



The Venice Farmer's Market

1997 to 2017

Linda Wilson, Manager

3/14/2017

History



- **1997 – Started by Nancy Trascik**
- **2011 – 1 year trial period as Manager**
- **2011 – Started with 14 Vendors**
- **2012 – Approved as an Agent for City of Venice for the Venice Farmer's Market Manager**
- **2017 – Currently 43 Vendors**

Mission Statement



“The mission of the Venice Farmer’s Market is to provide healthy, fresh produce, improve local food security, support the entrepreneurial efforts of local vendors and businesses, support local farmers, and promote a sense of community. The market encourages direct communication between consumers, representatives and growers, fosters social gathering and community building, and promotes nutritious food choices.”

The Last Five Years



- **Created Mission Statement**
- **Designed VFM Logo, Created Facebook, 2017 Introduced New Website**
- **Awarded \$30,000.00 Grant for SNAP (formally known as Food Stamps)**
- **In 2017, was invited to join the Univ. of Delaware to participate in a Random Control Trial Survey allowing SNAP recipients to participate in receiving additional benefits if selected. My participation will help advocate for policy changes at the federal level that may increase future funding for markets like ours.**
- **Created the Kid's Korner. Monthly Event where all supplies are paid for by the market. i.e. Container Gardening, Survival Bracelet, How to Recycle, and more. These programs are presented by various groups such as State College of FL., UF/IFAS, Eagle Scout of America, etc.**

The Last Five Years **(Continued)**



- **Created events such as Strawberry Festival and the Mango Festival where members of the community judge vendors in the Food or Non-Food Categories.**
- **Created the yearly Scavenger Hunt as a learning tool for the children.**
- **Over 720 Non-Profits have been at the market to educate our community on what their organizations offer the community. Free hearing tests, health screenings, sale of cookies, wreaths, Blood mobiles, dog adoptions, etc.**

The Last Five Years

(Continued)



- **Won American Farmland Award for State of Florida in 2011-12 for the 1st Place Best Small Market (under 30 vendors)**
- **Won multiple Best of Venice Awards from 2013 - 2016 Venice Gondolier Sun in the Produce Category**
- **Selected as a 2014 Top 40 Business Professionals Venice Gondolier Sun**
- **In 2016, sponsored Emmarose Larson, 13 yrs. old, as one of the first graduates of the Sarasota Chamber of Commerce Young Entrepreneurs Academy (YEA).**
- **Selected to be on the 2017 Advisory/Investor panel (like Shark Tank) for the 2nd Graduating Class of the Young Entrepreneurs Academy with the guidance and support of the Sarasota Chamber of Commerce.**



Total SNAP & RCT* Incentive **Distributions**

- **Sept. 27 to Dec. 2014 \$2,115.00**
- **Jan. to Dec. 2015 \$8,627.00**
- **Jan. to Dec. 2016 \$11,970.00**
- **Jan. to Feb. 25, 2017 \$3,548.00***

RTC/SNAP CUSTOMER BENEFIT **DISTRIBUTION**



**Total Funds Distributed Locally
To Our SNAP Residents From
Sept. 27, 2014 to Feb. 25, 2017**

\$26,260.00

Venice Farmer's Market **Economic Worth**



2014 – UF/IFAS Conducted a Sticky Economy Evaluation Device (SEED)

2015 – UF/IFAS Conducted a Sticky Economy Evaluation Device (SEED)

The SEED methodology uses customer-intercept surveys, head-count tabulation, and the Bureau of Economic Analysis RIMSII economic multiplier to determine a public market's annual economic impact upon its region.

Used by Farmers Markets Across the US

Off Season Results (October 2014).....\$4,900,000.00

During Season (February 2015).....\$15,900,000.00

Our Growers, Representatives, and Chef Demos



- **We have 3 Growers or Farmers**
- **We have 2 Representatives who represent over 30 local farmers. As a Representative, they are the only stop between the grower or farmer and the consumer.**
- **After winning multiple awards in the “Produce Category” and working with Florida Organic Growers Assoc. in getting the SNAP Grant money, it then became necessary to hire a full time Chef to help educate people on how to cook simple, healthy, and nutritional meals. Weekly demos are held at 9:30, 10:30, and 11:30 a.m. with Chef Craig.**

2018 VFM Future Requests



- **Additional power, perhaps on light poles, as to not have to run extension cords to the gazebo or across walkways.**
- **Requesting a temporary move of the VFM to Centennial Park for the short duration of repaving of Tampa Ave.**
- **Keep the VFM on Tampa Ave. once the road has been reconstructed and repaved.**