

2013

# Countryside Farmers Market at Howe Meadow

4040 Riverview Road • Peninsula, Ohio • Founded in 2004

Saturdays, May 10th through October 25th: 9:00am to Noon

Countryside Conservancy connects people, food and land.



## SHOP

Estimated **29,379 visitors** in 2013

*Bringing the community together*

**\$642,450 total sales** in 2013

*Markets serve as small business and farm incubators.*

**\$6,009** in nutrition assistance benefits spent

*Fresh food for our neighbors who need it most.*

Estimated **\$8,920 in sales per hour**  
(open **72 hours** per year)

*Studies show that Locally-owned retailers return more than 3x as much of their sales to the local economy compared to chain competitors.*



## GROW

**24 events** were hosted by market staff and volunteers

*Educating the community, and building social connections*

**2,853 acres** of diversified farmland supported.

*America loses an acre of farmland every hour to development.*



## EAT

Produce sold at the market traveled an average of **26 miles from origin**

*That's what we call fresh. Most food eaten in the US has traveled nearly 2,500 miles.*

**373 varieties** of fruits and vegetables available

*More fresh choices means healthier communities and healthier soil. Over the past century, more than 90 percent of crop varieties disappeared from America's fields.*



## SELL

Of our **58 vendors**:



**13%** were minorities and women

*Providing economic opportunity for all; The market allows new and small businesses to enter the marketplace.*

**Visit us and support your market!**

Learn more: [cvcountryside.org](http://cvcountryside.org)

Let's talk! [farmersmarket@cvcountryside.org](mailto:farmersmarket@cvcountryside.org)

Data on the Countryside Farmers Market was collected through nutrition benefit redemption tracking, vendor reporting and market observation. Total sales estimates based on a vendor fee of 6% of sales.