

Keller Farmers Market

2018 Year-End Wrap-Up and Report



Our History

- Established in 2010
Bridget Rodewald's Vision
- KFM is a nonprofit, non-governmental 501(c)(3) organization
- Open every Saturday - May through November - 9 am to 1 pm



Our Mission

- The mission of KFM is to enhance the lives of the community by creating reliable access to healthy and fresh locally grown food, delivering consistent wellness education, and generating much-needed income and support for local farmers, food producers and artisans by providing programs that foster social gathering.



Leadership

Volunteer Board of Directors

- Gwen Allen, Board Chair
- Brian Boerner, Secretary
- Charles Youts
- Jenna Vandiver
- Daniel Paret

Executive Director facilitates weekly operations

- Sheri Almond



2018 - A Banner Year

The 2018 Market season started with opening day having an estimated 3,000 visitors! We had multiple community events throughout the season that were well attended including: Cinco de Mayo Day, Mother's Day, Father's Day, Pet Day, Meet your Farmer Day, Fall Festival plus participation in many of the Keller Parks and Recreation events.

We saw more rainy days than we prefer, but Market shoppers and vendors showed their dedication by attending as much as possible. We are grateful for the dedicated vendors, shoppers, and community members that support our local Market.

- Record Sales
- Diverse vendor participation
- More customers per weekend



Vendor Sales

- Financially, our vendors experienced their most successful year in KFM's 8 year history
- Vendors reported that they had an increase in sales by 17 - 20% from the 2017 Market
- More customers; added three Saturdays to the season
- New for 2019 - implement Vendor Sales Report



Vendor Participation

- We averaged 45 - 52 vendors every weekend
- 22 of those vendors were new to KFM - added diversity to the market
- We closed applications with 126 vendors on a waiting list
- Vendor Survey - love the new location; longer season; inclement weather days; night markets for June-August if over 100 degrees
- 2019 - Applications opened on February 2 and will close on March 25. The first 19 applications that we received are all new vendors. We plan on maintaining 65 vendors in 2019 - with 10 reserved for rotation of speciality vendors



KFM Partnering with Parks & REC

- Rec the Park - 18 Vendors participated
- I Heart BBQ - 27 of our vendors participated
- Haunted Trails - 17 vendors participated; Z-Bar Cattle Co. donated 315 pounds of hamburger and JR's BBQ cooked 300 burgers that were given out for free
- Holly Days - 22 of our vendors participated
- We would like to thank Parks and Rec for including us and look forward to more events in 2019.
- * Egg Scramble & Keller Fest



Customer Profile

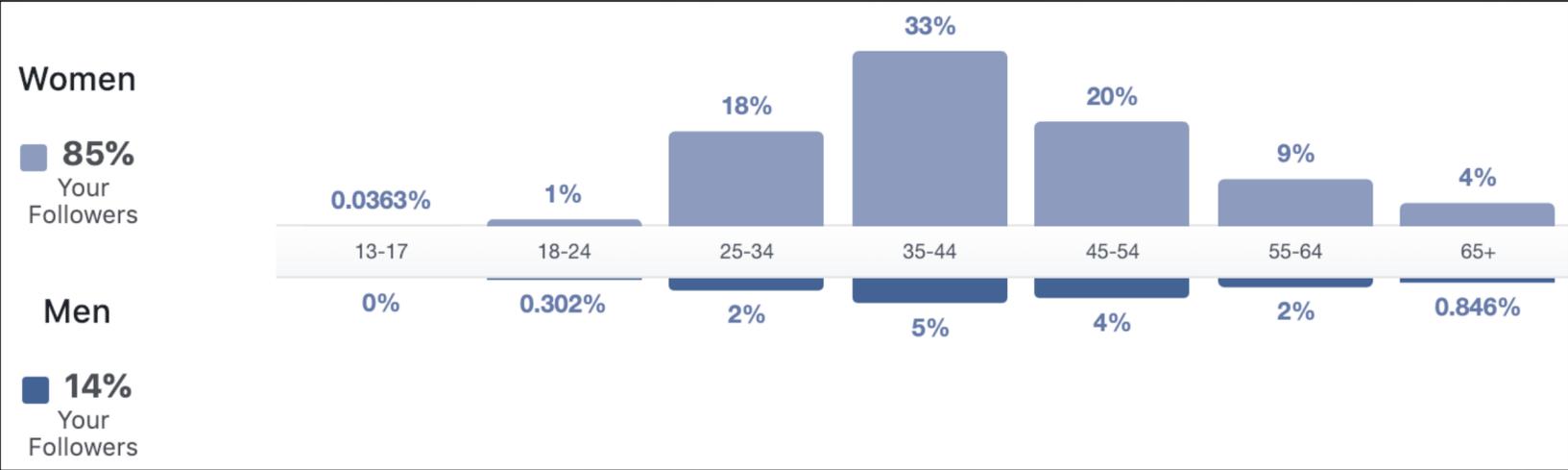
- Wide range of customers between ages 31-60
- Many young families with kids
- More women than men shop at the market
- Customers coming from Fort Worth, North Richland Hills, Dallas and other nearby cities
- This data coincides with our Facebook Analytics
- New for 2019 - consider purchasing Intalytics: geo tracking of customers one hour before/after the market



