

LANCASTER FRESH MARKET, INC.

ANNUAL REPORT
2023



OUR MISSION

Our **Mission** is to champion the production and accessibility of local foods and products for the enrichment of our community

We put **Real Food Within Reach** through our two community markets in downtown Lancaster, Ohio.

OUR HISTORY

The concept for the Keller Market House began with the 2011 **Fairfield Growing** Agricultural Economic Development Plan. Through the work of the Fairfield County Local Food Council, an Ohio not-for-profit corporation was formed in May 2015. In July 2015, the current location was acquired through the Fairfield County Land Bank's repurposing program. The building was named the "Keller Market House" to honor the Keller Grocery that operated there from 1867 to 1914, and opened its doors for business in May 2016.

In 2018, we assumed management of the Lancaster Farmers Market, building an even stronger local food system for our producers and community.



OUR BOARD & STAFF

BOARD

Kim Sheldon, President

Brad Grywalski, Vice President

Amanda Everitt, Treasurer

Andrea Spires, Secretary

Elizabeth Baker

Joshua Bruce

Kelley Frank

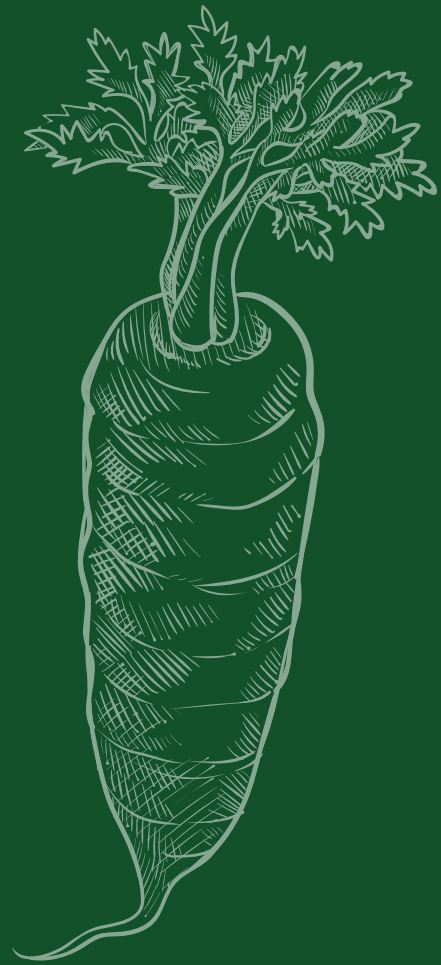
Jonett Haberfield

Travis Markwood

David Scheffler

Patti Wasem

Elizabeth Fox Zawislak



STAFF

Erin Harvey

Virginia Magill

Amber Mehan

Tonya Kness

Larry Garlinger

Brad Alexander

Stephanie Dilley



Thank You to our Funders!



USDA Healthy Food Financing Initiative

Fox Foundation, Inc.

The Fairfield County Foundation

Destination Downtown Lancaster

Fairfield County Land Bank

Downtown Lancaster Special

Improvement District

South Central Power Company Foundation

Lancaster-Sherman Rotary Club

Thank You to our Sponsors!



Thank You to our Members!



Our Member Vendors

Bluegreen Gardens
Brad's Custom Woodworks
Down the Road Farm
Four Acres Micro Farm
Hugus Fruit Farm
Koinonia Farms
Lockhart Ironworks
OneBody OneMind LLC
Sewing in My Basement
Sweet Space Bakery
The Fry Pie Lady
The Kale Yard
Wildflower Laney Honey
With Nature in Mind
Wren Valley Truffles

Our Local Food Champions

Liz & Bob Fox
Kelley Frank
& Trina Thornton
Ron & Joyce Harvey
Don & Patti Riordan
David & Jean Robertson
David & Kristi Scheffler
Phil & Kim Sheldon
John & Kam Sigafos

2023 SNAPSHOT

Market House Sales

\$378,965

Returned to Our Local Vendors

\$278,233

Increase in Market House Sales

31.6%

New Market House Vendors

28

Farmers Market Vendors

36

Ohio Small Businesses Supported

200+

Grants

\$65,164

Donations

\$24,818

Memberships

\$7546

Business Sponsorships

\$8750

Fundraising Events

\$10,777



EVENTS

We started the year off strong with a **Volunteer Clean Up Day** to set the stage for our renovation process.

In April, we held a **Taste of the Market** to introduce six of our newest food vendors, and **Earth Day** with a healthy soil demo and plant & seed swap.

For the Lancaster Festival in July, we hosted a Lancaster Festival **Low Brass Quartet** concert and local artist Carol Buccilla for **ArtWalk**.

And we kicked off the holiday season with our annual **Friendsgiving** gathering for our Friend of the Market Members, where they got a sneak peek tour of the renovations.



FUNDRAISERS

MARKET BARS

We held three Market Bar celebrations at the Lancaster Farmers Market this year, where we throw a party and serve seasonal drinks. Downtown neighbors Double Edge Brewing Co. and O'Huid's Gaelic Pub helped us out and the Lancaster Fire Department even made a cameo visit at our Fall Finale.

FARM + KITCHEN

We expanded our signature Farm + Kitchen fundraiser to spring and fall in 2023, with six one-of-a-kind gatherings taking place around the Lancaster area. Unique venues included a historic wine cellar, a family farm, a retreat center, and a restored barn.



PRODUCE PERKS

In 2023, we improved our Produce Perks program by adopting the green tokens familiar to our farmers market SNAP customers for use inside the Keller Market as well.

These "perks" do double duty for our community, providing free fruits & veggies to SNAP shoppers and increasing sales for our local produce farmers.

This year, our Produce Perks program grew by 57%, with more than \$7000 in Produce Perks redeemed between the two markets.



