

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

Another growing feature for the Rutherford County Farmers' Market is the acceptance of Supplemental Nutrition Assistance Program (SNAP) benefits. By accepting SNAP benefits, the market provides access to a wide variety of fresh, healthy products. In fact, over the last 4 years, \$26,035 in SNAP redemptions were made at the farmers market, averaging over \$6,500 per season! SNAP participants can swipe their EBT card to receive tokens that are used to purchase approved items and products at our market, allowing recipients to buy anything they can buy at a local store that's available at the RCFM. Recipients have access to fresh local produce, meats, eggs, honey, jams, jellies and baked goods along with producing starter plants, potted herbs as well as producing fruit trees, bushes or plants.

COME AND GO INFORMATIVE SESSIONS

Each market day either an Extension Professional or a Community Partner is in the RCFM Lobby with educational information, pamphlets, hands-on activities and even some freebies.

VENDOR GLEANING DONATIONS

Local vendors donated nearly two tons of produce and products that community outreach services gleaned. These donations went to charitable institutions in the public to assist those in need.

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. 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 Tennessee area.



**RUTHERFORD COUNTY FARMERS' MARKET:
 ✦ COMMUNITY ✦
 ✦ OPPORTUNITY ✦
 ✦ SUSTAINABILITY ✦
 2022 ANNUAL REPORT**

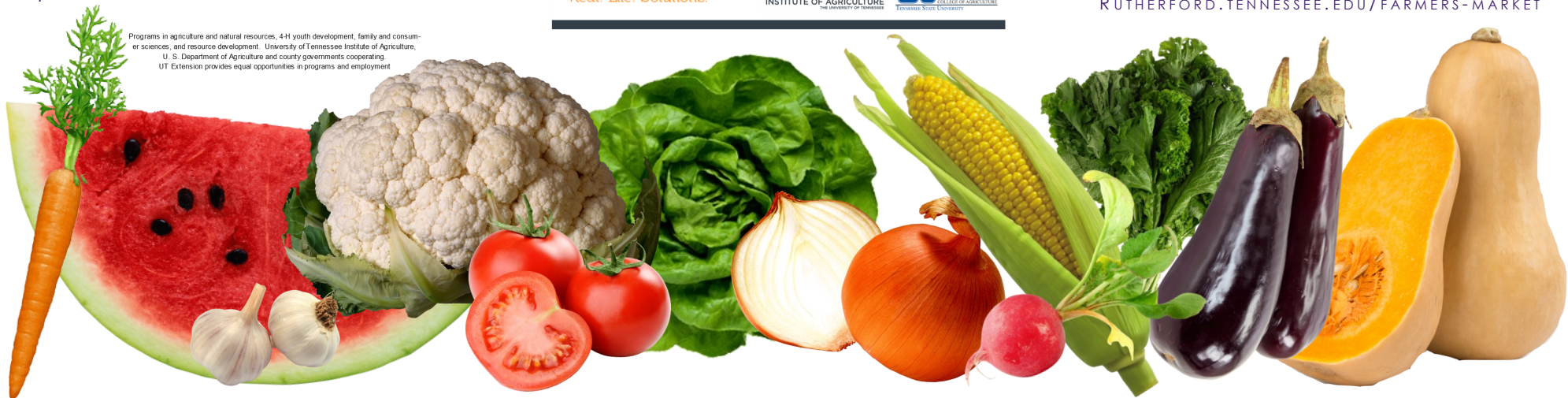
UT TSU EXTENSION, RUTHERFORD COUNTY
 LANE AGRI-PARK COMMUNITY CENTER
 315 JOHN R. RICE BLVD. STE. 101,
 MURFREESBORO, TN 37129
 615-898-7710

RUTHERFORD.TENNESSEE.EDU/FARMERS-MARKET

Real. Life. Solutions.



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.



✦ **COMMUNITY** ✦

THE RUTHERFORD COUNTY FARMERS' MARKET helps provide a deep sense of community that offers local residents access to fresh, locally produced fruit, vegetables, meats, baked goods, and much more. It is a place where neighbor meets neighbor, and the many benefits of having a farmers market nearby are felt throughout the community. Shopping at a community farmers market also supports your local farmers and keeps the money you spend on food closer to your neighborhood.

All vendors accept cash and many farmers market vendors now accept credit cards, SNAP benefits, and approved vendors accept WIC vouchers. Customers bring their reusable shopping bags. Some choose to bring rolling coolers, carts and wagons for the treasures that they find. The Rutherford County Farmers' Market is family friendly, for kids of all ages, young and old.

