

SISTERS FARMERS MARKET

BY SEED TO TABLE



FIR STREET PARK
SUNDAYS 11-2PM
JUNE 6-OCTOBER 3

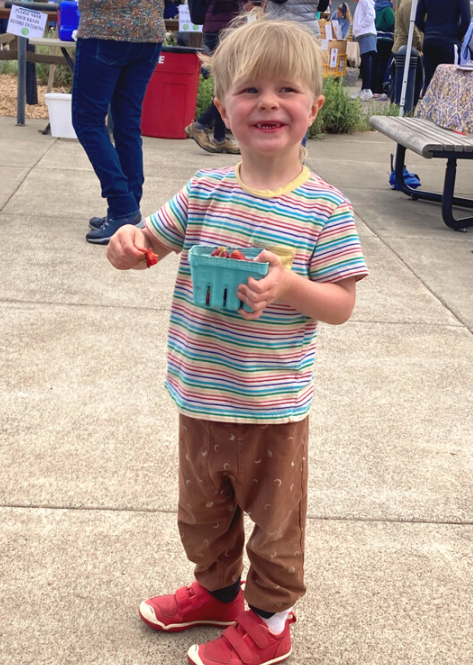
art by Aly Miller @aly_illustrations

SISTERSFARMERSMARKET.COM

SISTERS FARMERS MARKET ANNUAL REPORT



2021



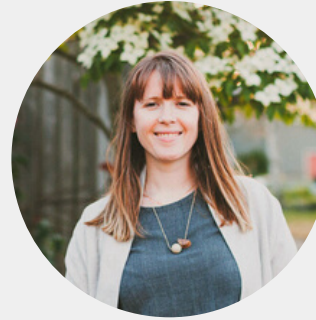
OUR MISSION

Sisters Farmers Market supports a healthier community through partnerships, educational programming, and essential infrastructure for Oregon farmers, artisans, and local food producers.





Caroline Hager
SFM Manager



Chloé Lepeltier
SFM Committee Member



Fran Willis
SFM Committee Member

For the past decade, Sisters Farmers Market (SFM) has sustained a history of continuous growth.

Seed to Table is grateful to have come on board to manage SFM for the past two years. 2020 was a particularly demanding season with navigating new health and safety guidelines due to the COVID-19 pandemic. Despite it all, the 2020 SFM's attendance of vendors, volunteers, and shoppers grew significantly, doubling in size by the end of the season.

There was a buzzing excitement as we entered 2021. Local events on the return, businesses reopening, and people ready for reconnection. SFM responded by adding a volunteer committee and planning for our biggest, busiest summer yet. Through the continuation of the pandemic, we were inspired by community support to bring in more vendors, shoppers, and partners than ever before.

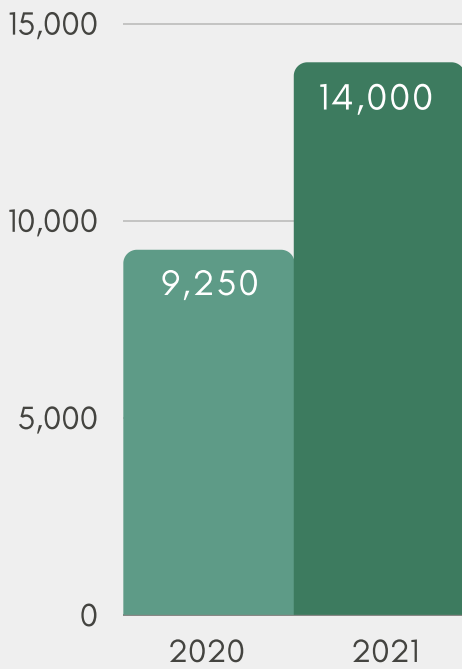
This past summer, SFM returned with a new layout at Fir Street park to accommodate more vendors. The splash pad was reopened and enjoyed by countless children, pets, and playful adults! Collaborative, colorful chalk art decorated the ground of the Market entrance. And the favorite reintroduction this year—a variety of talented local musicians performing on the Songbird Stage.

