

2014

# HOMER FARMERS MARKET



**ALASKA GROWN**  
LOCAL FOOD - GOOD FOOD

FOOD CRAFTS &amp; COMMUNITY

## Market Info

### Location

Ocean Drive  
Across from the Washboard  
Homer, Alaska

### Saturday Market

10am - 3pm  
May 23 - Sept 26, 2015

### Wednesday Market

3pm - 6pm  
July 1 - Sept 30, 2015

### Contact

Market Manager:  
Robbi Mixon  
PO Box 2274  
Homer, AK 99603  
907-299-7540  
manager@homerfarmersmarket.org



“Not only is it a lovely place to meet friends and hear music, it is integral in supporting the many fledgling farmers in the region.” -Carey Restino

## FARMERS MARKET ACCOMPLISHMENTS

Today when you walk into the Homer Farmers Market you get a vision of community; intergenerational, lively conversation amidst a collection of local economies thriving with healthy food, music and fun. The Homer Farmers Market has come a long way since those first few vendors popped up their tables back in 1999. It was not the first time someone tried to start a Farmers Market in Homer, but it has definitely been the most successful.

The diligence of producers dedicated to shaping their lives and livelihoods around farming were a key part, but there are other facets that make for a thriving Market.

Homer has talented crafters and food vendors that round out the Market so that it can meet the needs of anyone who goes there. This diversity has grown over the years but the Homer Farmers Market has always kept the vision of maintaining at least 50% of the Market booths dedicated to produce. Thanks to the dedication of a local landowner, the Market has been blessed with a stable location since 1999, allowing vendors the ability to set up once a year and develop a reputation for their presence at the Market. With this reliability, the Homer Farmers Market has in the last 15 years become an icon of Homer, symbolizing what we value most.

*Continued on page 2*

# Farmer Love

## Snowshoe Hollow Farm

### Christina Castellanos

I have been selling my farm produce at the Homer Farmers Market for 8 years now and I've watched it grow into something very valuable to our community. At the HFM I learned the ins and outs of growing food on the Kenai Peninsula, and today I have a successful small farming business that has grown due to the support of HFM and this wonderful community. Now I'm helping others to grow their own food too. I've watched my children and others grow up in this healthy atmosphere, connecting with their community. In recent years our market has developed a new currency, with the market coins, which has encouraged local spending. They've worked with Quest, W.I.C. and the Senior Nutrition programs which bring more locally grown food to those who may need it most in an affordable way. Vending at the HFM has meant a dream-come-true job opportunity for me. I am proud and grateful to be a part of Alaska's BEST Farmers Market. Thank you for making it all possible.



## Alpenglow Skin Care

### Susan Houlihan

As a craft vendor at the HFM since 2001, my skin care business has grown immensely due to the devoted community wanting locally handmade crafts. It has been the perfect venue to expand my business in a low cost environment. Not only are the vendors appreciative of the community gathering place to have a HFM, our customers are grateful for the opportunity to buy local, fresh produce and local, handmade crafts. Tourists feel as if they've struck gold when they discover the HFM. It is a treasured location by both community members and those just passing through.

## ACCOMPLISHMENTS

*Continued from page 1*

The Market has matured over the years, gotten more organized and taken a sincere role in development of those values. A Saturday Market now is almost always guaranteed to have entertainment, educational demonstrations, and kids activities on top of all the merchandise, food and produce available in the over 50 market booths. Special events like the Harvest Potluck and the Zucchini festival are community celebrations. Through a partnership with the Center for Alaskan Coastal Studies we also support the Kids Activities. The Market now has three employees conducting various activities from general management, coordinating events, to operating the credit card/Quest machine. Last year that little credit card machine processed over \$6000 for SNAP benefit recipients and over \$48,000 worth of Market tokens for people with credit cards. This doesn't even begin to show how much commerce went through the Market in just cash sales. The Market has become a reliable business incubator, a place for vendors to get their start without the large overhead of a storefront.



As the Homer Farmers Market has grown to a solid and defining part of our community, the community is growing in its understanding of local food. More growers every year are taking their produce to the Market and beyond, selling directly to consumers at restaurants and through the community supported agriculture model. Now the Homer Farmers Market is hosting a small scholarship yearly to help local farmers, non-profits, schools and students with innovative projects that support gardens and growing education. As the Market benefits from increasing community support it is looking for new ways to support the growth of the local food system in the community. We always strive to improve.

The people of the market are connecting not just with each other, but with their food. I love seeing this evolution of eating-consciousness!

Christina Castellanos  
Snowshoe Hollow Farm



## FINANCIAL OUTLOOK

Thanks to a very supportive community, the Homer Farmers Market has grown significantly in the past few years. The financials shown here reflect only the funds that the Homer Farmers Market uses to keep a vibrant market going. The impact to farmers and to the community are not included, but these impacts are significant.

