RRRC’s USDA Farmers Market Promotion Program Grant Project
Notable Statistics
October 1, 2016 – September 30, 2019

- Over 8 million consumers, farmers or buyers reached
- Nearly 2 million gained knowledge on how to buy or sell local food
- Nearly 300 local farmers reported they gained knowledge about new market opportunities
- 163 local farmers reported an increase in revenue at least partly due to program activities
- 118 jobs were created or maintained
- Assisted 23 new beginning farmers in going into local/regional food production
- 39 farms are participating in the new Purely Piedmont regional food and beverage label program that started in late-2017
- Tween Rivers Trail, Madison Farmers Market and Culpeper Farmers Market producers reported an increase in sales of local and regional agricultural products of 63%

- Tween Rivers Trail:
  - Membership nearly doubled, increasing by 51 for a total of 106 trail sites
  - Website and social media traffic increased by 150%
  - 86% of trail site members saw an increase in customers

- Culpeper Farmers Market:
  - Sales increased by 22%
  - Foot traffic increased by 19%
  - Number of SNAP benefits participants increased by 30%
  - In 2018, the opening day was the most well attended in its 40+ year history.

- Madison Farmers Market:
  - Number of vendors increased by 30%
  - Attendance increased by 71%
  - 1st Saturday and special event attendance increased by 150%
  - Sales increased by 94%
  - The Market also saw an increase in young families that came consistently in 2019