henderson County Center
- Appalachian Sustainable Agriculture Project
- Henderson County Farmers Market Coalition
- Henderson County Partnership for Health's Committee for Activity and Nutrition

## 2021 MARKET SPONSORS

### PRESENTING SPONSOR:

Pardee UNC Health Care

### COMMUNITY SPONSOR:

Morris Broadband, now powered by Optimum

### CONTRIBUTING SPONSORS:

GiveSmart, Sims Futon Gallery, Underground Baking Co, One Health Direct Primary Care, Charlotte Sheppard - REALTOR of Keller Williams Mountain Partners, Hendersonville Community Co-op, Carolina Farm Credit, Duke Energy

# 2021 AT A GLANCE

**78**  
TOTAL  
VENDORS

**26** REGULAR  
MARKETS

**2** HOLIDAY  
MARKETS

**\$27,019**

CASH VALUE  
TOKENS DISPENSED  
VIA CREDIT/DEBIT

+

**\$26,870**

CASH VALUE  
TOKENS DISPENSED  
VIA DOUBLE SNAP

=

**\$53,889**

CASH VALUE  
TOKENS  
DISPENSED

**300** TOTAL VOLUNTEER HOURS



## AN AVERAGE SATURDAY AT HFM

**1000** CUSTOMERS VISITING

**32** VENDORS SELLING

**\$25** SPENT BY EACH CUSTOMER

**38%** CUSTOMERS VISIT WEEKLY

**80%** CUSTOMERS LIVE WITHIN 15  
MILES OF DOWNTOWN

## VENDORS

As a producer-only market, everything sold at Hendersonville Farmers Market is offered by the farmers and artisans who help sustain the culture, economy, and environment of our region. If a vendor did not grow or produce their product, they cannot sell it here. This ensures the freshest and highest quality product for our consumers, who can find out exactly where their food came from and how it was grown or raised. Almost 80 vendors participated in the 2021 Hendersonville Farmers Market, all of whom produce within a 60-mile radius of Hendersonville.

**14** RETURNING VENDORS WHO WERE FIRST-  
TIME FOOD VENDORS IN 2020

**29** FULL SEASON VENDORS

**75%** VENDORS WITHIN HENDERSON CO.



## ACCESS TO HEALTHY FOODS

SNAP benefits are exchangeable at the market for tokens. Thanks to regional partner Appalachian Sustainable Agriculture Project (ASAP), Hendersonville Farmers Market was able to offer a Double SNAP program to eligible customers in 2021.

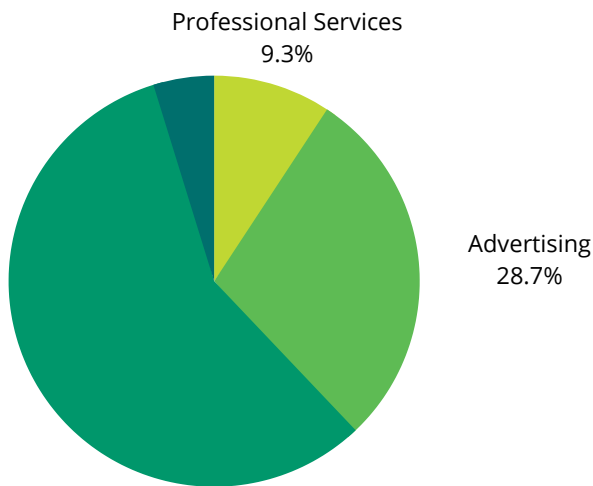
**19** CUSTOMERS USED THE DOUBLE SNAP PROGRAM PER MARKET (UP 100% FROM 2020)

**\$40** MEDIAN CASH VALUE DISPENSED PER SNAP TRANSACTION (AFTER DOUBLING)

**\$13,435** REIMBURSED BY ASAP FOR DOUBLE SNAP PROGRAM (UP 300% FROM 2020)

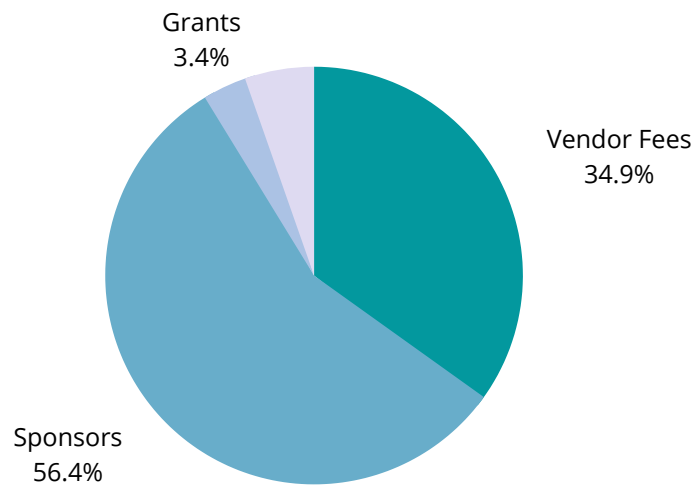
# FINANCIAL OUTLOOK

**TOTAL EXPENSES: \$10,469\***



**\*IN-KIND CONTRIBUTION FROM CITY OF HENDERSONVILLE: \$15,500**  
(covers Market Staff)

**TOTAL REVENUE: \$18,632**



*"We love it. We appreciate it. We believe it strengthens local farmers and our community and we cannot wait for next year. Thank you for a professional, pleasant and profitable experience."*

LOCAL VENDOR



*"I loved meeting locals, listening to the live music, and getting delicious food. The SNAP program made it possible for me to buy fresh fruits and veggies to cook that I otherwise wouldn't. Everyone was always so kind and wonderful. I can't wait to come see y'all again when the Market reopens!"*

REGULAR CUSTOMER