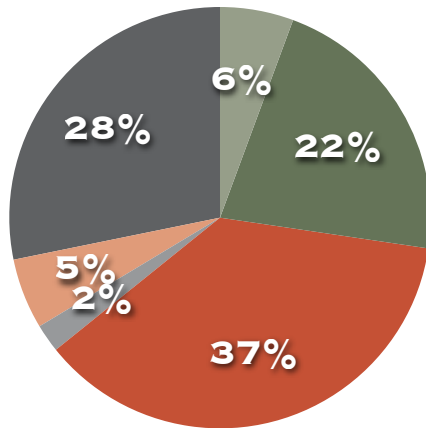
Much of the growth is in our programs for the community including, children's activities, education programs and the Quest program. Grants awarded to implement the Quest program give access to healthy local food for lower income individuals and families. Tough budget years ahead may impact these valuable programs, and the board will do all we can to continue to support the entire community in providing healthy foods to all families.

Thank you for your support, whether you donate to the turkey raffle, buy from our farmers, or volunteer to help. Every contribution helps us develop strong local food systems.

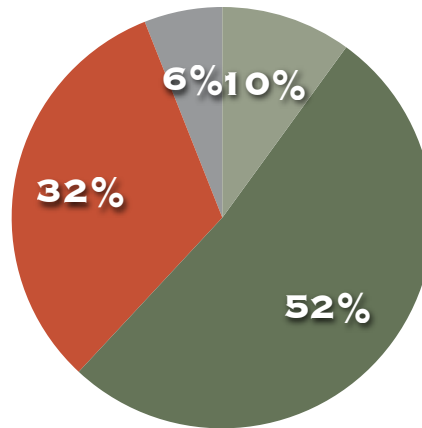
### 2015 BUDGET

INCOME - \$46,200

EXPENSE - \$45,970



- DONATIONS
- GRANTS
- MARKET SPACE
- MARKET COINS
- MEMBERSHIP
- MERCHANDISE



- ADMIN
- PROGRAMS
- PROMOTION
- OTHER

### SEVEN YEARS OF STEADY GROWTH



## Community Love

People in Homer are passionate about the Farmers Market.

### South Peninsula Hospital

#### Derotha Ferraro, Director of Public Relations

Homer Farmers Market is one of the hospital's favorite local resources in helping us meet our mission of promoting locally coordinated health and wellness. By providing a healthy, alcohol-free gathering place for residents of all ages, healthy and affordable foods, ever-popular tokens for door prizes, creating a platform for nutrition education, and providing services that truly impact quality-of-life, the HFM is a great asset for the hospital and the overall health of the community.



### Kids Activity Coordinator

#### Zandra Davis, CACS

The Homer Farmers Market teaches our children that food comes from the earth, not just the grocery store, and that there are more varieties of produce than just the ones found at grocery stores. The HFM brings families together to play in the kid's zone, gives kids a chance to cook with local chefs, to play music and plant veggies in the community garden. HFM is a celebratory gift to all generations of our community.



# Farmers Market has Changed the Flavor of Homer

**L**ittle has done more to change the flavor of our town in the last two decades than the expansion of the gardening industry, encouraged by federal grants allowing farmers to put up hundreds of high tunnels in the Homer area. All that fresh produce is wonderful, but without a low-cost, efficient means of getting it into the hands of those who want to pay for it, it would not be possible. Our community is spread out far and wide, and the profit margin on fresh local veggies is small. A few trips around town to drop off veggies will quickly eat up all of a farmer's profit.

This is where the HFM has made such a huge impact. Not only is it a lovely place to meet friends and hear music, it is integral in supporting the many fledgling farmers in the region. Veggies sell fast and furious for reasonable prices at the market and provide farmers with a single place to efficiently sell their goods.

The economic impact goes beyond the farmers of the community to all the craft and food booths in the market. People come for carrots and wind up buying a sweet-smelling soap and a bowl of curry, thus further supporting our community's economy. With

very little overhead and red tape, a vendor can turn a tidy profit at the farmers market, with all those dollars going into the hands of local residents who in turn will most likely use them to buy goods and services right here as well. The HFM has provided a much-needed venue for an industry that is just getting off the



ground in this region. It shows potential to increase the economic diversity of the area in a range of meaningful ways.

*Carey Restino, Editor, Arctic Sounder, Bristol Bay Times-Dutch Harbor Fisherman*

## BECOME A FRIEND OF THE HOMER FARMERS MARKET

Show your love for the Homer Farmers Market. Any level helps support the community activities you love.

- \$15 STUDENT
- \$20 INDIVIDUAL
- \$50 FAMILY
- \$100 BUSINESS
- \$200 PATRON
- \$500 AKGROWN HERO
- OTHER \_\_\_\_\_

### SIGN ME UP!

Homer Farmers Market  
PO Box 2274  
Homer, AK 99603

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

email: \_\_\_\_\_

### Why I love the Homer Farmers Market

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_