

SPRING NEWSLETTER 2025

Emporia Farmers Market

2024 BANNER YEAR FOR THE MARKET

Market Friends and Sponsors in 2024:

Tracy Simmons

Harold Brenzikofer

Margaret Davidson

Betty Campbell

Theresa Muckenthaler

Pam Thuma

Ruthann Resch

Navrat's Office Products

ESB Financial

Waters Hardware

Emporia Main Street

Frontier Farm Credit

Special points of

Interest:

- *Indoor markets 1st and 3rd Saturdays at Waters Hardware now through April.*
- *Annual Meeting: Saturday, March 15, at 12:30 p.m.*
- *Vendor 101 for new vendors April 2nd at 6 p.m.*
- *First Outdoor Market: Saturday, May 3rd from 8-10:30 a.m.*

The farmers market had a great year in 2024. Farmers markets have become a chosen destination for people who are traveling, visiting, or simply looking for a day out. They are also special places to connect with community and nature. The Emporia Farmers Market is no exception. We have noted customers who were just out for a drive, visiting Emporia for a special event, and of course our faithful customers who return time and time again throughout the season. While the market did over \$100,000 for Emporia and rural markets combined in 2020, the market had over \$108,000 in Emporia alone for 2024 (highest sales in at least 14 years). Our

farmers market is a destination not only because of current trends but because of our amazing vendors and the great variety of products we have to offer. You, the vendors, are the reason for our success. You are faithful to the market and interactive with customers, making a favorable impression on our visitors so they become repeat customers and share their positive experiences with others. Thank you for all you do!



The market is saddened by the recent loss of Lee Muller. He will be dearly missed.

ANNUAL MEETING

Our annual meeting will be on Saturday, March 15th, at approximately 12:30 (after the indoor market wraps up). We will be voting for board members, discussing new honorary parking spaces for long-time vendors, looking back on the 2024 season, honoring long-time vendor and Master

Gardener Janet Brassart, dinner provided by the EFM board of directors (sloppy joes, sides, dessert), and giving out some prizes. You don't want to miss out! We will discuss the new tax rate for foods this year, as well as answer any questions you may have. All vendors and Friends of the

Market have the right to vote. We hope you can join us for a time of food and fun. Please RSVP via email to: emporiafm@gmail.com, or call or text the market phone at 620-343-6555 or Trisha's cell at 316-304-7595.

Double Up Food Bucks Funding for 2025



Fresh cut flowers were a big hit at the market in 2024.

The Emporia Farmers Market has been happy to be a part of the Double Up Food Bucks Program, providing more fresh healthy foods for EBT/SNAP customers. The funding which had been in place the last few years ended, but new funding was acquired for 2025. There have been a few issues with the start of this new program fundings, but we are expecting to have this program in place by the time the outdoor markets start in

May. We will implement the program with the new Aquacolor tokens as soon as it is available. These tokens may be used to purchase fresh fruits and vegetables and plants that grow food only. Signed paperwork will be required of vendors who offer these products. No tax or commission is charged by the market on these purchases.

Kansas Senior Farmers Market Nutrition Program



The Emporia Farmers Market continues to participate in the KSFMNP. Vendors are required to sign up with the state and take specific training to accept these special checks that may be used to purchase fresh fruits and vegetables and honey only. As with DUFB, there is no tax or commission charged by the market for these sales. Checks are paid

directly to the participating vendors. Our market also offers some matching pink market bucks for seniors participating in this program. This year the market will match with \$25 in pink market bucks. These pink bucks can be accepted by all food vendors at the market.

Market Manager Team



Waters Hardware parking lot is now home to the market on downtown event weekends!

The market has recently welcomed a new co-manager. Jennifer Terrell is working with the market and learning the ropes. Please make her feel welcome. She is a great addition to the market team and is working on publicity for the market, as well as managing the actual markets.

All vendors and their teams are welcome to volunteer with the markets as well. It is a great way to get to know other vendors and learn more about how the market operates. Let us know if you are interesting in volunteering.