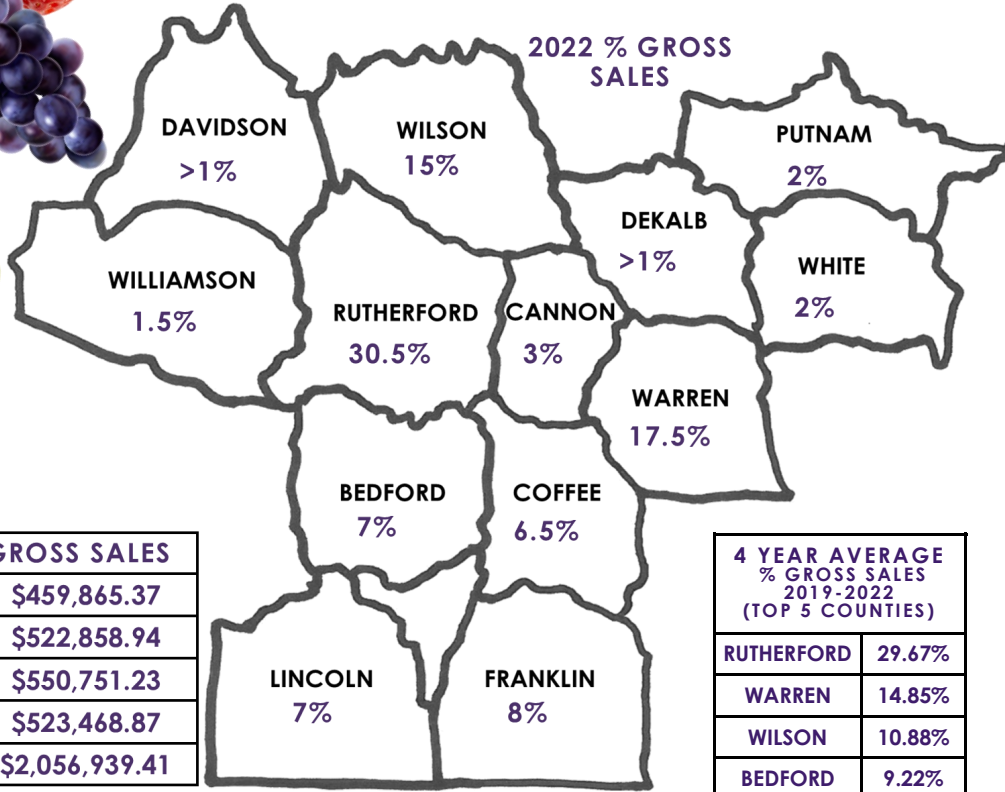


✦ **OPPORTUNITY** ✦

THE RUTHERFORD COUNTY FARMERS' MARKET provides opportunities for small farmers and businesses to sell their products. They help meet the growing demand for locally produced food. Being able to quickly and directly market to the consumer gives farmers important income opportunities without the added costs of shipping, storage and inventory control. Access to fresh, locally grown foods, for starters, may be one of the best reasons to shop at the Rutherford County Farmers' Market, but there are many more. Vendors have fruits and vegetables at the peak of the growing season. This means produce is at its freshest and tastes the best. The food is typically grown near where you live, not thousands of miles away or another country.

✦ **SUSTAINABILITY** ✦

THE RUTHERFORD COUNTY FARMERS' MARKET, every season, has something tasty to offer, from fresh spring peas, to summer berries (and, well, summer everything), to crisp fall apples and rich winter squash. Seasonal eating has a host of nutritional benefits and cutting the distance food travels to arrive on your plate is an excellent move towards sustainability. Produce is harvested at it's peak, which is why the produce seems extra fresh. You'll leave some footprints at the RCFM but that's nothing compared to the hundreds, even thousands of miles food travels to arrive at supermarkets, and finally your plate. Couple those carbon savings with reusable bags, reduced packaging and plastic, and the breath of fresh air you get while at the indoor open air market, and you've got an environmentally friendly – and enjoyable – shopping experience.



RCFM GROSS SALES	
2022	\$459,865.37
2021	\$522,858.94
2020	\$550,751.23
2019	\$523,468.87
TOTAL	\$2,056,939.41

4 YEAR AVERAGE % GROSS SALES 2019-2022 (TOP 5 COUNTIES)	
RUTHERFORD	29.67%
WARREN	14.85%
WILSON	10.88%
BEDFORD	9.22%
COFFEE	6.87%

On average there were 1,463 shoppers per market that shopped with 25 vendors spending \$9,385.01 Per Day \$6.41 per shopper.

