

2020 COVID-19 Pandemic Response Annual Report

The Market at Pepper Place

2829 2nd Ave. South
Birmingham, AL • Founded in 2000

March 21 - December 12, 2020

Certified producers-only weekly farmers market in Birmingham, Alabama. Ranked #1 in the state by American Farmland Trust.

Learn more at:

www.pepperplacemarket.com



Stay in touch!

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🐦 [@pepperplacemkt](https://twitter.com/pepperplacemkt)

📘 [/MarketatPepperPlace](https://www.facebook.com/MarketatPepperPlace)

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\$474,980 sales

at the online or drive through market model.

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



\$4,523 in SNAP

federal nutrition benefits and incentives redeemed.

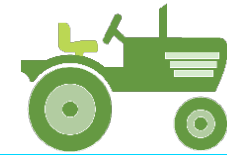
Making fresh food available to our neighbors who need it most.



51,539 total visitors

attended the market between March and December 2020.

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



60 total vendors

supported by our farmers market.

The market allowed new and small businesses to survive.



36 weeks open

throughout the 2020 season.

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



1,200 cars

on the busiest day of our drive through market.

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