



2020 A Year In Review

HEIRLOOM FARMERS MARKETS



HEIRLOOM
FARMERS  MARKETS

A Southern Arizona 501(c)(3) non-profit organization that connects, educates and empowers our community to create a vibrant food system in support of local food producers and proprietors.

2020 THE YEAR OF RESILIENCE FROM

HeirloomFM

Happy Spring from Heirloom Farmers Markets! After facing many challenges as an organization in 2020, we are looking forward to a better year ahead. HFM experienced a significant loss in revenue due to the pandemic. Vendor spaces across the five markets and subsequent rent revenue were down by 50-65% during the six month closure of the Green Valley Village Farmers & Artisans Market. Physical distancing requirements also led to a reduced number of spaces at all markets. We have now slowly returned to collecting 75% of what our projections were a year ago for 2021, especially considering the expected increase from the expansion provided by the 4th Pavilion at Rillito Park.

Despite the difficulties created by the pandemic, HFM made significant strides in our mission-driven work. As an essential service and exemplary model of safety, we were able to continue our operations with the assistance of PPP funds. We had record redemption and expansion in food assistance programs. High demand has led farmers to consistently sell out of their produce at all of our markets. HFM improved the overall efficiency of our operations to maximize available vendor spaces, and facilitated vendor outreach to customers.

Heirloom Farmers Markets emerged from the past year with greater resilience and focus on our vitally important contribution to the local food system, especially by increasing food access and security during the pandemic. We are grateful to our customers, vendors, and community partners for their continued support.

Thank you,

Nick Szumowski, *HFM Director of Operations*

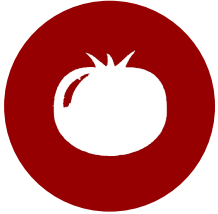


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2020 Benchmarks



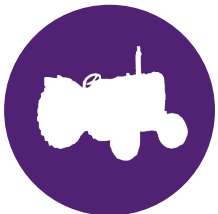
Farmers Markets were **designated an essential service** by the State, County and City, serving the community as open-air grocery stores.



Pima County Health Department consistently praised HFM as an exemplary **model of safety**.



Critical financial assistance from PPP funds helped support HFM operations for two months.



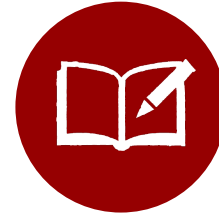
Arizona Complete Health granted HFM \$20K in Covid relief funds to help keep our markets operating safely and efficiently.



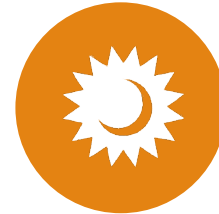
Record redemption in food assistance programs (SNAP, DFBA, FMNP, WIC) greatly exceeded our previous best numbers by 360%, despite facing substantial challenges.



HFM forged a new AZ FMNP Senior and WIC program collaboration with the City of Tucson and Southern AZ Community Food Bank to match food benefits for Tucson farmers markets recipients, supported by the CARES act.



Our website added an online Vendor list for Deliveries, Pick-Ups and Pre-orders for customers who aren't able to make it to the market.



Increased demand for local produce has led farmers to consistently sell out at all of our markets.

2020 Market Stats

HFM Vendor spaces across the five markets and subsequent rent revenue were down by 50-65% to accommodate physical distancing, and due to the 6 month closure of the Green Valley Village Farmers & Artisans Market.

Weekly Heirloom Farmers Markets: 5

Total # of Markets: 252

Market Vendors: 250

Real Farmers, Ranchers, Producers: 40

Farm Visits: 5

eNewsletter Subscribers: 8,337

Facebook Followers: 23,045

Instagram Followers: 3,438

Website Visitors: 4,005/weekly average

WEDNESDAY Green Valley

101 N La Cañada Rd, Green Valley



FRIDAY Udall Park

7202 E Tanque Verde Rd, Oro Valley



SATURDAY Oro Valley

10901 N Oracle Rd, Oro Valley



SATURDAY Rincon Valley

12500 E Old Spanish Trail, Vail



SUNDAY Rillito Park

4502 N 1st Ave, Tucson





Supplemental Nutrition Programs

HFM supports supplemental nutrition programs as part of our mission to provide vital access to fresh, healthy local foods to the community. The dollars spent from these programs directly benefit our local farmers, ranchers, producers and small businesses year-round. To redeem or learn more about these programs, please visit the Market Info Booth.



\$70,000 in Supplemental Nutrition Assistance Program (SNAP) Sales in 2020. We redeemed record numbers in SNAP/EBT since the start of the program in 2015! Also, 466 NEW participants joined the program for 2020, in addition to our regular weekly customers.



\$54,000 in Double Up Food Bucks Arizona were redeemed, an almost 4x increase over the prior year. Supported by Pinnacle Prevention, DFBA is a SNAP benefit matching program exclusively for Arizona-grown produce.



HFM has some of the highest distribution and redemption numbers for AZFMNP in the state. Pinnacle Prevention, who administers the DFBA Program, recently took over management of the AZFMNP for WIC Families and CSFP/Senior Food Box recipients. We redeemed over \$3,800, a record high for HFM. We also redeemed over \$11K in funds that were spent with our producers and food vendors, as a result of the new collaboration with the City of Tucson and the Southern Arizona Community Food Bank, supported by the CARES act matching food coupons.



2020 Community Partners

PROGRAM SUPPORT



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520.882.2157 • www.heirloomfm.org • info@heirloomfm.org
PO Box 65803, Tucson, AZ 85728

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