



# HOWE MEADOW

• 2020 •

MAY - OCTOBER

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40 Total Vendors  
Avg 34 per Market  
20 Participating Farms



20,034 Total Attendance  
Avg 742 per Market



\$659,010 Total Sales  
Avg \$24,408 per Market



\$717.88 Avg per Vendor  
(↑ 46%)  
\$32.89 Avg per Customer  
(↑ 65%)

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## FOOD ACCESS



400 SNAP Transactions  
121 SNAP Customers



\$14,562 SNAP (↑ 76%) &  
\$10,562 (↑ 28%) Produce Perks  
redeemed



\$1,111 Carrot Cash  
\$1,175 WIC FMNP  
\$1,055 Senior FMNP



\$28,465 Total Food Access  
(↑ 38%)