

**RRRC's USDA Farmers Market Promotion Program Grant Project**  
**Year 2 Notable Statistics**  
**Oct 2017 – September 2018**

- Over 794,000 consumers, farmers or buyers reached
- 450,000 gained knowledge on how to buy or sell local food
- 41 jobs created or maintained
- Assisted 9 new beginning farmers in going into local/regional food production
- Added 22 farms to the Purely Piedmont regional label program in its first year
- Tween Rivers Trail, Madison Farmers Market and Culpeper Farmers Market producers reported an increase in sales of local and regional agricultural products of 31%
- Number of Tween Rivers Trail sites increased from 64 to 75
- Opening Day at the Culpeper Downtown Farmers Market was the busiest, most well attended opening in the market's 40+ year history
- Number of SNAP benefits participants using the Culpeper Downtown Farm Market increased by 36%
- Madison Farmers Market's customer base increased by 27%, customers at its special events increased by 10%, and its vendors increased by 40%