NUTRITION BENEFITS & INCENTIVES Lancaster Fresh Market, Inc.



YEAR	SNAP	PP	TANF	SNAP	PP	TANF	TOTAL
2017	\$642.54	\$5.15					\$647.69
2018	\$1735.84	\$202.20					\$1937.04
2019	\$2071.65	\$621.59					\$2693.24
2020	\$2156.74	\$375.01					\$2531.75
2021	\$5651.97	\$1025.98		\$1610	\$1324		\$9611.95
2022	\$7606.22	\$1513.33	\$1801.25	\$3883	\$3004	\$10,765	\$28,572.80
2023	\$9032.15	\$1752.60	\$253.14	\$5050	\$5339	\$45	\$21,471.89

SNAP = Supplemental Nutrition Assistance Program ("Food Stamps")
PP = Produce Perks (Nutrition Incentive matching program for fresh produce)
TANF = Temporary Assistance for Needy Families as fresh produce coupons



LANCASTER FARMERS MARKET

2023

2023 was the Lancaster Farmers Market's 40th year in downtown Lancaster, and our sixth year of managing the market.

We partnered with many local organizations and businesses for a vibrant and successful season. Offering both fun and food access, the Lancaster Farmers Market is truly a downtown destination for everyone.



STATS

24 WEEKS
36 VENDORS
12 FOOD TRUCKS
3 MARKET BARS
3 KIDS' DAYS
\$5050 in SNAP
\$5339 in Produce Perks



WIC FARMERS MARKET NUTRITION PROGRAM

We added WIC FMNP acceptance as a farmers market this year, meaning that WIC recipients could use their FMNP vouchers with any of our fruit & vegetable growers.

Our Fairfield County WIC Nutritionists joined us to distribute these vouchers to WIC participants right at the market as well as provide resources on healthy eating.

KIDS' DAYS

For the first time, we held three scheduled Kids' Days at the farmers market. All three of these summer markets were well attended by families and featured a variety of free activities and resources, including Storytime with the Fairfield County District Library and nutrition info from OSU Extension.

Thanks to a grant from the Fairfield County Foundation's Youth Advisory Committee, we were also able to launch a "**Seed Money**" program where kids were able to receive a packet of coupons worth \$10 and shop with the market vendors of their choice for free.



COMMUNITY ENGAGEMENT

The Lancaster Farmers Market hosted or partnered with the following non profit organizations over the course of the 2023 season:

AHA! Children's Museum

Fairfield County District Library

Fairfield County Health Department

Fairfield County WIC Program

Lancaster Fire Department

Meals on Wheels of Fairfield County

Mental Health America of Ohio

OSU Extension Fairfield County

Project FORT

Produce Perks Midwest

Young Professionals of Fairfield County



KELLER MARKET HOUSE

2023

Even in the midst of renovations, we saw a steady increase in sales in the Keller Market House, with 31.6% more sales overall than in 2022.

With an eye on our expansion, we added a new Storekeeper position and expanded our open hours to include an extra hour each weekday.



STATS

24 NEW VENDORS

13,641 TRANSACTIONS

303 DAYS OPEN

\$9032 in SNAP

\$1752 in Produce Perks

WORKSHOPS

Though our workshops were interrupted by our renovations in the latter part of the year, we were able to hold a number of engaging classes for the community in 2023 including:

Meal Prep Made Easy

Slow Cooker Lunch & Learn

Mushroom Production for the Home Gardener

Spring Skin Renewal

Pressure Cooker Lunch & Learn

Starting Plants from Seed

Kombucha: How To & Tasting

Yarn Bomb Crocheting

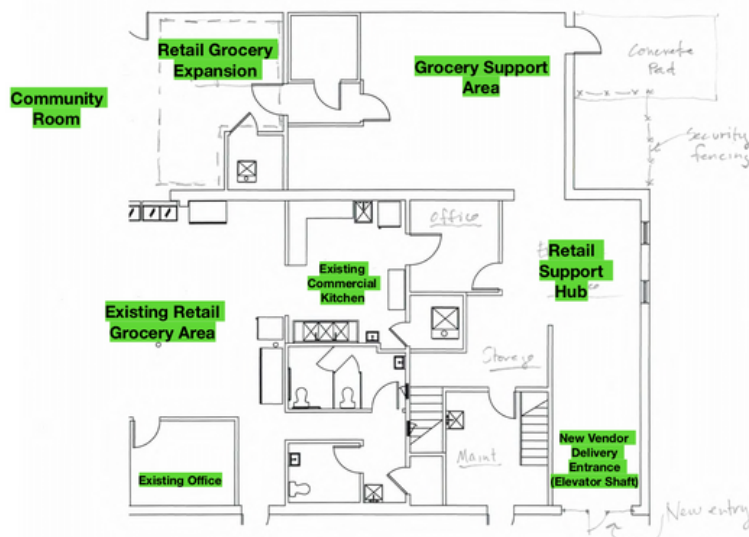
Canning Basics



GROCERY EXPANSION

Our biggest endeavor in 2023 was renovations to our historic building to expand our grocery operations. This project was made possible by a grant of \$195,724 from **America's Healthy Food Financing Initiative** of the USDA.

The rear of our building has been transformed with new work spaces for our vendors and staff and a dedicated delivery entrance from Chestnut Street. We've added three new freezers and three new refrigerators for expanded capacity. And our retail area will get new grocery shelving to set the stage to offer even more local foods.



GET INVOLVED

Visit our website and click on
Get Involved to:

- Become a Vendor
- Join as a Member
- Support Us as a Sponsor
- Learn about Volunteering
- Make a Donation

KellerMarketHouse.org



**LANCASTER FRESH
MARKET, INC.**

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