



healthy
by
design

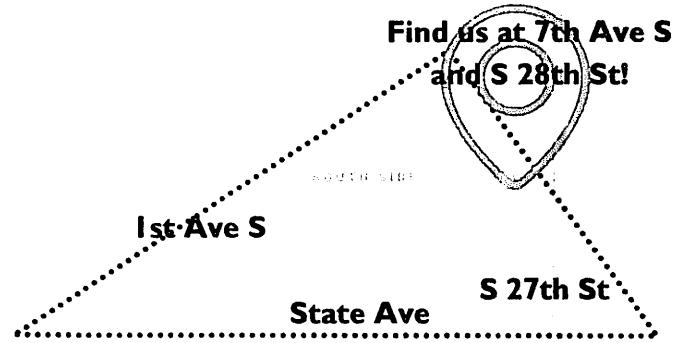
Gardeners' Market

2019 Season Summary

Providing weekly access to
**fresh, affordable,
local produce**
from June - October

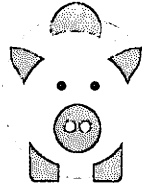


The Market concluded its **9th season**



South Park has been the Market's
home since 2014

Over **\$20,000** into the local economy



Cash/Card - \$16,798

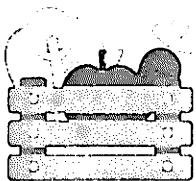
WIC Farm Direct - \$1921 SNAP - \$996

Double SNAP Dollars - \$874

Customers reported that due to attending the Market



they were more likely to eat 5 daily servings
of fruit and vegetables.



Products
on average
traveled less
than

100 miles to get to Market

Accessible parking
available



during Market
hours

New "Rain or
Shine" policy
meant the
Market was



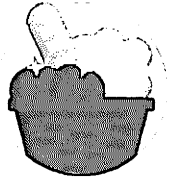
open **every Thursday**

Vendors choose the **Gardeners' Market** to....

#1 To Promote & Improve Health

#2 Help People Eat More Fruits & Vegetables

#3 Spend Time at South Park & Meet Others



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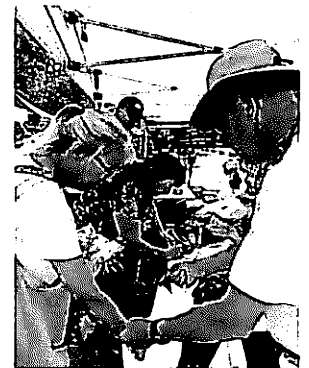
Local Vendors

- Fruit & Vegetables
- Eggs & Meat
- Jam, Jelly, & Honey
- Baked Goods
- Crafts & More!



Customer numbers remain steady

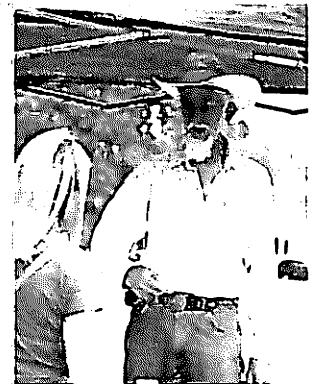
214 customers attended the Market **every week.**



Vendors are making more money each week

There is **no fee** to sell at the Market. A win-win for customers and producers alike, this keeps prices **low and ensures every dollar goes to vendors!**

2012 2013 2014 2015 2016 2017 2018 2019



Lights, Camera, Action

Thanks to a USDA Farmers Market Promotion Program (FMPP) grant, the Gardeners' Market has been working on new campaigns that will focus on senior engagement and vendor recruitment.

Look for commercials and printed media in 2020.

Interested in getting involved or learning more?



www.hbdyc.org



market@healthybydesignyellowstone.org



406.651.6444