Our Market by the Numbers

This season 17,500 customers shopped for fresh food from our local farmers...

...a 10% increase over 2016...

...but a 40% increase in sales!

How is the Market Funded?

Income

- 8% Vendor Fees
- 22% Sponsorships
- 5% Community Donations
- 47% Grants

Expenses

- 16% SNAP matching program
- 7% Overhead
- 7% Equipment & Supplies
- 64% Staff
- 14% Outreach

Market Support

In our third year
24 local businesses & organizations became official market sponsors

We were also supported by these grants in 2017:
- USDA Farmers Market Promotion Program ($42,000)
- Simply Organic: 1% ($7,000)
- Link Up Illinois Double Value Coupon Program ($12,000)
- Link Up Illinois SNAP Support Grant ($2,000)

Food Assistance at the Market

This season, our matching program to make local food more affordable for Supplemental Nutrition Assistance Program (SNAP) recipients went through the roof! Thanks to funding from Link Up Illinois and our sponsors, once a month we were able to provide an additional $2,000. Altogether, this led to triple SNAP benefits for fruits & veggies

Total SNAP tokens dispensed

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>38,771</td>
<td>58,575</td>
<td>132,711</td>
</tr>
<tr>
<td>Repeat</td>
<td>77%</td>
<td>77%</td>
<td>88%</td>
</tr>
<tr>
<td>New</td>
<td>23%</td>
<td>23%</td>
<td>12%</td>
</tr>
</tbody>
</table>

In 2017, even more SNAP customers shopped at the Market

Our Products

The Champaign Farmers Market is a producer-only market, offering a wide variety of fruits, veggies, and other farm products grown, raised, or produced within 150 miles of Champaign.

13 produce vendors 2 money vendors 3 bakers

What’s cooking at the Market?

Every week in the Sampling Tent, shoppers tasted in-season produce, picked up recipe ideas, and enjoyed cooking demonstrations with local chefs.

This season we gave out over 4,500 samples!

Find us online!

- TheLandConnection.org/market
- 217-440-2226
- 217-440-1000
- N. Ramsey Rd., Suite 600
- Champaign, IL 61820

Market Programs

Sampling Tent
- Introduces the community to new fruits and veggies
- Provides samples and cooking demonstrations and recipe ideas to help shoppers learn to use nutritious local foods
- Brings sales for local farmers and vendors

Market Seedlings
- Kids’ activities and cooking demos centered around what’s in season
- Encourages children while parents shop

Daily Bread Soup Kitchen Gleaning
- Yeardley donates unused fruits, veggies, bread and other products to local soup kitchens
- Over $4,500 worth of food donated this season

Community Tent
- Free promotions space for community organizations
- Opportunity for groups to connect with the shoppers to promote their work

Champaign Monster Market
- Final market of the season, featuring local brick ovens, artisanal cheeses, and lots of fun

Our Market

Champaign Farmers Market returns May 15, 2018 and will run every Tuesday from 3:30p.m. to 6:30p.m. through the end of October.

For more information about The Land Connection Champaign Farmers Market, visit TheLandConnection.org/market

To learn how to become a volunteer, vendor, or sponsor of the market, contact Market Manager Sarah Smecker at market@theLandConnection.org or call (217) 440-2226.

The Land Connection is a 501(c)(3) nonprofit organization that works to grow the local food economy, both on and off the farm, for a healthy, resilient future.

We envision a community-based food system in which every farmer has the opportunity to grow food in a sustainable manner, and every person can access local and organic foods.