

LANCASTER FRESH MARKET, INC.

ANNUAL REPORT
2025

Real Food Within Reach!



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 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. The building was named the “Keller Market House” to honor the Keller Grocery that operated there from 1867 to 1914. We opened our 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. And in 2024, thanks to a grant through the USDA’s Healthy Food Financing Initiative, we completed further renovations to our market house that allowed us to greatly expand our capacity.



OUR BOARD & STAFF

BOARD MEMBERS

Kim Sheldon, President

Brad Grywalski, Vice President

Kelley Frank, Treasurer

Andrea Drumm, Secretary

Elizabeth Baker

Andrew Bickel

Carrie Brown

Joshua Bruce

Amanda Everitt

Jonett Haberfield

Travis Markwood

David Scheffler

Kate Smiley

Melissa Walker

Zac Williams



STAFF

Erin Harvey,
Executive Director

Virginia Magill,
Market Manager

Brad Alexander
Stephanie Dilley

Natalie Helt

Tonya Kness

Amber Mehan

Jill Nihiser

Derek Tipple

Cristina Toth



In memory of Larry Garlinger,
our Keller Market maître d'



Thank You to our Fundors!



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

Our 2025 Donors

Joshua Bruce & Laura Tussing

Claypool Electric

Jonett Haberfield

David Hammerstein

Ron & Joyce Harvey

Paul Kempf

Kiwanis Club of Lancaster

Don & Patti Riordan

Judith Rotkis

Kim & Phil Sheldon

Kam & John Sigafos

Hilary Soller & Dave Scoggin

Regina Shaw

Kate Smiley

Wildflower Lane Honey

Women's Giving Circle

Vonna Wright

In memory of Larry Garlinger:

Ed & Julie Goodman

Donna & Mary Lawrence

Thank You to our 2025 Sponsors!



Thank You to our 2025 Members!



Our Member Vendors

310 Skin Company
Angry Dads Jerky
Ava Jewelers
BEEpothecary
Brad's Custom Woodworks
Bryan's Cookies
Buckeye Shroomery
Caramel Apples by Arla
Down the Road Farm
Four Acres Micro Farm
Hugus Fruit Farm
Koinonia Farms
Lockhart Ironworks
Moonfeathers
MRG Farm
Ohio Glass Museum
OneBody OneMind LLC
Primitive Mud Pottery
Sweet Space Bakery
The Fry Pie Lady
The Kale Yard
Wildflower Lane Honey
With Nature in Mind

Small Business Members

Bill Palmer Insurance
Martin Barker Design
Moonstruck Event Planning & Design
The Atomic Shop

Our Local Food Champions

Gold

Joshua Bruce & Laura Tussing
Jean Robertson
Kam & John Sigafos

Silver

Laurel Danes-Webb & Rick Webb
Bryan & Amanda Everitt
Kelley Frank & Trina Thornton

Bronze

Jodie & Bob Beachy
Matt & Sarah Claypool
Mike & Kristina Crites
Kiley, Matthew & Wesley Frazier
John & Natalie Furniss & Family
Brad Grywalski & Karen Rotkis
Hannah Halfhill
Ron & Joyce Harvey
Wes & Laura Osborn
Patti & Don Riordan
Nicole & Jared Smith
Hilary Soller & Dave Scoggin
Becky & Curt Weiffenbach

FROM OUR MEMBERS

“ I love that it gives the community the opportunity to eat healthy by knowing where their food is coming from and the ability to connect with local producers/vendors year-round! ”

**STACY,
MAY MEMBER OF THE MONTH**

“ What we love about our community markets is that they give us the opportunity to interact with the people that grew and prepared the food we’re buying it from!

We love that the Lancaster Farmers market and Keller Market House gives us the chance to instill in our daughters a sense of love and appreciation for their community and locally sourced food.

Shopping at the Lancaster Farmers Market followed by stopping into Keller Market House each Saturday morning is a cherished weekly tradition of ours that helps us slow down after a long week and spend time together while serving as a reminder of how blessed we feel to be a part of such a wonderful community. ”

**GABRIEL & EMILY,
MAY MEMBERS OF THE MONTH**

“ My favorite part of the Farmers Market is summer when the produce is abundant and market shoppers contend for those precious parking spots early on Saturday morning to be the first in line to shop! Everyone is so happy and you really feel a sense of community and cooperation. ”

**MARILYN,
JANUARY MEMBER OF THE MONTH**



Marie, September



Gabriel & Emily, May



Jon & Mel, August

HIGHLIGHTS

2025 was a year of growth and capacity building for us as we worked with more than 200 small Ohio businesses. As we expanded, we strengthened the local economy with **over \$1,000,000 in sales** at our two markets in 2025. As a non profit, we return as much of this retail dollar to our producers as we can.

