

# LEAVENWORTH & CASHMERE COMMUNITY FARMERS MARKETS

2021 Annual Report



## **Our Mission:**

The Leavenworth Community Farmers Market is designed to increase access to fresh, locally produced foods and other products of local labor for all people. We strive to serve culturally and economically diverse populations, and bring together families, neighbors, visitors and local food producers to create community and social gathering; to enhance our quality of life and foster a sustainable local economy.



# A LETTER FROM THE BOARD PRESIDENT

Dear Friends and Supporters of the Market,

The end of another year is upon us and I find myself in reflection and deep gratitude for the privilege to have been a part of our small yet mighty Leavenworth Community Farmers Market over the past 5 years. I am in awe of how our community, despite the intense challenges of the past 2 years, continues to come together. The Market creates a safe place to support local farmers, artisans, and musicians, feed our community, and gather together in a place where our children can play and learn with wild abandon while fresh raspberry juice runs down their chins.

In 2021, as we continued to adapt to our shifting socially-distanced world, the market not only remained an inclusive place to get healthy food and local goods, but also an integral place for families and friends to experience that sense of community effervescence, connection and a little bit of magic each week as the sunsets behind Tumwater Ridge painted the sky. The founding of the Cashmere Market, and the return of the Winter Market in downtown Leavenworth this year, helped us share the market magic with more of our community and provide year round opportunities for our vendors.

Of course, this magic doesn't just happen by itself and it is with deepest gratitude that we thank everyone who has contributed to the Markets in 2021!

We thank our board members, for the markets are a year round endeavor that take constant planning, and our board members donate a huge amount of time, energy and passion into making not just a great market, but a great organization. This includes all of the past board members, outgoing members, those who continue to serve, and our newest members! Also, a huge thank you to the Cashmere Committee and volunteers that helped create and support the Cashmere Market.

To our business sponsors, without you there would be no market! Even in a time of great uncertainty and adversity, our business sponsors supported music, events, and family activities at every Market and it is thanks to their connection to our local community that our markets are such a unique and special place to be. This also includes an incredible amount of in-kind sponsorships and donations from businesses and individuals contributing critical services, resources and labor to make the Markets possible.

To our individual donors and market-goers, your support of the market through donations and weekly attendance is by far the most important factor of our Market's success! Through the intense challenges of COVID, extreme weather, location changes and the juggling of everyday life, you continue to show up with smiles and baskets to fill. Thank you for making the intentional choice to support local agriculture and artisans and community spaces.

A final thank you to the City of Leavenworth, the Cascade School District and the City of Cashmere for partnering with us to provide beautiful locations for our Markets. We value the ability to collaborate and create these spaces for our communities together.

In closing, thank you to every person who has walked through our markets, supported our local economy, danced to the market music or enjoyed a delicious market-fresh meal. Now, I invite you to look through the following pages and let the numbers, pictures, and words tell the story of the success of this past year. You made this all possible and we look forward to seeing you at the next market!

Happy New Year and Best Wishes,

A handwritten signature in black ink that reads "Hana Butler". The signature is written in a cursive, flowing style.

