

Lincoln Farmers Market Report

Background

Limited access to fresh produce is a major barrier to healthy eating habits among low-income families in South Corvallis. To address this barrier, the Healthy Youth Program (HYP) established the *Lincoln Farmers Market*, which provides fresh produce at a significantly reduced cost to South Corvallis community members. In its inaugural summer, we partnered with South Corvallis farmer Luke Beene to sell his locally grown produce at Lincoln Elementary School every Wednesday afternoon from June through October.

The fresh produce available at the market was offered at a 50 percent reduced cost, with the remaining costs subsidized by HYP. The subsidy ensured that families were able to purchase fresh, local food at an affordable price point, while also ensuring that farmer Luke Beene received an equitable rate for his produce. With the help of Rebecca Landis, Market Director of Corvallis-Albany Farmers’ Markets, Luke was able to secure an EBT machine, allowing families to utilize SNAP (Supplemental Nutrition Assistance Program) benefits at the market.

In addition, HYP staff were onsite each week preparing samples of healthy recipes to educate participants about different ways to incorporate fresh produce into meals. Families were encouraged to participate in the free cooking and gardening programs offered through the HYP at the Lincoln Garden.

Survey Results

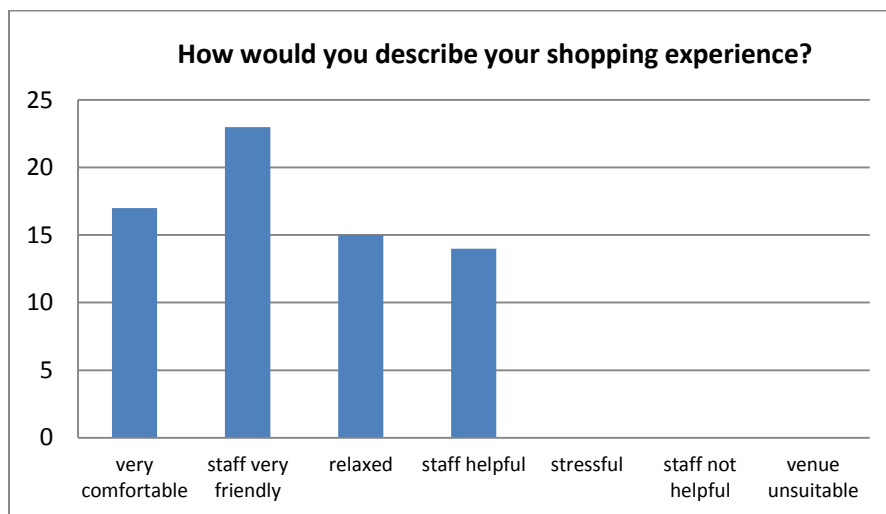
In the final weeks of the market, we asked shoppers to complete a brief survey to learn more about their experience shopping at the *Lincoln Farmers Market*. We hope to utilize customer feedback to help us plan for next year.

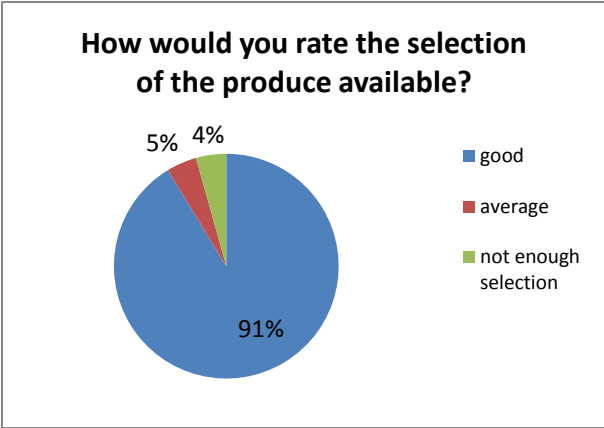
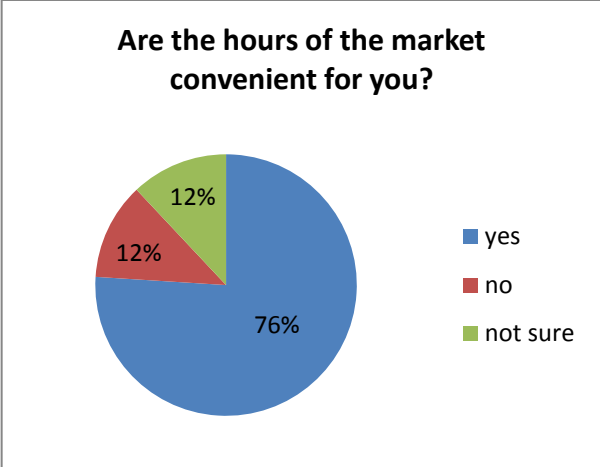
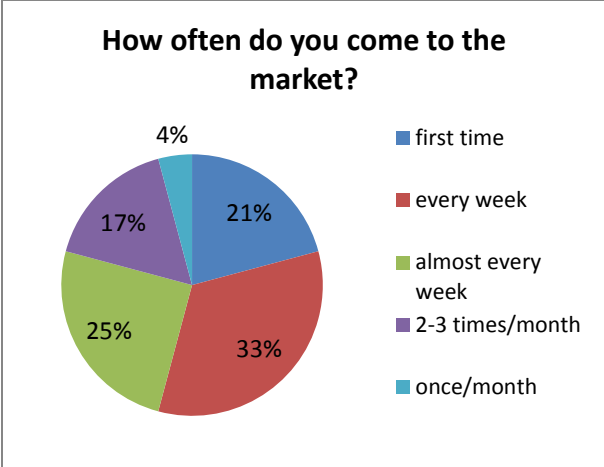
Quick Facts:

Market dates:
June 11-October 29 (21 weeks)

Average weekly attendance:
30 individuals and families

Total sales of market produce:
\$8,629.76
(\$4,314.88 in subsidies)





The vast majority of respondents indicated that there was a good selection of produce available at the *Lincoln Farmers Market*. When asked what other produce items they would like to see sold at the market, 'more fruit' was the most common response.

In regards to the price of produce, 81 percent of respondents indicated that the produce was appropriately priced; 19 percent indicated they would be willing to pay more to help support the

market. We also surveyed market shoppers to gauge interest in a market that operates year-round. Eighty percent said the market should be held year-round; 20 percent said they were not sure. One hundred percent of those surveyed said they would be attending the market in 2015.

Next Steps

We are currently in the process of transitioning the Lincoln Garden and the Spartan Garden into production gardens designed to grow fresh produce to be sold at the *Lincoln Farmers Market*. Oregon State University student volunteers will maintain the gardens throughout the school year and assist with the harvest and sale of produce at the market throughout the late spring, summer, and early fall.

In January, we have a meeting scheduled with Luke and Brianne Beene of Beene Farms to see if they are still interested in participating for the upcoming summer. In addition, we will be meeting with Mary Eichler, another small farmer in Corvallis, who has expressed interest in selling her produce at the market.

