



Tuesday Market Review: 2017

Named “Best Farmers’ Market in the Valley” in 2017 by Valley Advocate readers, Tuesday Market consistently provided a place for locals and visitors to shop for fresh food, connect with community members and enjoy live music. 2017 was Tuesday Market’s ninth season, and the second as a program of Grow Food Northampton. Rain or shine, the farmers market set up from 1:30-6:30pm every Tuesday from April 25 to November 14 in the plaza between Thornes Marketplace and the city parking garage in Downtown Northampton. 31 businesses participated as vendors at Tuesday Market in 2017. Vendors offered a range of fruits, vegetables, herbs, maple products, honey, mushrooms, prepared foods, artisanal cheeses, flowers, plants, fermented foods, teas, bread and more. Vendor income was just over \$450,000 in 2017, over \$3,000 per hour on average. Of the total income, 9.8% was from SNAP purchases.



2017 poster designed by artist Zoe Pappenheimer, Easthampton MA



Carrot Soup samples during the Summer Chef Series

Tuesday Market collaborated with the Lisa Ekus Group in 2017 to host the 6-week Summer Chef Series featuring cooking demonstrations by acclaimed local chefs. River Valley Coop and The Baker’s Pin sponsored the series. Another collaboration in 2017 was a pottery sale by local potter Emmett Leader. Emmett sold bowls made with Northampton-dug clay, with all of the proceeds going to SNAP matching at Tuesday Market. Four weeks of sales resulted in over \$3,000 for SNAP matching.

Tuesday Market took an active role in the implementation of HIP (Healthy Incentives Program), a new benefit for Massachusetts SNAP recipients. With HIP, SNAP recipients receive between \$40 and \$80 per month (depending on household size) to purchase fruits and vegetables from local farms. By July 2017, Tuesday Market had 6 farms who were able to process this benefit as well as SNAP purchases. Tuesday Market began the season matching SNAP purchases at the market tent up to \$10 per person. Once HIP was in place, the SNAP match at the market tent was lowered to \$5. Total SNAP purchases at Tuesday Market in 2017 were \$44,698.06, an over \$19,000 increase over 2016. Tuesday Market maintained a leadership role in the roll-out of HIP including being part of the Western Mass SNAP Coalition, attending HIP-related meetings with local partners, piloting the HIP Ambassador program at Tuesday Market, participation in evaluation of the program and reporting on HIP’s successes to the MA Food Policy Council at the MA State House.



A hearty peach crop delighted market-goers after 2016's crop was killed by a deep freeze.

	2017	2016
SNAP Token Sales	\$12,780.75	\$14,118.25
SNAP Matching	\$8,302.00	\$11,041.75
HIP/SNAP Direct Sales	\$23,615.31	n/a
TOTAL SNAP	\$44,698.06	\$25,160.00
TOTAL MARKET INCOME	\$451,968.10	\$443,710.96
MARKET INCOME/HOUR	\$3,013.12	\$3,060.07

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Testimonials from customers on the impact of HIP:

- “HIP has been amazing—eating fresh produce is so important to me but in the past I have often foregone buying produce in favor of cheaper food options.”
- “My doctor tells me to eat more vegetables. I like them, but end to neglect them in favor for fruit. HIP helps me buy more veggies. My doctor is happy!”
- “I love fruits and vegetables and when I’m not eating them regularly it has an incredible impact on how I feel both mentally and physically.”
- “HIP means that I can provide healthy fresh produce for my children. Farmers markets are also about creating community and I enjoy being able to participate even though I otherwise couldn’t afford to shop there.”
- “Buying fresh food at the market is much more pleasant experience for my toddler, which makes him more enthusiastic about eating vegetables.”

Tuesday Market 2017 Customer Survey Results-

- 203 people completed the survey
- 62% of respondents come to Downtown Northampton primarily for Tuesday Market.
- 22% of respondents have an annual family income of less than \$20,000.
- 57% of respondents live in Northampton.
- Quality and variety of produce and supporting local farms are the most important aspects of Tuesday Market according to survey responses.
- SNAP customers come more frequently than non-SNAP customers.
- 50% of respondents learned about HIP at Tuesday Market.



*Instagram Top 9 for 2017
instagram.com/tuesdaymarket*

Customer Comments-

- “Tuesday Market and Grow Food Northampton are 2 reasons it is great to live here.”
- “I love it and am so glad you are there enlivening that space during the week.”
- “Love the organic produce, the music, the free parking in the garage, the festive atmosphere and friendliness.”
- “I can’t express how much I appreciate the snap programs that make it possible for me to shop here and make food purchases that align with my values. The staff who manage these programs at the market are wonderful—knowledgeable, friendly, and helpful. They make me feel welcomed and like I belong.”