Facebook Figures

City	Your Followers
Fort Worth, TX	3,030
Keller, TX	2,146
Dallas, TX	349
North Richland Hills, TX	263
Southlake, TX	126
Roanoke, TX	122
Haslet, TX	110
Watauga, TX	110
Arlington, TX	89
Grapevine, TX	77

- 71% Ages 25 - 54
- 9% Over Age 55
- 85% Women
- Keller Loves KFM
- Attracts Citizens From Surrounding Cities



POP - Power of Produce Club

The Power of Produce (POP) Club teaches children about fruits and vegetables, local food systems and healthy food preparation through fun activities about nutrition, food, and agriculture. Participants engage in the full farmers market experience, trying new foods, having conversations with farmers, and buying local produce using tokens earned in monthly POP Club activities. KFM had 7 successful POP events this year (one per month). Seven new programs will be available this season.



POP
Club

Join us!

**FREE Activities, Tastings
and Prizes for Kids!**



www.KellerFarmersMarket.com

KFM In The News & Social Media

- Society Life, Fort Worth Star Telegram, 76092 did feature stories on KFM's move to Bear Creek Park
- Interactive website
- Facebook - 8,301 followers (6,239 followers in 2017)
- Instagram - 1,299 followers (1,004 followers in 2017)
- Twitter - 550 followers (492 followers in 2017)



HomeSnacks

These Are The 10 Best Farmers Markets In Texas For 2018

Detailed List Of The Best Farmers Markets In Texas

Name	City	Rank	Score
Sfc Farmers' Market Downtown	Austin	1	82.9
Texas Farmers' Market At Lakeline	Cedar Park	2	82.9
Texas Farmers' Market At Mueller	Austin	3	80.0
Grand Prairie Farmers Market	Grand Prairie	4	80.0
Texas Farmers' Market At Lakeline	Cedar Park	5	80.0
Historic Mckinney Farmers Market At Chestnut Square Historic Village	Mckinney	6	74.3
Coppell Farmers Market	Coppell	7	74.3
Dallas Farmers Market	Dallas	8	71.4
El Paso Downtown Artist And Farmers Market	El Paso	9	71.4
El Centro De Laredo Farmers Market	Laredo	10	71.4
Rose City Farmers Market	Tyler	11	71.4
East End Market	Houston	12	68.6
Urban Harvest Farmers Market @ Eastside	Houston	13	68.6
Good Local Markets At Lakeside Farmers Market	Dallas	14	68.6
Pearl Farmers Market	San Antonio	15	65.7
Corpus Christi Downtown Farmers' Market	Corpus Christi	16	65.7
Farmers Market At Imperial	Sugar Land	17	65.7
Good Local Markets At Vickery Meadow	Dallas	18	62.9
West End Farmers Market	Lubbock	19	62.9
Pearland Old Townsite Farmers Market	Pearland	20	62.9
Pflugerville Pfarmers Market	Pflugerville	21	62.9
Keller Farmers Market	Keller	22	62.9
Downtown Farmers' Market Victoria	Victoria	51	48.6
Harker Heights Farmers Market	Harker Heights	52	48.6
Downtown Denison Farmers Market	Denison	53	48.6
Hutto Co-Op Market Nights	Hutto	54	48.6
Ntcc Farmer's Market	Mount Pleasant	55	48.6
Downtown Wichita Falls Farmers Market	Wichita Falls	56	45.7
Texarkana, Texas Farmers' Market	Texarkana	57	45.7
Little Elm Farmers' Market	Little Elm	58	45.7
Rice University Farmers Market	Houston	59	42.9
Saha Farmers' Market	San Antonio	60	42.9
Bryan House Farmers Market	Mission	61	42.9
Ennis Farmers Market	Ennis	62	42.9
Downtown Forney Artisan & Farmers Market	Forney	63	42.9
Hill Country Farmers Market Association	San Antonio	64	40.0
San Antonio Farmers Market Olmos Basin	San Antonio	65	40.0
Brit First Saturday Farmers Market	Fort Worth	66	40.0
The Historic Mckinney Farmers Market At Adriatica	Mckinney	67	40.0
Frisco Rotary Farmers Market	Frisco	68	40.0
Wolf Ranch Farmers' Market	Georgetown	69	40.0
Galveston West End Market	Galveston	70	40.0
Vernon Farmers Market	Vernon	71	40.0
Hemisview Farmers' Market	San Antonio	72	37.1
East Texas State Fair Farmers Market	Keller	73	37.1

