



# Objective of the German Coast Farmers' Market



To provide a market for a wide range of fresh vegetables fruits, poultry, meat, seafood, dairy, honey, plants and other value-added items in the parish of St. Charles, as well as a community gathering place and tourist destination by:

- Providing a place for small family farms to sell their goods directly to consumers
- Assisting new entrepreneurs who sell food and farm-related products which make use of locally-grown produce
- Educating consumer about local farming, heritage, and healthy seasonal eating
- Providing a forum for building a sense of community

# GERMAN COAST FARMERS' MARKET



91,628

WEBSITE VISITORS

380,374

PATRON COUNT

\$2.5 MILLION

VENDOR SALES

(2002-2017)

# Market Data



Market Comparisons	2014 East Bank/ West Bank	2015 East Bank/ West Bank	2016 East Bank/ West Bank	2017 East Bank/ West Bank
Patron Count	19,240 /8,718	18,950/7,566	19,054/7,022	19,813/8,133
Vendor Sales	\$140,800/\$41,112	\$162,676/\$28,894	\$166,726/\$32,562	\$165,296/\$35,280
Per Capita Spending	\$7.32/\$4.72	\$8.58/\$3.82	\$8.75/\$4.64	\$8.34/\$4.33

# Ormond Plantation





# Winnwood Shopping Center



# Market Staffing



## Market Site Coordinator



# Contract Services

Market newsletter, website and publicity

**GERMAN COAST  
Farmers Market**

**Saturday, March 17th**  
BunnAgain Rabbit Rescue  
St. Charles Parish Library

**Wednesday, March 21st**  
St. Charles Parish Library

**Saturday, March 24th**  
Allemands Elementary  
Cajun Dancers  
Singer Blanch Newsome  
Easter Bunny Visits the Market!

**SATURDAY / 8:00 AM - 12:00 NOON**  
ORMOND PLANTATION - DESTREHAN

**WEDNESDAY / 1:00 PM - 5:00 PM**  
WINNWOOD SHOPPING CENTER - LULING

[germancoastfarmersmarket.org](http://germancoastfarmersmarket.org)



**GeRman  
COAST  
FaRMERS  
MaRKET**

It's our 15th Anniversary!  
Come help us celebrate on Saturday, June 16th from  
8 AM until 12 Noon at Ormond Plantation in Destrehan

Bee demonstration by Jannett Cancelli of Bees Are My Business  
Wildlife and Fisheries Outreach Program, Local Woodcarvers  
Local Artist Carol Zehner, Local Singer Blanch Newsome  
Cooking demonstration by Chef Blaine Guillot  
River Region Master Gardeners

[www.germancoastfarmersmarket.org](http://www.germancoastfarmersmarket.org)





# Contract Services



## Bookkeeping



# Volunteers



Over 1347 hours were provided last year in the market booth, board management, program development, volunteer scheduling, and marketing.

$$\$7.25 \times 1347 = \$9,765.75$$

# Grants for 2018



\$11,200.00 in grants provided by:

The United Way of St. Charles

St. Charles Women's Club

River Region Art and Humanities

St. Charles Public Schools Foundation, Inc.

# Seedling Cards



Patrons visit the Welcome Booth at either Market to purchase a \$10 Seedling Raffle Card for up to 52 chances to win a seedling basket. This is a fun program which give patrons the opportunity to sample Market products. Each week a winner is drawn from card holders who checked in at the Welcome Booth.