Twenty returning vendors and over 35 new vendors in 2021 added more variety as SFM maintained a dedication to support additional local growers, producers, and artisans. Our end-of-year vendor survey gave us helpful feedback to continue to shape and grow the market in the future.

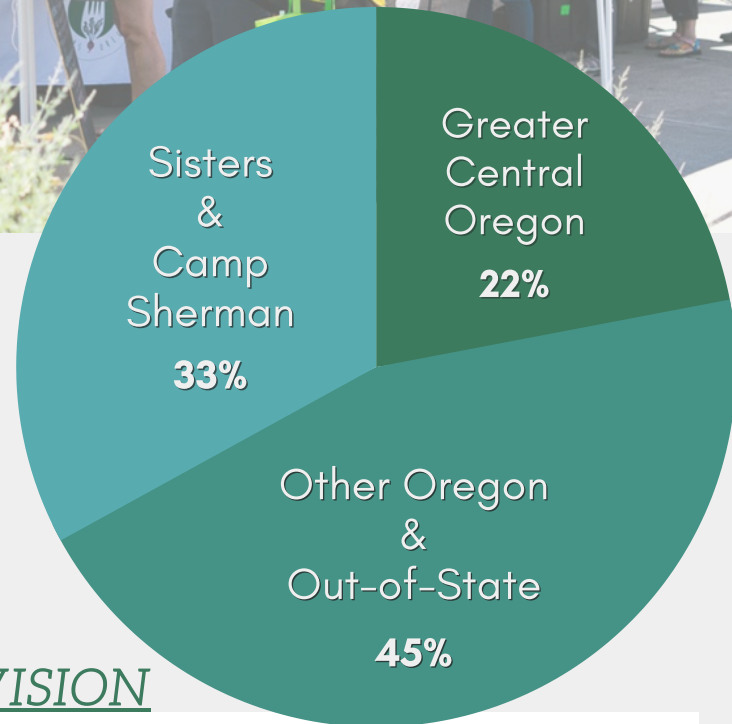
SFM continues to be a successful community event thanks to volunteers, staff, vendors, sponsors, donors, the City of Sisters, and countless additional supporters in the Sisters community and beyond. In return, we hope to continue to provide a community gathering place for years to come. Thank you!

—Sisters Farmers Market Committee

TOTAL ATTENDEES BY SEASON



Sisters Farmers Market serves as a resource and attraction for locals and visitors alike



OUR PART IN SISTERS COUNTRY VISION

PROSPEROUS SISTERS

- Tourist and visitor destination
- Contributing to artisanal capital
- Supporting small local businesses
- Adding to a vibrant & diverse local economy

RESILIENT SISTERS

- Supporting an age friendly community

LIVABLE SISTERS

- Providing access to fresh foods & produce in walkable downtown

CONNECTED SISTERS

- Adding to the small town atmosphere
- Supporting an inclusive environment where everyone belongs
- Creating a setting for leadership training and development through summer employment opportunities



AS A CORE PROGRAM OF SEED TO TABLE, SISTERS FARMERS MARKET STRIVES TO UPHOLD OUR SHARED COMMITMENT TO EQUITY IN ALL WE DO

Seed to Table envisions a community where people of all races, religions, ages, sexual orientations, genders, abilities, geographies, and socioeconomic statuses have access to fresh produce and farm-based education. Our board and staff are dedicated to growing and providing organic, fresh veggies that are nourishing, locally grown, and reflect the preferences of those we serve.



Seed to Table recognizes that within Central Oregon systemic injustices, such as racism, classism, ableism, ageism, and sexism perpetuate conditions that sustain poverty, cause hunger, and deny access to education and fresh produce essential to health and wellness. With this understanding, we commit to serving our community with dignity and value for each individual and their lived experiences.

We resolve to listen to and learn from our community. We will continue to educate ourselves on systems that sustain hunger and poverty and interrupt these systems where we can. We will work to increase access and stay rooted in the knowledge that learning is never finished. We understand that we have and will undoubtedly make mistakes. When we do, we will learn from them and take action to do better.