We met a lot of great new vendors, introducing them through both the Keller Market House and Lancaster Farmers Market.

And our staff continued to grow as well, with nine committed individuals who make our markets the special places they are.

Along the way, we kept our mission in mind, partnering with other non profits and community groups to strive to make local food access achievable for everyone.

We're proud of how far we've come as we look forward to the **10th anniversary of Keller Market House** in May 2026, and we know that it's all been possible through the support of our community - thank you!



2025 SNAPSHOT

Grants	\$4755
Donations	\$74,401
Memberships	\$13,330
Business Sponsorships	\$9000
Fundraising & Events	\$16,253

Keller Market House Sales	\$718,879
Returned to Our Local Vendors	\$529,013
Increase in Market House Sales	29.4%
Market House Transactions	22,933
Keller Market House Vendors	180+
New Market House Vendors	38

Farmers Market Vendors	43
Weeks of Farmers Market	25
Food Trucks	20
Live Musical Groups	6
Community Organizations	19



FROM OUR VENDORS

“ My husband and I just love Keller Market House. Everytime we call or go in they treat us like family. They have helped us to navigate our newly created business with suggestions and they are so patient. ”

BRYAN'S COOKIES

“ I honestly don't know where we'd be without the Lancaster Farmers Market & Keller Market House. They are the cornerstone of our business and the reason this farm grew into a full-time livelihood for two people. Early on, we tried selling at three or more different markets a week. It didn't take long to realize something important: Lancaster is just the best. This community shows up, supports local farmers, and makes it possible for small businesses like ours to thrive. ”

DOWN THE ROAD FARM

“ Keller Market House and the Lancaster Farmers Market have helped me grow my business to what it is today. When I look back to where I started in 2023 to where I am today I can't even believe the growth I have seen and the things I have accomplished. I am so thankful to both Keller Market House and the Lancaster Farmers Market for helping get my name out to the community and providing a path for the growth of my bakery. ”

WILD SAGE BAKING CO.

“ Both the Lancaster Farmers Market & Keller Market House have helped us grow our farm drastically. Customers are looking for the type of farm products that us producers produce, but it's not always easy for them to find us scattered out across the countryside. That's what makes these locations so awesome. It brings together farmers and customers all in one spot. ”

HIDDEN VIEW FARMSTEAD



Down the Road Farm



Wild Sage Baking Co.



Hidden View Farmstead

WINTER

We started off the year with a new offering - Our **Eat Local Adventure** winter produce subscription brought participants a weekly bag of local food during the time of year when it's most difficult to eat local.

Subscribers enjoyed 12 weeks of carefully curated local fruits & veggies and proved that “local tastes better” all year round!

In February, we had the pleasure of hosting our colleagues from Local Roots in Wooster, OH, Public Market in Wheeling, WV, and The Wild Ramp in Huntington, WV.

This was part of a project led by our friends at the Appalachian Center for Economic Networks (ACEnet) in Athens, OH, and made possible by a USDA Local Food Promotion Program grant.

This “**Community and Commerce: Cultivating Market Capacity Through Peer Exchange**” project has been an amazing experience as we’ve learned from and built relationships with similar non profit and cooperative markets in our region.



SPRING

We celebrated the first day of spring with our first ever **Ohio Wine Tasting**. Six local wineries joined a sold out crowd of 50 guests for a wonderful evening of wine, food and fellowship. With the help of some talented volunteers in the Keller Kitchen, we served a wonderful array of locally sourced hors d'oeuvres as well as a variety of local wines.

To get everyone in the farmers market mood, we hosted a **Taste of the Market** at the Keller Market House in April. Featuring five of our Keller Market food producers, this was a chance for customers to come “meet the maker” and try free samples of something new.

The Lancaster Farmers Market kicked off on Opening Day, May 3rd, with a Pop Up Market Bar to celebrate. We dodged some rain drops with smiles as we welcomed back all our farmers market vendors for the season!



SUMMER

For the second year, **The Henry** hosted our Farm to Table Dinner in June. It was a beautiful evening as guests explored the manor and the grounds, then were seated for a four course meal inspired by **Shakespeare's A Midsummer Night's Dream**. Live music by Flutasia Flute Choir rounded out the evening.

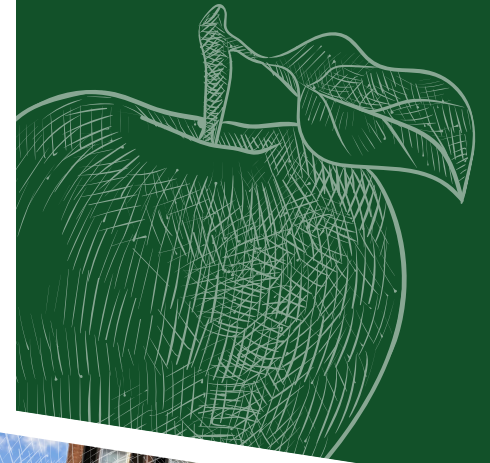
Summer is the height of farmers market season, and we made the most of it with a full schedule, including three **Kids' Days** and our famous **Bloody Mary Bar**, traditionally held on the last day of the Lancaster Festival.

