

2020 COVID-19 Pandemic Response Annual Report

Metuchen Farmers Market

Metuchen, NJ • Founded in 2002

April 4 - November 21, 2020

Our mission is to support NJ agriculture and other local food producers, and build the Metuchen community.



Learn more at:

www.metuchenfarmersmarket.com

Stay in touch!

✉ metuchenfarmersmarket@gmail.com

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\$64,400 sales

through the online or pre-sale market model.

Customers safely accessed fresh food thanks to this quick operational pivot.



900 hours

donated by local volunteers to help keep the market operating.

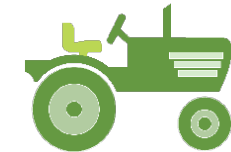
Community members are the core of our market's mission and success.



9,650 total visitors

attended the market between March and December.

The market got families local food when the conventional supply chain failed.



10 total vendors

are supported by our farmers market.

The markets allows new and small businesses to enter the marketplace.



34 days open

throughout the COVID pandemic.

The market was able to keep shoppers, vendors, and staff safe while remaining open.



133 cars

on the busiest day of our drive through market.

Farmers and food producers were able to thrive despite the huge changes.