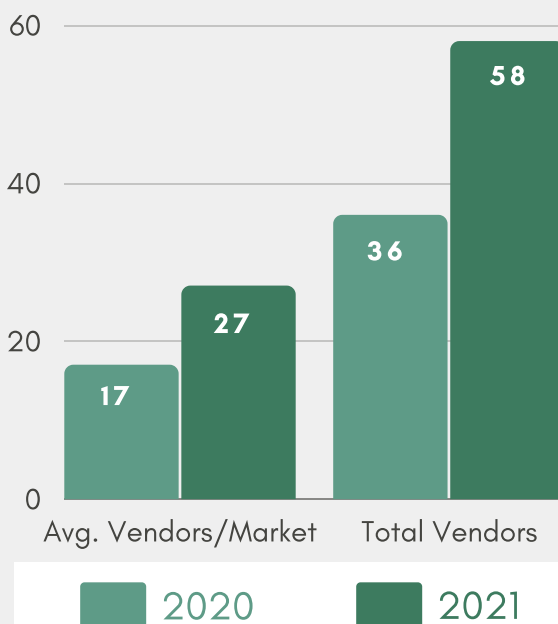
SNAP & DUFEB

The Supplemental Nutrition Assistance Program (SNAP), provides benefits to qualified households to buy nutritious food at participating locations. More than 70 Oregon markets accept SNAP benefits and other critical food assistance because of the belief that fresh, healthy food is for everyone. **After this season, we can add Sisters Farmers Market to the list of SNAP participating markets.**

In Oregon, we're fortunate to have state-wide funding available for markets through Double Up Food Bucks (DUFEB), a SNAP matching program. Doubling up happens when SNAP participants take out money to spend via tokens (so if \$20 of SNAP dollars are spent at Sisters Farmers Market, DUFEB provides another \$20, giving participants double the value for more locally grown fruits and vegetables).

Over the course of the 2021 season, over **\$3,000 of SNAP and DUFEB was distributed to 50 families** to spend on fresh, local food. We know there is still much work to be done and are excited to continue to grow this and other programs dedicated to providing equitable access to fresh, local foods.





A core focus of the 2021 season was expanding community partnerships through outreach to new vendors, artists, and organizations. Not only did we support more vendors, including a few first-time sellers, but we were able to offer a wider variety of foods and goods. In addition to vendor partnerships, we established and promoted **9 local sponsors**, paid **27 musical performers and 1 visual artist**, and provided tabling opportunities for **21 local nonprofit and wellness-based organizations** through our two specialty booths founded this season.

SUPPORTING VENDORS VIA MARKETING & OUTREACH

We know running small businesses already takes a lot of time and energy, so to further support our hard-working vendors, we increased our marketing efforts, providing additional promotional opportunities that helped vendors better build customer relationships. Many new vendors were discovered and recruited through social media outreach. The SFM Committee worked to creatively increase outreach numbers over the season, furthering engagement from attendees, vendors, and community partners.



+ 11%
↑
Facebook Likes



+ 13%
↑
Newsletter Subscribers



+ 40%
↑
Instagram Followers



Each week, over 1,000 subscribers received a newsletter with Market updates, vendor maps, musical performers, community booths, kids activities, and more!



MADE POSSIBLE BY VOLUNTEER EFFORTS

35
UNIQUE
VOLUNTEERS



200+
VOLUNTEER
HOURS

500+
COMMITTEE
HOURS





Thank You

A HUGE THANKS TO OUR SPONSORS:



& ADDITIONAL GRATITUDE TO OUR SUPPORTERS:

The Roundhouse Foundation
 City of Sisters
 House On Metolius
 & the Fredland family

Sisters Farmers Market would not be possible without all of the incredible volunteers, vendors, community partners, performers, and visitors from near and far.

See you in 2022!

Sisters Farmers Market
 by Seed To Table