

2013

Winooski Farmers Market

20 Winooski Falls Way • Winooski, Vermont • Founded in 2005

Every Sunday, June 1st through October 12th, from 10:00am to 2:00pm

Bringing the community together at a diversified and accessible farmers market with games, activities and music entertainment!



SHOP

Average of **680 shoppers** per Sunday

Bringing the community together in the heart of Winooski.

\$89,944 estimated total sales

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

\$3,077 in nutrition assistance benefits redeemed with our vendors

Fresh food for our neighbors who need it most.



GROW

50 events were hosted by market staff and volunteers

Educating the community, and building social connections

51 acres of diversified farmland supported



SELL

Of our **27 vendors:**

The market allows new and small businesses to enter the marketplace including:



51% minorities

Providing economic opportunity for all.



37% under the age of 35

The average age of American farmers is 57. Farmers markets provide a low-barrier entry point for young and new farmers to build their businesses. Let's grow new VT farmers!



EAT

Food sold travels an average of **18 miles** from origin

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

95 certified organic products

Available from two farms.

341 varieties of produce available

More fresh choices means healthier communities and healthier soil.

Learn more: downtownwinooski.org
Let's talk! winooskimarket@gmail.com

Data on the Winooski Farmers Market was collected through market observation, customer surveys, and nutrition benefit redemption tracking by market staff and volunteers.