**Hana Butler**, 2021 LCFM Board President

# THIS SEASON YOU SUPPORTED:

Over **75** Small Businesses

Including **25** Washington Farms

Preserving **489** Acres of Diversified Farmland

And together we kept **\$173,038** Dollars in our Local Economy



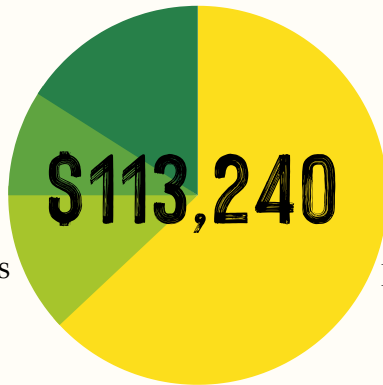
## VENDOR SALES BY CATEGORY



Processed Foods  
16%

Prepared Foods  
9%

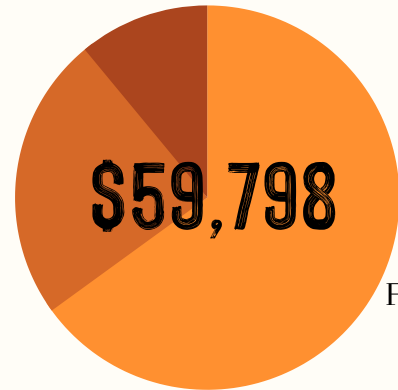
Artisans  
12%



Processed and Prepared Foods  
11%

Artisans  
24%

Farmers  
63%



Average Vendors: 15



Average Vendors: 10



# COMMUNITY CONNECTION

As the pandemic allowed, a number of community-building programs and events returned to the Market in 2021:

We hosted **3 Kids Makers Markets** at each location and they were bigger and better than ever, with our biggest day featuring over 18 kids makers.

We hosted live music at every Leavenworth Market and a majority of Cashmere Markets, **supporting more than 20 musicians and groups.**

Our local **public libraries hosted story time** at the Leavenworth Market, starting what we hope will become a regular event.

We hosted several community events including **Juneteenth and Mexican Independence Day.**

Over the course of the season, the Markets hosted **more than 20 community information, nonprofit, and education booths.**

Finally, we opened the second Annual Winter Market in downtown Leavenworth! Despite the particularly snowy and cold December, we were able to open for 7 Market Days, **putting \$23,000 in our local artisans' pockets.**



# EQUITABLE FOOD ACCESS

In 2021, we distributed a total of

## \$11,552

worth of produce free of charge to our communities via four food access programs:

### \$5,804

SNAP Market Match

### \$3,364

SNAP EBT

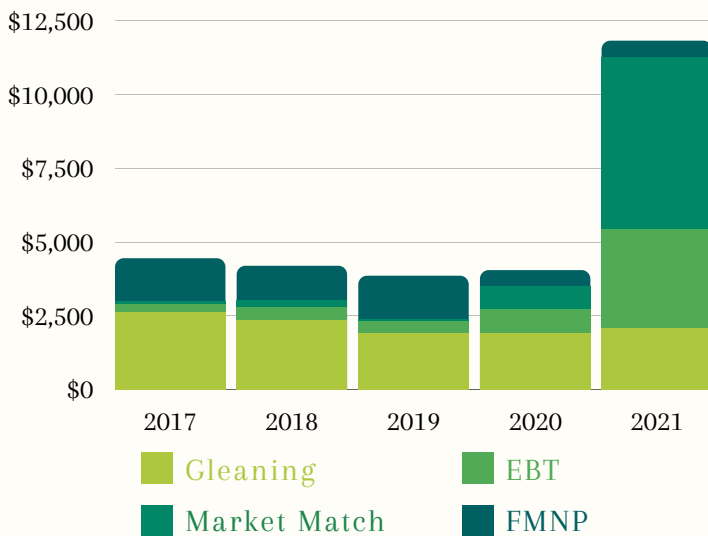
### \$2,076

Produce Donated to MEND via Gleaning

### \$570

Farmers Market Nutrition Program

### Food Access at the Market in the Last Five Seasons



### What Changed in 2021?

Each of these programs has been affected differently by current events, but we've seen the greatest impacts in the Farmers Market Nutrition Program (FMNP) and SNAP EBT & Market Match.

In 2020 and 2021, use of Senior and WIC (Women, Infants, & Children) FMNP Vouchers, dropped dramatically. We hope to see use of these programs rise again when health is not a barrier for these individuals and families.

Conversely, use of SNAP EBT and its 1:1 matching program, SNAP Market Match, has skyrocketed in the last two years as a result of increased use of SNAP EBT during the pandemic. Between 2020 and 2021, growth can also be attributed to the opening of the Cashmere Market, which doubled availability of these programs and their reach within the valley.

# GOOD FARMER FUND

This year we granted a total of

## \$2,950

to four of our farm vendors to help relieve the financial burden of sudden and unavoidable challenges.

