



2019 YEAR IN REVIEW

CROSSROADS FARMERS MARKET & FRESH CHECKS PROGRAM



\$317,093

Total Sales
(up 18% from 2018)

\$53,893

Total SNAP, WIC & Senior FMNP sales

\$80,848

Total Fresh Checks distributed;
11% distributed by 5 community partners

\$48,849

Total spent with local farmers through our CSA program

1,780+ residents learned about Fresh Checks from 8 Community Ambassadors



1,100+ market shoppers per day during the height of the season



Volunteers logged **850+** hours



4,000+ Total Fresh Checks recipients
Including 2,355 recipients in households with small children



Average distance produce travels from **area farms to our market**

17 vendors

95% retention from 2018

85 Multi-Farm CSA members

(up 12% from 2018)

2,800+ CSA shares distributed



67% of vendors are immigrants

50% of vendors are **women-owned businesses**

HEALTHY EATING PROGRAM

3,300+ students, families & community members reached



95 total recipes prepared

(favorites: Herbal Lemonade, Beet Hummus, Three Sisters tacos)

104 lessons delivered; **50** in school classrooms
(4 per participant)

5 outreach events;
9 community partner orgs

31 food demos at Crossroads Farmers Market



92% of students said they'd make healthier food choices

MICROENTERPRISE TRAINING PROGRAM & TAKOMA PARK SILVER SPRING COMMUNITY KITCHEN



16 MTP graduates

13 earned Food Manager certification & 11 earned Food Allergen & Gluten-free Manager certification

17 food business owners received **72 hours of one-on-one** technical assistance

2,326 community kitchen hours logged

5 new food businesses became **kitchen users**

4 food businesses **expanded** into new sales outlets

80+ food items now produced in the kitchen



14 farmer-to-food business relationships fostered