



TASTE REAL FLAVORS

The fruits and vegetables you buy at the farmers market are the freshest and tastiest available. Fruits are allowed to ripen fully in the field and are brought directly to you—no long-distance shipping, no gassing to simulate the ripening process, no sitting for weeks in storage. This food is as real as it gets—fresh from the farm.

ENJOY THE SEASON

The food you buy at the farmers market is seasonal. It is fresh and delicious and reflects the truest flavors. Shopping and cooking from the farmers market helps you to reconnect with the cycles of nature in our region. As you look forward to asparagus in spring, savor sweet corn in summer, or bake pumpkins in autumn, you reconnect with the earth, the weather, and the turning of the year.

KNOW WHERE YOUR FOOD COMES FROM

A regular trip to a farmers market is one of the best ways to connect with where your food comes from. Meeting and talking to farmers and food artisans is a great opportunity to learn more about how and where food is produced.



Thank you

CUSTOMERS

for supporting local vendors that bring you the freshest of the fresh and the best of the best. If you are new to the market, or have shopped with us for years, you are appreciated.



RUTHERFORD COUNTY FARMERS' MARKET

SEASON: OPEN FROM THE 2ND FRIDAY IN MAY THROUGH THE LAST FRIDAY IN OCTOBER

HOURS: TUESDAYS & FRIDAYS 7:00 AM—NOON

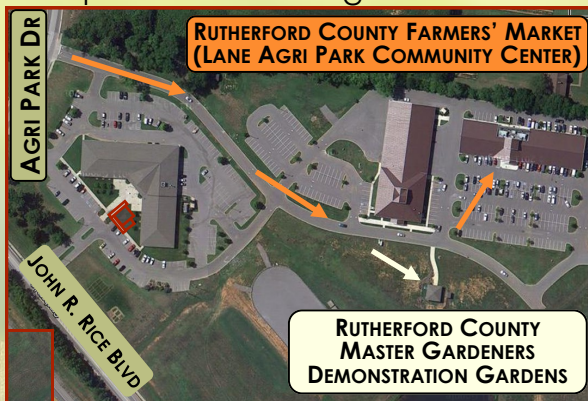
"COME N' GO"

INFORMATIVE SESSIONS IN THE LOBBY FROM 9AM—11AM EACH TUES/FRI

Presented by: Extension personnel, Certified Master Gardeners and Community Partners

RUTHERFORD COUNTY MASTER GARDENERS DEMONSTRATION GARDENS

OPEN FROM 9AM-NOON TUES & FRI
Master Gardeners available to answer questions and for garden tours



LANE AGRI-PARK COMMUNITY CENTER
315 JOHN R. RICE BLVD.
MURFREESBORO, TN 37129
Entrance on Agri Park Drive,

Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development.
University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating.
UT Extension provides equal opportunities in programs and employment.

Real. Life. Solutions.™



RUTHERFORD COUNTY FARMERS' MARKET

100% PRODUCER-ONLY
LOCALLY ROOTED IN THE
COMMUNITY, DELIVERING FRESH
PRODUCE AND PRODUCTS SAFELY
BENEFICIALLY & FRIENDLY

Coming to the farmers market makes shopping a pleasure rather than a chore. The farmers market is a community hub—a place to meet up with your friends, bring your children, or just get a taste of small-town life in the midst of our wonderful city.

615-898-7710

Rutherford.tennessee.edu/farmers-market





RCFM 2021 ANNUAL REPORT

2021: AVG: 1506 CUSTOMERS SUPPORTED
 32 LOCAL VENDORS
 SPENDING \$10,670.59/DAY \$7.08/CUSTOMER

2021 RCFM SEASON (49 MARKETS)		TUESDAY	FRIDAY
GROSS SALES	\$522,858.94	\$161,784.21	\$361,074.73
AVG GROSS	\$10,670.59	\$6,741.01	\$14,442.99
SHOPPERS/SEASON	73,803	23,465	50,338
AVG SHOPPERS/DAY	1,506	978	2,014
VENDORS/SEASON	1,562	643	919
AVG VENDORS/DAY	32	27	37
AVG GROSS/VENDOR	\$331.13	\$251.61	\$392.90
AVG/SHOPPER	\$7.08	\$6.89	\$7.17