### What's the Impact?

Contributed by Jenny Bourgeois, owner of Snowgrass Farm

In the past two years, Snowgrass Farm was a grateful recipient of the Good Farmer Fund, which eased the burden of unforeseen challenges the farm faced throughout growing seasons.

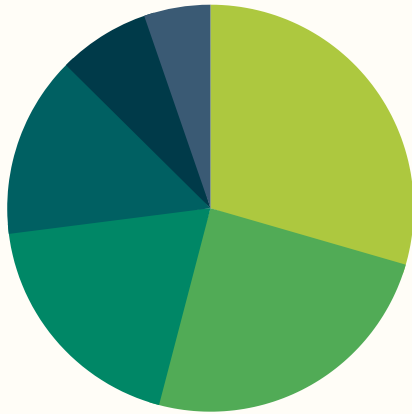
In the summer of 2020 our region, like many, experienced intense air quality issues from neighboring fires. The Market Board and Manager made a last minute decision to cancel a market for the safety of customers and vendors, however it was after most everything from my farm had been harvested, washed and packed. It was unfortunate timing, however the Market offered to cover what would have been my sales for that day. I initially only asked help to cover my labor costs yet they went above and beyond by encouraging me to request that which would also cover my crop sales loss, a generous and impactful amount.

In 2021 an unexpected forceful wind took out multiple vendor tents, breaking legs and bars and ripping tent covers. This event unfortunately happens often in our windy area and I spend nearly \$500 a year on purchasing new tents. While I would usually just chalk this up to being a market expense, the Good Farmer Fund helped me realize that they were there to help me succeed. By not having to put so much money into tent replacement expenses, I now feel more comfortable in getting through future unforeseen weather events and the damage they may create.

The Good Farmer Fund demonstrates the Market's support for the farms' and farmers' wellbeing, not just on Market days, but throughout the entire season. This supportive environment is the foundation for building a community of farmers that believe in and feel encouraged by their local farmers market and one which hopefully encourages more farmers in the area.

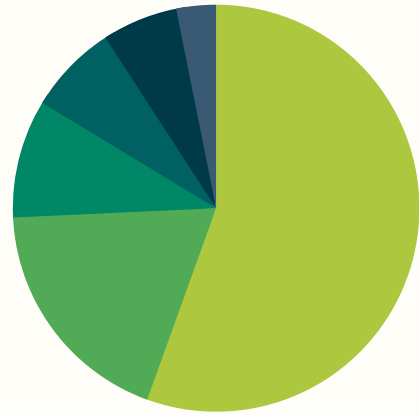
# FINANCE TRACKING

## INCOME



|                                       |                  |
|---------------------------------------|------------------|
| Grants.....                           | \$35,468         |
| Sponsorships.....                     | \$29,600         |
| Fundraising Events.....               | \$22,748         |
| Market Income.....                    | \$17,358         |
| Reimbursements from Partnerships..... | \$8,784          |
| Individual Donations.....             | \$6,365          |
| <b>Total Income.....</b>              | <b>\$120,323</b> |

## EXPENSES



|                                |                 |
|--------------------------------|-----------------|
| Staff .....                    | \$51,754        |
| Market Day Operations.....     | \$17,494        |
| Professional Services.....     | \$8,757         |
| Marketing and Fundraising..... | \$6,673         |
| General Operations.....        | \$5,612         |
| Good Farmer Fund.....          | \$2,950         |
| <b>Total Expenses.....</b>     | <b>\$93,240</b> |



# FUNDRAISING

**2021 was our biggest fundraising year to date!**

Our 2021 Sponsors donated an incredible \$29,600 to support our Markets and Market Programs!

We returned to in-person dining at our annual Farm to Table Dinner Fundraiser in August! Thanks to our generous community, our tenacious fundraising committee, and countless volunteers, we **raised a record total of \$22,000**, including over \$3,000 for our Good Farmer Fund.

