



fact sheet on FARM FRESH RI

a hub for fresh, healthy food

Farm Fresh Rhode Island

- Non-profit started in 2004, growing a local food system that values the environment, health and quality of life of RI farmers and eaters
- Part-incubator, part-activator, our programs directly touched \$2 million in fresh food in 2011 and indirectly millions more
- Each week, we work directly with over 80 farmers, 5,000 RIs, in addition to 2,500 farms, 20,000 people impacted by our Local Food Guide to RI / MA / CT at www.farmfresh.org

Market Mobile and Veggie Box

- Aggregation platform to get local food to restaurants, schools, hospitals, workplaces, grocers
- 40 farmers and producers set their own prices on our online ordering system
- 80 customers in RI / Boston receive 2 deliveries/week; Farm Fresh handles customer invoicing and farmer payouts
- Sales hit \$1.05 million in 2011, up from 46% from 2010. We anticipate \$1.5 million in 2012.
- 1,100 Veggie Box subscribers received weekly CSA boxes at workplaces and civic centers in first full season, 2012.
- In 2011, expanded our warehouse to install walk-in coolers, freezers; in 2012, added Veggie Box CSA packing line.

Summer Farmers Markets, Nutrition Education and Incentive Programs

- 50+ markets operate across Rhode Island, about one market for every 20,000 people and one in almost every town
- Farm Fresh RI runs a network of 10 farmers markets, with a focus on underserved communities
- All Farm Fresh RI markets accept WIC Farmers Market Coupons, WIC Fruit & Vegetable Checks and SNAP benefits
- Customers using SNAP receive 40% bonus in incentives through our Bonus Bucks program. SNAP sales and incentives at our markets hit over \$85,000 in 2011 (SNAP sales were up 65% in 2011)
- Our markets reach over 300 low-income families through Healthy Food, Healthy Families, our nutrition education program for low-income children and their parents
- We work with 75 families in West Warwick and Woonsocket through Veggie Rx, a Wholesome Wave program where Thundermist doctors prescribe farmers market fruits and vegetables to low-income patients

Wintertime Farmers Markets

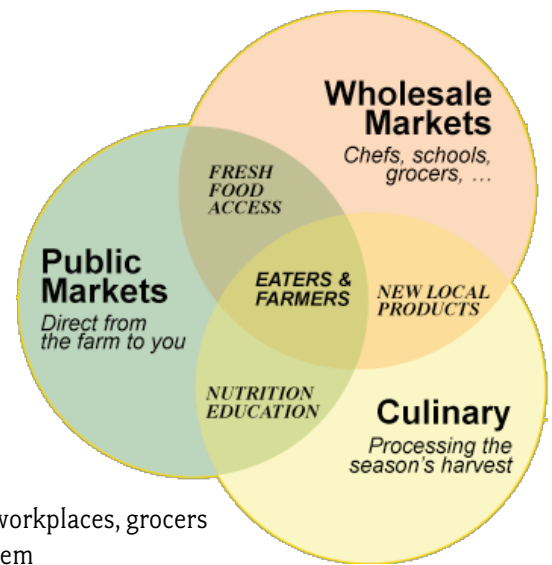
- Did not exist before 2007, when it became the first year-round weekly farmers market in southern New England
- Now it is twice a week, with 58 vendors on Saturday, 15 vendors on Wednesday, and a few thousand customers
- Held in a renovated mill building, adjacent to our Market Mobile warehouse (one drop-off for farmers!)
- Provides year-round income stability for New England farmers. The market has demonstrated demand that has led to greatly expanded wintertime vegetable production and storage

Harvest Kitchen & Co-packing for Farmers

- Co-packing of seasonal farm produce into applesauce, stewed tomatoes, pickles and other value-added products that can be sold year-round at farmers market, via Market Mobile or at the farms' own farmstands
- In partnership with DCYF, training/employing youth coming in and out of the juvenile justice system

Rhode Island Agriculture

- There are over 600 food producing farms, ranging from less than an acre to 500 acres, though most are small
- RI ranks #1 in the country in direct sales, due to the success of farmers markets and other direct marketing
- Good soils and a moderate coastal climate allows farmers to grow a wide range of produce, dairy, eggs and meat
- Most farmland is literally just minutes from Providence and the states' densely populated coastal towns, creating a huge and easily accessible customer base for farmers but also challenging development pressures on farmland
- The commitment of RI consumers and chefs to RI farms has been crucial in RI's local food renaissance



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For more information about Farm Fresh RI, visit www.farmfreshri.org