



WACO
DOWNTOWN
FARMERS MARKET

ANNUAL REPORT
2023

ABOUT OUR MARKET

The Waco Downtown Farmers Market originally launched in 2011, tucked among live oaks along the Brazos River in a Waco before the Stadium and the Silos. The Market continued to operate year-round along the river for the next six years, growing from 14 vendors to over 40 vendors each Saturday and adding weekly musicians and seasonal Handmade Markets into the mix. In 2017, the Market relocated to its current location in the Courthouse parking lot due to riverside construction. Over the next two years, the Market focused on increasing nutrition incentive programs by adding Double Up Food Bucks and the WIC Farmers Market Nutrition Program, increasing the purchasing power of customers utilizing food benefits while benefiting local agricultural producers. In 2021, the Market celebrated its 10th year with its strongest vendor sales to date, over \$1.5 million in sales, while tripling participation in nutrition incentive programs, and hosting up to 80 vendors on special event weekends. In 2023, the WDFM expanded to a second location at the Bridge Street Plaza, hosting a farmers market on Wednesday evenings.

OUR MISSION & VISION

Our mission is to bring locally grown and produced goods to downtown Waco in order to support local farmers and artisans as well as to enrich the culture of our community.



WEEKLY MARKET OPERATIONS



50

OPEN MARKET DAYS

2,500

ESTIMATED NUMBER OF CUSTOMERS PER WEEK

43

SATURDAYS GROSSING OVER \$30,000

86%

MARKETS GROSSING OVER \$30,000

\$35,010

Average Total Vendor Sales per Saturday

\$1,946,746

Total Vendor Sales (Saturday + Wednesday + Handmade)

OUR 2023 VENDORS

79

TOTAL NUMBER OF
MEMBER VENDORS

47

AVERAGE VENDORS
PER WEEK

\$734

AVERAGE SALES PER
VENDOR PER SATURDAY



WHERE ARE THEY?

49%

WACO-BASED
BUSINESSES



WHO ARE THEY?

46%

WOMEN-OWNED
BUSINESSES

41

AVERAGE MILES TO
WDFM FARM

28%

BIPOC-OWNED
BUSINESSES

FARMERS:

35 AGRICULTURAL PRODUCERS
15 FRUIT AND VEGGIES FARMERS

HANDMADE MARKETS

Monthly Handmade Markets complement our weekly market by providing space for local small businesses that hand make goods that do not meet the agricultural requirements to participate at market regularly. Handmade Markets occur on the third Saturday of each month. In 2023, we approved six additional Handmade Vendors.

15

TOTAL NUMBER OF
HANDMADE MARKETS

15

AVERAGE NUMBER OF
VENDORS PER
HANDMADE MARKET

31

TOTAL NUMBER OF
APPROVED
HANDMADE VENDORS

\$403

AVERAGE SALES PER
HANDMADE VENDOR

\$93,707
Total Reported Handmade Sales



BRIDGE STREET FARMERS MARKET

In March 2023, WDFM launched a seasonal Wednesday night market at the Bridge Street Plaza in East Waco - hosting free weekly wellness activities and featuring local musicians, in addition to regular market vendors. Highlights included the Fall Harvest Festival, Bridge Street Holiday Market, and TFNB's Community Vouchers.

20

TOTAL NUMBER OF WEDNESDAY MARKETS

22

AVERAGE NUMBER OF VENDORS PER WEDNESDAY

42

TOTAL NUMBER OF APPROVED VENDORS

\$241

AVERAGE SALES PER WEDNESDAY VENDOR

\$112,514
Total Reported Wednesday Sales



NUTRITION INCENTIVE PROGRAMS



SUPPLEMENT NUTRITION ASSISTANCE PROGRAM (SNAP)

Operates year-round. Individuals and families who receive SNAP are eligible to use their benefits at Market to purchase locally grown and cultivated food items including: honey, jams, eggs, meat, produce, nuts, edible plants, frozen foods, bakery items, and more. Restrictions include: ready-to-eat/drink products, body care items, non-edible plants, and alcohol.

221

TOTAL NUMBER OF FAMILIES SERVED

- 20 %

CHANGE IN DISTRIBUTION 2022 MARKET SEASON

\$13,922

SNAP \$\$\$ DISTRIBUTED

\$14,734

SNAP \$\$\$ REDEEMED

TOP PARTICIPATING ZIP CODES

76710, 76705, 76706, 76707, 76643



DOUBLE UP FOOD BUCKS (DUFEB)

Operates year-round. Anyone who utilizes SNAP at Market is eligible to have their SNAP purchase matched up to \$30/day - to be used exclusively for locally grown fresh fruits and vegetables. The WDFM continues to partner with the Sustainable Food Center in Austin to provide funding for the DUFEB program.

\$11,076

DUFEB \$\$\$
DISTRIBUTED

\$12,053

DUFEB \$\$\$
REDEEMED

221

TOTAL NUMBER OF
FAMILIES SERVED



STAFF & LOCATIONS

MARKET STAFF



Bethel Erickson
Executive Director
wdfm.director@gmail.com



Rachel Velasco
Saturday Market Manager
wdfm.manager@gmail.com

MARKET BOARD

Jenna Swanson, president
Carmen Massey, vice president
Ashley Young, treasurer
Anna-Louise Deaver, secretary
Devin Li
Eric Linares
Africa Tarver
Chris McGowan
Darius Ewing
Frankie Beckwith
Camille Wilder
Veronicka Thompson

CONTACT US: (254) 307-1884

WACODOWNTOWNFARMERSMARKET.ORG



Saturday

500 Washington Avenue
Saturdays, 9am-1pm
Open Year-round



Wednesday

200 E. Bridge Street
Wednesdays, 5-8pm
Open Seasonally