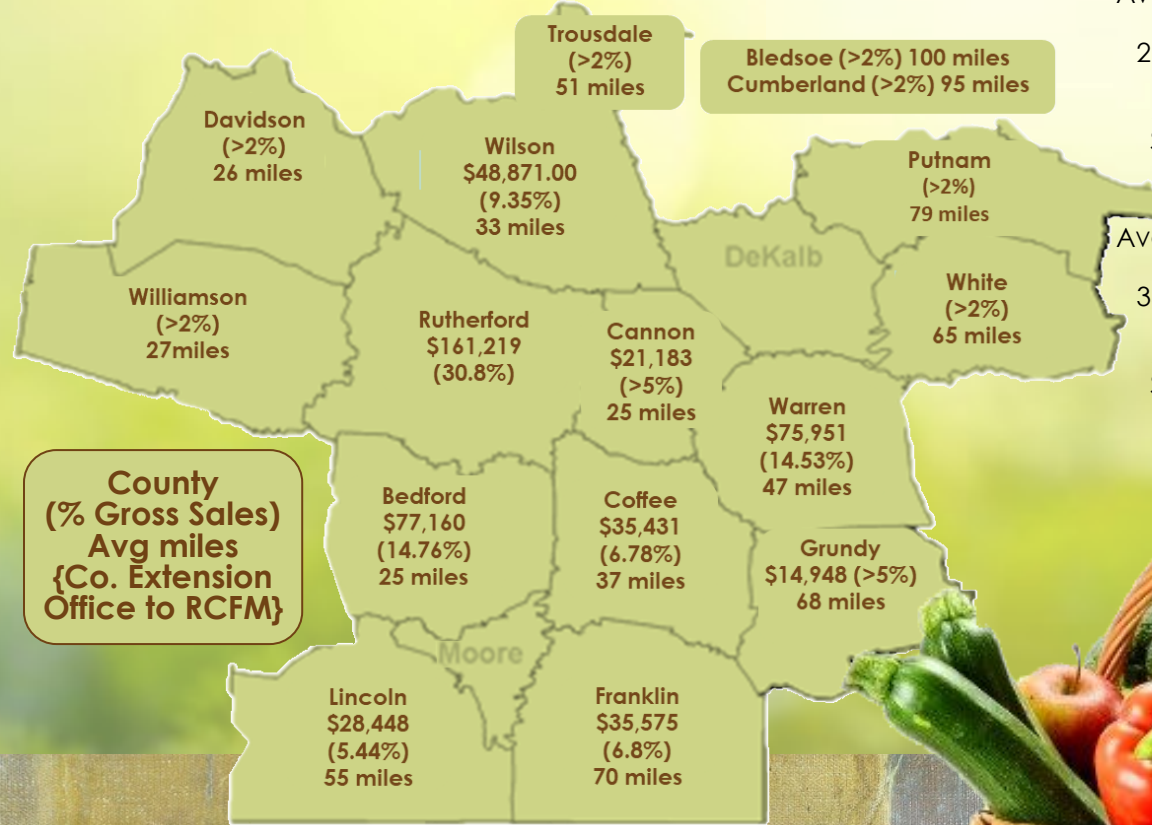
MONTH (# MARKETS)	GROSS PER MONTH	VENDORS	GROSS SALES
MAY (5)	\$54,745.33	SEASONAL	\$427,025.47
JUNE (9)	\$95,618.61	DAILY	\$47,738.49
JULY (9)	\$124,896.08	FOOD TRUCK	\$30,768.50
AUGUST (8)	\$97,698.86	ARTISAN (OCT ONLY)	\$17,326.48
SEPTEMBER (9)	\$68,585.84	SNAP REDEMPTION	
OCTOBER (9)	\$81,314.22	SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM	
		2021	\$9,979.75
		2020	\$6,468.00
		2019	\$4,913.25

Vendors from 15 counties drove an average of 51 miles from outside of Rutherford County	Record Day Gross Sales	Tuesday	Friday
		\$10,506.13	\$18,814.17
TOP 3 Counties Gross Sales 2021 Season	Rutherford	\$161,218.88	
	Bedford	\$77,159.91	
	Warren	\$75,950.75	

THE RUTHERFORD COUNTY FARMERS' MARKET (RCFM) has been in operation since 1975. Initially operated from an open shed, in 2009, the RCFM operation was relocated to the Lane Agri-Park Community Center on John R. Rice Boulevard. The market is in an open air inside state of the art facility with the capacity to host over 4 dozen vendors. The market is located at the Lane Agri-Park Community Center funded, in part, through a grant from the "Local Parks and Recreation Fund" and the Rutherford County Government, which included a livestock barn and an outdoor classroom pavilion. The primary goals of the RCFM are to provide a distribution point for fresh, locally-grown vegetables which consumers might not otherwise receive and an outlet for surplus home-grown products to be sold which would enable the producer to realize an economic gain. It was established by the Murfreesboro City Council, the Rutherford County Court, and the Rutherford County Agricultural Extension Service for the purpose of serving the citizens of Rutherford County and the Middle TN area.

2020:
 AVG: 1303 CUSTOMERS SUPPORTED
 29 LOCAL VENDORS
 SPENDING \$10,799.04/DAY
 \$8.28/CUSTOMER

2019:
 AVG: 1889 CUSTOMERS SUPPORTED
 33 LOCAL VENDORS
 SPENDING \$10,469.28/DAY
 \$5.54/CUSTOMER



For more information about becoming a vendor, please contact:
 Heather Lambert
 hlambert@utk.edu or
 call 615-898-7710 ext. 2210