Keller Farmers Market

Keller

22

62.9

Denton Community Market	Denton	27	60.0
Round Rock Farmers Market, Farmer George Farmers Markets	Round Rock	28	60.0
Richardson Farmers Market	Richardson	29	60.0
Celebration Market In Sulphur Springs	Sulphur Springs	30	60.0
Cowtown Farmers Market	Fort Worth	31	57.1
The Farmers Pantry	Lubbock	32	57.1
Pharmers Market	Pharr	33	57.1
Nacogdoches Farmers Market	Nacogdoches	34	57.1
Hope Farmers Market	Austin	35	54.3
Corpus Christi Downtown Farmers' Market	Corpus Christi	36	54.3
Mcallen Farmers Market	Mcallen	37	54.3
All Natural & Certified Organic Farmer Market (Hope Farm)	Harlingen	38	54.3
Downtown Waxahachie Farmers Market	Waxahachie	39	54.3
Alamo Heights Farmers Market	San Antonio	40	51.4
Tobin Farmart Market	San Antonio	41	51.4
Corpus Christi Southside Farmers' Market	Corpus Christi	42	51.4
Brownsville Farmers' Market	Brownsville	43	51.4
Midland Downtown Farmers' Market	Midland	44	51.4
Mansfield Farmers Market	Mansfield	45	51.4
Angelina County Farmers Market	Lufkin	46	51.4
Saint Michael's Farmers Market	Dallas	47	48.6
Handley Farmer's Market	Fort Worth	48	48.6
Four Seasons Market - Richardson	Richardson	49	48.6
Historic Longview Farmers Market	Longview	50	48.6
Fredericksburg Farmers Market, Fredericksburg Tx	Fredericksburg	78	37.1
Feast Of Artisans Farmers Market	Conroe	79	34.3
Harlingen Farmers Market	Harlingen	80	34.3
Yourfarmer2u Georgetown	Georgetown	81	34.3
Huntsville Downtown Farmers Market	Huntsville	82	34.3
Farmer's And Artisan's Market At The Legacy	San Antonio	83	31.4
Main Plaza Farmers' Market	San Antonio	84	31.4
San Antonio Farmers Market At St. Matthews	San Antonio	85	31.4
Downtown Arlington Farmers Market	Arlington	86	31.4
Rockwall Farmers Market	Rockwall	87	31.4
Jim Wells County Farmers Market	Alice	88	31.4
South Texas Farmers Market	San Antonio	89	28.6
Gay Hill Farmer's Market	Brenham	90	28.6
South Texas Farmers Market	Live Oak	91	28.6
City Hall Farmers Market	Houston	92	25.7
San Antonio Farmers Market Association - Leon Valley	Leon Valley	93	25.7
Mercado Mayapan	El Paso	94	22.9
Apple Country Farmers Market	Lubbock	95	22.9
Seguin Farmers And Artisans Market	Seguin	96	20.0
Burnet Road Farmers' Market	Austin	97	17.1
Golden Spread Farmers Market	Amarillo	98	17.1
Seigler Farms	Wichita Falls	99	8.6
San Marcos/new Braunfels Farmers Market Association	San Marcos	100	8.6

2018 Vendors

We started with 92 applications. We accepted 74 - 20 were on rotation.

- 28 fresh fruit/vegetables/meat
 - 19 Prepared Foods
 - 17 Arts/Crafts
 - 10 Pet Vendors
-
- Produce vendors sold out most weekends



KFM Vendor Success Stories

Z Bar Cattle Company

- Opening Retail Store in Keller



KFM Vendor Success Stories

Healthy Hippie

- After 2 Years At KFM, Established Customer Base Leading To Opening A Restaurant (Watauga)



KFM Vendor Success Stories

Matt's Sneaux Cones

- Grew From A Tent To A Food Truck



What is working well

- Dedicated customers show up on a regular basis to support vendors
- Diversity in the vendor base is drawing in a new customer base
- Demonstrations and sampling are effectively increasing customer traffic
- Planning and hosting events either featuring vendors or in partnerships and collaborations with organizations/restaurants in the community greatly increase customer attendance and engagement (e.g. Cinco de Mayo 2019 opening day - Boca 31)
- Programs and activities for children yield higher attendance. POP Club, Petting Zoo, Pony Rides



Challenges

- Weather can strongly impact the success and viability of market operations on a weekly basis. 2018 experienced 5 days of closure due to weather conditions
- ☑ Parking on opening day and special events
 - Preventing others from setting up that are not part of the market (parking lot or on our side of the bridge)
 - Ability to leave sign up at the park
- ☑ More Electricity on the south end of Shady Lane
 - Bridge - estimated cost \$150,000
 - Raising more funds - we function solely off sponsorships, booth fees, and the farm to table dinner fundraiser



Farm to Table Fundraiser Dinner

- Huge Success! Sold out the event and added 5 sponsorship tables
- 5 local chefs served 314 dinners
- 2019 Dinner is set for October 6th at the Bowden
- Funds go towards continuing the POP program; POP funds; advertising; staff pay; and Special Event Days



Sponsors

City of Keller

FnG Eats

Primrose School of Keller

Frost Bank

Nick & Karen Dungey

Lisa Efthymiou

Bezan Morris

Giovanni Capriglione

Healthy Hippie Cafe

Village Seminars



Board Approvals for 2019

- Increased vendor booth fees from \$25 to \$30
- Increased number of max vendors from 55 to 65
- Hire additional part time staff
- Pay Musicians - currently only work for tips

Thank you City of Keller for being a valued Sponsor!