# Book Sales



# Booth Rentals





# Programs and Activities





I'm a

*Gesunde Kinder*

Translation: Healthy Kid





# German Coast Farmers' Market's 15<sup>th</sup> Anniversary





# Community Outreach



# Market Website



ACTIVITY	2010	2011	2012	2013	2014	2015	2016	2017
Website Visitor Count	34,635	46,102	54,225	62,438	71,675	80,403	88,112	91,628
Unique Visitors to Website	6,052	7,696	6,179	6,012	7,122	6,832	4,434	5,317
Active E-newsletter Subscribers	2,009	1,975	2,049	2,164	2,206	2,182	2,274	2,060
Facebook Fan “Likes”	201	575	873	1,272	1,628	1,925	2,199	2,837
Patron Surveys Completed	304	344	189	260	311	269	227	220



# 2019 Budget



- Projected Revenue = \$31,850  
(through grants, seedling cards, St. Charles Parish subsidy, book sales, vendor membership and booth rental fees)
- Projected Expenditures = \$35,225  
(Salaries for Site Coordinator, Bookkeeper, Public Relations Coordinator, Legal Services, Facility Maintenance, Insurance, Licenses, Permits, Supplies, Equipment, Marketing, Promotions, Utilities)

# Vendors



- East Bank Saturday Market  
24 vendors (including crafters)  
Averaging 20 vendors at each Market
  - West Bank Wednesday Market  
6-8 vendors
- \* New vendors are increasing.

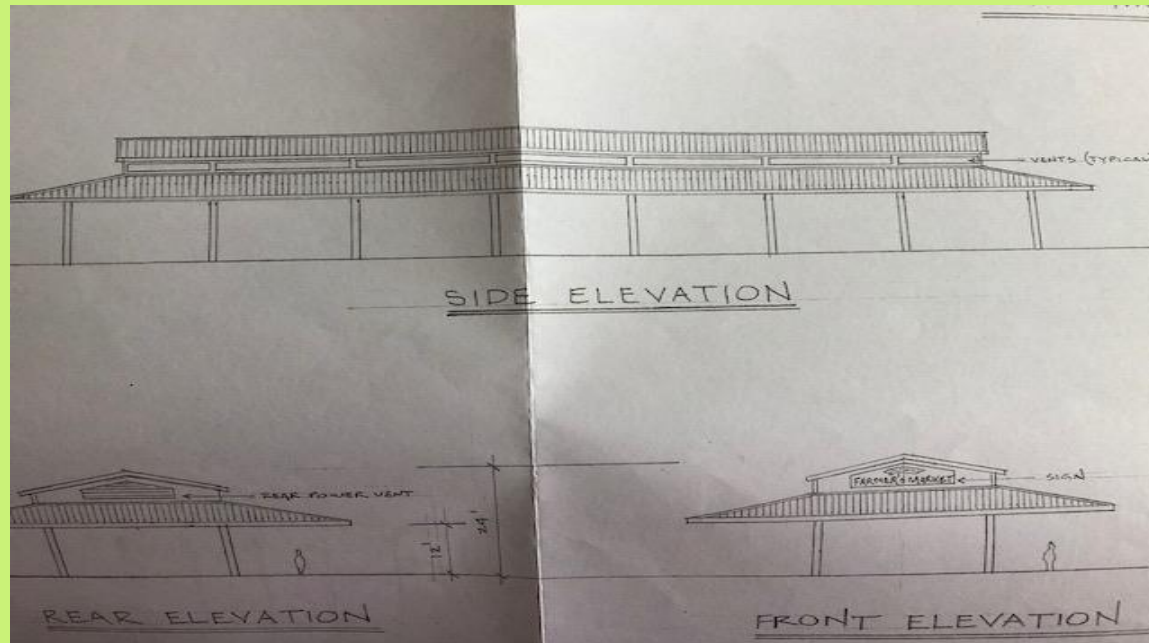
# Surplus



• 2014	\$54,557.31
• 2016	\$43,180.40
• 2017	\$43,420.43

- Money used for trailer upkeep, electrical updating, salaries, and supplies
- Market can operate 3-4 years with surplus to supplement budget subsidy reductions

# Future



# German Coast Farmers' Market Board Members



Ann Montgomery

Carmen Johnson

Terry Holmes

Carla Hampton

Patty Stohlman

Donna Nassar

Jerri Bush