In July during the Lancaster Festival, we also continued our tradition of hosting orchestra musicians for one of their 'Out & About' concerts. This year we enjoyed the sounds of a **Festival Brass Quartet** on the Keller Market House stage.

And in August, we participated in an **Ag Update** hosted by the Lancaster Fairfield County Chamber of Commerce and Fairfield Growing. Erin sat on a panel with other local business leaders to share about how their local sourcing helps to boost our agricultural economy.



FALL



This fall, we were honored to be included in the Decorative Arts Center of Ohio's **Food for Thought** exhibition. Rounding out the artwork that explored our relationship with food, guests could view three videos about Lancaster's food culture, including one about our markets.



In conjunction with the exhibition, we hosted a fall **Taste of the Market** pop up event during our Fall Festival Farmers Market with eight Keller Market House food vendors that offer fresh flavors and help to make our food scene so unique.



The same weekend, we hosted our first **Music at the Market** fundraiser concert with **Terry Klein** of Austin, TX. Guests enjoyed an intimate concert with this singer-songwriter of original Americana and a pop up meal of Mediterranean specialties from **Balila Kitchen**.



KELLER MARKET HOUSE

2025 was a great year for local food! We welcomed more than 30 new vendors to the Keller Market House, and among them were some really cool new-to-us food products.

Lancaster's local flavor now includes Korean kimchi, Italian pasta sauce, Austrian pastries, Middle Eastern specialties, Filipino baked goods and Cambodian hot sauce.

Our mission is to create **opportunity** for these unique small Ohio business. We offer them a sales venue that connects them with our community in a convenient location downtown they couldn't otherwise access.

Saturdays are an especially great day to visit, when you can often meet a vendor or two at a pop up event, and get your knives sharpened so you're ready to cook!



ECONOMIC IMPACT FOR LOCAL FARMERS

\$90,738

local meat

\$86,520

local dairy

\$60,473

local produce

\$44,725

local honey & syrup

\$28,665

local eggs

\$13,061

local plants & flowers

WORKSHOPS

We love to highlight the talents of our local vendors and experts with our hands on workshops. We hosted 21 classes on topics ranging from food & cooking to gardening and soapmaking. These events are an opportunity for the community to get to know our producers and learn more about what goes into the products that they make.



**Herb Gardening
with Blue Owl Garden Emporium**



**Soap Making
with 310 Skin Company**



**Intro to Sourdough
with The Flour Garden**



**Needle Felting
with Mud Gallery**



Other Workshops Included:

Grilling with
Local Meat with
Tim Craine

Food Preservation
Series with OSU
Extension Fairfield
County

Make Your Own
Christmas Gifts
with Woodland
Herbal

Essential Oils
Series with
Homestead
Aromatics

Home Mushroom
Production with
Blue Owl Hollow
Forest Farm

LANCASTER FARMERS MARKET

From a drizzly spring start to a brisk fall finale, Lancaster showed up for our producers this year at the farmers market!

Attendance averaged more than 1350 people each week, with many more attending for our special events.

In our 8th season of management, it was pleasure to see the community come together each Saturday to support our local producers and enjoy one another's company.



SOMETHING FOR EVERYONE

With special events nearly every weekend, there is always something new to discover at the market.

Offering both fun and food access, the Lancaster Farmers Market is truly a downtown destination.



**Food Truck:
Son in Law Pizza Co.**



**Food Truck:
Crêpe, Croque & Co.**



**Live Music with groups including
Flutasia Flute Choir**



**Pop Up Market Bar
with Bloody Marys &
Mimosas**



Marketgoers can also enjoy brunch and a beer on the Double Edge patio



One of our Fall Finale Customer Appreciation Drawing Winners

KIDS' DAYS

Families had a blast this summer with a weekly **Farmers Market Storytime** with the Fairfield County District Library and at our three special Kids' Days.

In June, July & August, community groups joined us to offer free kids activities and entertainment. Thanks to Lancaster Fairfield Community Action, AHA! Children's Museum, Sunshine Smiles, Squirrel Scout Outdoor School, OSU Extension and Rise Up Arts Alliance for joining us and to **Saint Mary School** for being our Kids' Day Sponsor!

