

In response to the devastating pandemic, we expanded our programming to meet increased needs, creating a Senior CSA, boosting our Fresh Checks match, offering new Healthy Eating activities online and in community gardens, and providing customized support for food entrepreneurs.

Crossroads Farmers Market



Total Sales
\$351,163.50
(up 10% from 2019)



SNAP, WIC & Senior FMNP sales
\$68,202
SNAP dollars spent with farmers
\$12,094 (up 23% from 2019)



FRESH CHECKS

\$78,577

distributed via market
match to
1,672 people

\$17,866

distributed via outreach
and community partners
to **1,714 people**

1,500+ people

learned about
Fresh Checks from 8
Community Ambassadors

12
vendors

100% retention from 2019

75% immigrant-owned businesses

45% women-owned businesses

Average distance produce travels from farms
to our market: **62 Miles**



Our CSA

\$89,700

TOTAL SPENT WITH LOCAL FARMERS THROUGH OUR CSA

105 CSA Members

AN INCREASE OF 24% FROM 2019

100 Shares for 175+ Seniors

DELIVERED WEEKLY TO TWO LOW-INCOME
SENIOR APARTMENT BUILDINGS AT NO COST



1,865 POUNDS

of produce donated to Meals on Wheels

530+ hours

logged by 31 Volunteers

Healthy Eating Program

3,191

Students, families,
seniors, and other
community
members reached

25 hrs

Socially distanced
school and
community gardening
activities

15

Community
partner
organization
collaborations



80+ market shoppers received windowsill gardens

COOKING CLASSES



21 total virtual cooking classes
with students, parents, families, and
other community members, reaching
25+ households

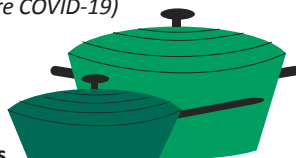
80% said they'd take another
Crossroads cooking class



25 HEALTHY EATING RECIPES
shared with **500+ market shoppers**

28 HEALTHY EATING RECIPES
shared with **175+ Senior CSA members**

44 Healthy Eating sessions with 1,197
students, parents, families, and other
community members in schools,
apartment buildings, and our community
kitchen (Before COVID-19)



Microenterprise Training Program & TPSS Community Kitchen

21
GRADUATES

16 earned Food Manager certification

12 earned Food Allergens & Gluten Manager certification

5 jobs
retained
1.7 jobs
created



6+
kitchen
users

3 new food businesses

became kitchen users



120+ food items now
produced in the kitchen

earned **\$135,000**
in total revenue



3 farmer-to-food business
relationships fostered

6 food businesses
expanded into
new outlets
(retail stores, farmers
markets, special events,
and restaurants)



1,660+ community kitchen hours logged

271 hours of technical assistance provided to **21 food**
entrepreneurs for pandemic pivots