

HUB CITY *farmers market*

2022



IMPACT REPORT

Dear friends,

Thanks to supporters like you, the Hub City Farmers Market has become a perennial force in the Spartanburg community, experiencing immense growth since its inception in 2003. These 20 years have generated significant, necessary, and lasting impact which we want to sustain for the next 20 years and beyond. 'More than just a market' is more than just a tagline - HCFM has had a marked transformation in recent years. And so, as we close out 2022 and begin 2023, we are excited to announce the launch of:



Hub City Roots is the name of our new umbrella brand born from the expansion and success of the Hub City Farmers Market and its related initiatives. Hub City Roots is a nonprofit organization that focuses on agriculture and access, closing the food equity gap in Spartanburg County. The Hub City Farmers Market, Seed to Table, Mobile Market, Youth Crew, and possible future projects all exist as projects under the Hub City Roots parent organization.

We look forward to unveiling our new name with the community at large in the coming weeks and hope you will share in our excitement as our new image 'takes root' in Spartanburg.

Thank you for your continued support and dedication to our vision of being more than just a market.

Sincerely,

Dori Burgess | Executive Director

ACCESS

NUTRITION INCENTIVES

\$29,421.99

SNAP dollars accepted

\$58,843.98

total doubled SNAP



"We can't overstate the impact that Hub City Farmers Market has had on The Mane Mushroom. Our presence at the market has given us access to a community of enthusiastic mycophiles. Just as importantly, the passion for local sustainable produce and deep knowledge about access to local, state, and federal resources that have been made available has given us a much easier path to grow our business in a sustainable and responsible way."

The Mane Mushroom



FARMER RESOURCES

5

number of workshops hosted

80

number of workshop attendees



YOUTH

URBAN TEACHING FARM

50

unique varieties of produce grown

324

volunteer hours

419

students served on Urban Teaching Farm

1,106.3

pounds of produce harvested

EDUCATION PROGRAMS

Through Seed to Table programming, we completed **2,953** total student interactions, with an unduplicated student count of **1,476**. We hired **8** high school students and **2** college students to participate in **248** hours of farm work, financial literacy, health & wellness, college preparation, and mindfulness workshops.



"While being a leader at the farm, I've learned how to better show authority and be assertive while also having fun and learning new things. The workshops are helping me prepare for college financially and the different mindfulness workshops helped me find healthy coping mechanisms."

Amajyah Reeder, Summer '22 Crew Leader





MARKETS

FARMERS MARKET

20	percent sales increase from 2021
50	percent of vendors were farmers
76	total number of vendors
500	average number of customers per market
103,000	dollars reimbursed through token sales



MOBILE MARKET

45	vendors supported
390	number of stops
2,794	number of customers
5,000	pounds of produce distributed





Growing Where We're Planted

MISSION

The mission of Hub City Roots is to strengthen the local food system with markets, equitable access, and youth education and development.

DIFFERENTIATORS

As the parent organization of the Hub City Farmers Market, the Mobile Market, and the Urban Farm, Hub City Roots is committed to making fresh, quality food more accessible to all people in Spartanburg County. By accepting Double SNAP and DSS senior vouchers, as well as running the market for a longer season, Hub City Roots makes farm-fresh food affordable and available. Additionally, Hub City Roots is the only organization in the area with a USDA Farm To School grant, which has enabled us to jumpstart our Seed to Table program for nutritional and agricultural education.

FOUR KEY PILLARS

1. Markets
2. Food access
3. Youth Education and Development
4. Resources

When addressed together, these work to create a more sustainable and equitable food system.

ORGANIZATIONAL SUPPORTERS

Thank you to the entities and individuals who supported our mission in 2022.
You are the heroes of our story and continued growth!

Aaron's Furniture Foundation
Action Printing
AFL Global
Ag South
Aline
Appalachian Sustainable
Agriculture Project
Atlas Organics
Avison Young
Bank of America
Barnet Development Corporation
Bethlehem Center
Blue Moon Speciality Foods
Bond Street Wines
Budweiser of Spartanburg
Carolina Foothills Federal Credit
Union
City of Spartanburg
Coldwell Banker Caine
Contec
CSL Plasma
Denny's Restaurant, Inc
Department of Social Services
Dray Bar and Grill
Duke Energy Foundation
Forget Me Not Flower Farm
George Johnson Insurance
Humana
Johnson Development
Mary Black Foundation
McMillan Pazdan Smith

Milliken Charitable Foundation
Mobile Communications of America
Molina Foundation
Monarch Café
NHE, Inc.
Northside Development Group
PAL Spartanburg
Palmetto Proactive
Palmetto Vermiculite
Park National Bank
Piedmont Interstate Fair Association
Piedmont Natural Gas
Roebuck Family Dentistry
Sisters of Charity Foundation
South Carolina Department of Agriculture
Spartanburg Academic Movement
Spartanburg County Farm Bureau
Spartanburg County Foundation
Spartanburg Gives
Spartanburg Methodist College
Spartanburg Regional Hospital
Sterling Craft Plumbing
Synovus Bank
Talisman Garden Club
TD Bank
Timken Foundation
ULI South Carolina
United States Department of Agriculture
United Way of the Piedmont
Wade's Restaurant
Wofford College
Women Giving of Spartanburg

220 individual donors

159,000 dollars raised