SEED MONEY

Our Kids' **Seed Money** program provides kids ages 5 - 12 with a packet of coupons worth \$10 to shop the market for free. It's a great way for families to explore the market together and learn valuable real life skills.

This year we gave out \$1300 worth of seed money to 130 children. Thanks to the **Women's Giving Circle** of the Fairfield County Foundation, the **Kiwanis Club of Lancaster** and several private donors for making this program possible!



COMMUNITY ENGAGEMENT

Our market is more than a place to shop! Community engagement is an important part of the market experience. We hosted or partnered with the following organizations over the course of the 2025 season:

AFS - USA

AHA! Children's Museum

Bottoms Up Diaper Bank

Decorative Arts Center of Ohio

Fairfield Area Humane Society

Fairfield Community Health Center

Fairfield County District Library

Fairfield County Emergency Management

Fairfield County Health Department

Fairfield County Dog Shelter

Fibromyalgia Awareness

**Lancaster-Fairfield Community Action
Agency Early Childhood Programs**

New Horizons Mental Health Services

OSU Extension Fairfield County

Produce Perks Midwest

Rainbow Alliance of Fairfield County

Rise Up Arts Alliance

Squirrel Scout Outdoor School

Sunshine Smiles

Young Professionals of Fairfield County



THANK YOU!

Amber Mehan

The end of our farmers market season was bittersweet as we said farewell to our **Farmers Market and Food Access Coordinator**, Amber Mehan. With us for 5 seasons, Amber was instrumental in the growth and successes of our farmers market. We are grateful for all her hard work as well as her laughter.

Amber: "It's hard to put into words what these past five years have meant to me. This role has been such a gift — shaping me as a leader, deepening my love for community, and allowing me to witness the power of connection through local food, art, and craftsmanship."

Thank you, Amber, and we'll see you soon!

Volunteers

We've got a great group of volunteers who keep everything running smoothly at market. From greeting shoppers with a warm welcome to taking down tents at the end of the morning, they're an integral part of our market operations.

We'd like to extend a special thanks this year to the OSU Extension Fairfield County **Master Gardener Volunteers**. They assisted again with our customer counts and also staffed a monthly 'Ask a Master Gardener' booth. This free opportunity for community members to ask their horticulture and backyard gardening questions was a great addition to our market!



FOOD ACCESS

2025 was a rocky year for our food access programs. Produce Perks Midwest lost its main source of federal funding in the spring, and SNAP customers saw an interruption to their benefits when the government shut down in the fall. Luckily, Produce Perks was able to find alternate sources of funding to finish out 2025 and also to cover Fairfield County in 2026.

One positive note was a continuation in funding for Produce Perks' Family Fruit & Vegetable Coupon Program at the state level, which we helped to advocate for at the state house in March. We were able to do a distribution of these coupons to eligible families at our fall Harvest Market, and look forward to a larger event in summer 2026.



NUTRITION BENEFITS & INCENTIVES 2025

Lancaster Fresh Market, Inc.

YEAR TOTAL: \$31,554



SNAP	PP	TANF	TOTAL
\$11,288	\$4668	\$660	\$16,616



SNAP	PP	TANF	SENIOR	TOTAL
\$5312	\$5631	\$680	\$3315	\$14,938



SNAP = Supplemental Nutrition Assistance Program ("Food Stamps")
 PP = Produce Perks (Nutrition Incentive matching program for fresh produce)
 TANF = produce coupons funded by Ohio's Temporary Assistance for Needy Families program
 Senior = Ohio Senior Farmers Market Nutrition Program for produce & honey

2026 SAVE THE DATE

Please save the date and join us at the following upcoming special events planned for 2026:

MUSIC AT THE MARKET

CONCERT WITH ERIC BRACE & THOMM JUTZ

Saturday, April 25th, 7pm

FARMERS MARKET OPENING DAY

Saturday, May 2nd, 8:30am to 12pm

POP UP MARKET BAR for BOTTOMS UP

Saturday, June 20th, 9am to 12pm

FARMERS MARKET BLOODY MARY BAR

Saturday, July 25th, 9am to 12pm

FARMERS MARKET KIDS' DAYS

June 13th, July 11th, August 8th, 8:30am to 12pm

FARM TO TABLE DINNER

AT THE HENRY

Friday, August 21st, 6pm to 9pm

250 PLATES: FARM TO TABLE DINNER

AT THE MILL EVENT CENTER

Sunday, September 27th, 5pm to 8pm

FARMERS MARKET FALL FINALE

Saturday, October 31st, 8:30am to 12pm

SHOP SMALL HOLIDAY MARKET

Saturday, November 28th, 8:30am to 12pm



GET INVOLVED

We look forward to seeing you at our markets!

You can also visit our website to:

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

KellerMarketHouse.org



LANCASTER FRESH MARKET, INC.

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