Our pre-season München Haus Benevolent Night Fundraiser also returned last year; although it operated at a reduced capacity, **we still raised \$1,000 for Market Operations!**





# Thank You Market Supporters!

## Direct Donors

Alison and Alex Allen · Daniel, Terry and Paul Anderman · Mark and Katie Anderson · Corinne Bautista · Kaylin Bettinger · Terri Butler  
 Carrie Cooper · Kelly and Steve Craig · Nancy Dunn · Kaci & Tyler Farrel White · Kelsey Foley · Danny Forbes · Seth Garrido  
 Molly Hemler · Anne Hessburg · Maureen Hogg · Terry and Aisha Houghton · Leah Juhle · Laura Keller · Dawn and Karl Kranz  
 Talia Lauren · Steven Mckenney · Ruth Milan · Abra Miller · Heleene Tambet and Pierre Niess · Gabby Page and Phil Lehman  
 Tricia Petersen · Lauren and Ross Peterson · Mary Lee Picatti · Tom Potter · Kirby Pratt · Rudy Prey · Brian and Adrienne Robinson  
 Elissa Roche · Druska Salisbury-Milan · Sean and Carol Seaman · Monica Simmons · Eric and Emily Stoll · Rosemary and Grant Swigart  
 Lorrie Tatum · Canuche Terranella · Kevin Tromp · Christie Voos · Tim & Christine Walsh

## In-Kind Donors

Alder Photography · Alpine Hot Yoga · Annie's Fun Farm · Amber Tande · Amber Zimmerman · Archibald James Cider · Beecher Hill  
 House Boudreaux Cellars · Blue Spirits Distilling · Bushel and Bee Taproom · Cascade School District · Cave B Estate Winery  
 Eagle Creek Winery · Feil Orchards · Fernandez Farms · Firm Foundations Community Consulting · Goose Ridge Cellars · Huney Jun  
 Icicle Coffee and Chocolates · Infuse Organics · Jordan Dykes · J5 Coffee Roasters · Kinship Kitchen · La Javelina · Mana  
 Mijanou Fortney Pottery · Mountain Modern Creations · Mountain Springs Lodge · Nadine Witkowski · Nash Consulting · Oh Yeah! Farms  
 Osprey Rafting · Outdoor Odysseys · Overwinter Farm · Quick Sign Wenatchee · Ravenous Catering · Roots Produce and Flower Farm  
 Snowgrass Farm · Strudel Platz · The Cheesemonger's Shop · The Knotty Weaver · The Little Kitchen Shop · The Personalize Shop  
 The Plant Ally · Villa Monaco Winery · Yaksum Canyon Truck Farm

## Sponsors

### Special Program Sponsors

Timberwood Construction, Title · Chamber of Leavenworth, Summer Music Series · Snowgrass Lodge, Farm to Table  
 Visconti's Italian Restaurant, Farm to Table · Syndicate Smith, Music · Icicle Brewing Company & München Haus, Vendor Support  
 South Restaurants, Kids Education Booth · Crunch Pak, Cashmere Kids Education Booth · Posy Handpicked, Artisan Booth

### Market Martyrs

Leavenworth Properties

### Tomato Trustees

Sleeping Lady · WaFd Bank

### Locavore Lovers

Otis Construction · Oil and Vinegar · Whistlepunk Ice Cream Co. · Love Leavenworth · Bavarian lodge · Tierra Village · Dan's Food Market  
 Heidleburger Drive In · Cashmere Valley Bank

### Veggie Volunteers

Pinedrops Painting · Leavenworth Electric and Excavation · Earth Body · Country Boys BBQ · Anjou Bakery · Porch  
 Inspection Support · Hire A Helper

## Staff

Cali Osborne, Executive Director · Brittanie Butler, Market Manager

## Board Members

Hana Butler, President · Lauren Peterson, Vice President · Hernan Savastano, Treasurer · Eric Stoll, Secretary  
 Ali Allen · Kim Nelson · Gabby Page · Katie Strahl · Rosemary Swigart · Heleene Tambet · Lorrie Tatum

