

Crossroads Farmers Market & Fresh Checks Program

\$449,997

Total Sales
(up 28% from 2020)



\$96,627

**Total SNAP, WIC & WIC/Senior
FMNP Sales**
(up 41% from 2020)



22 market vendors

- 55% women-owned
- 55% immigrant-owned
- 82% BIPOC-owned

1,200+ daily shoppers
during the height of the season

Average distance produce travels to
Crossroads: **52 miles**

Total agricultural acres cultivated: **277**



Fresh Checks Program

\$114,291

in Fresh Checks distributed
(up 20% from 2020)

\$92,817

via market match to **1,957** residents



\$22,104

via outreach and community
partners to **2,428** residents,
including **1,233** households
with small children



1,500+ residents learned about Fresh Checks from
7 Community Ambassadors

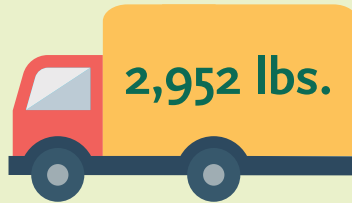
Community

100 multi-farm CSA members

100 additional CSA boxes donated weekly to
150+ seniors

64 volunteers logged **430+** hours

100+ shoppers received COVID-19 vaccines from Luminis Health



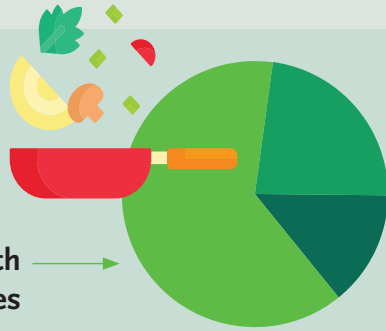
of produce donated to
Meals on Wheels
(up 58% from 2020)

Healthy Eating Program

2,667 students, families, seniors, and other community members reached



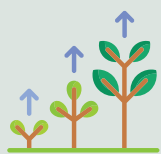
**87 Healthy
Eating sessions**



20 garden activities with
820+ students, parents,
and teachers

55 online cooking classes with
425+ students and families

12 in-person cooking classes
with **210+** students



- 10** community partners
- 14** volunteers logged **55+** hours
- 300+** kids engaged in **25** activities at the market



355 plant and seed kits shared
with **1100+** market shoppers

Microenterprise Training Program & TPSS Community Kitchen

Entrepreneur Support

180
food entrepreneurs attended
Lunch & Learn events

15
food business
plans submitted

6
businesses invited
to join the kitchen

2
new businesses
joined the kitchen

In the Kitchen

2,480+ kitchen hours logged (up 50% from 2020)

52 hours
of 1:1 technical assistance provided to
10+ food businesses

6 food businesses earned **\$182,313**

14 jobs retained, **5** jobs created

2 food businesses expanded into new outlets

100+ food items

now produced in
the TPSS Community Kitchen

