

**Farmers market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. You will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to your assigned grant specialist to avoid delays. Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions: FMPP Phone: 202-720-4152; Fax: 202-720-0300

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	October 1, 2014-February 12,2016
Authorized Representative Name:	Ashley Kershner
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Recipient Organization Name:	City of Lynchburg
Project Title as Stated on Grant Agreement:	Community Outreach to Increase Sales of Local Food and SNAP Redemption Rates at the Lynchburg Community Market.
Grant Agreement Number: <i>(e.g. 15-FMPPX-XX-XXXX)</i>	14-FMPPX-VA-016
Year Grant was Awarded:	2014
Project City/State:	Lynchburg, VA
Total Awarded Budget:	\$81,298

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: _____; Email: _____; Phone: _____

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

GOAL #1: INCREASE SALES OF LOCAL FOOD AT THE LYNCHBURG COMMUNITY MARKET THROUGH NEW MARKET BRANDING AND A LOCAL FOOD MARKETING CAMPAIGN.

Objective/Activity #1: Lynchburg Community Market Branding

Progress Made: Our first goal was to create a clear, recognizable brand for the Lynchburg Community Market, something we had been unable to do properly with the annual budget provided. With the grant funds provided, we worked closely with designers at Birch Studio to create a new brand for the market, which encompassed not only the market's rich heritage, but also its current status as the hub for local food in our community. The brand package included a new logo with multiple variations along with a branding guide. The branding guide, complete with brand colors, logo use guidelines, etc, will serve as a handbook for current and future staff, helping to ensure that all market communications and materials will be professional and consistent moving forward.

With this new brand in place, we moved forward with Sharptop Company to create a beautiful, clean, user-friendly market website. Our previous web page, hosted on the City of Lynchburg's website, made it difficult for our customers to find the information they needed. The new site is not only easier to use, but also includes new important components. The market calendar provides a simple way for citizens to find upcoming events. Our vendor information pages provide helpful details on the market vendors – what they sell, where they are from, what they specialize in, and what types of certifications they have. Our SNAP page outlines the steps by which a citizen would take in order to use their SNAP dollars at the market, and also links to information on how to obtain SNAP benefits. Perhaps the most important and impactful addition to our website is our blog, "The market Beet," which we will discuss later in this report.

New print marketing materials were created and used to help spread the market message around the city. Rack cards were distributed to all City buildings, local hotels, businesses, doctor's offices, etc. The materials were created in part with the assistance of professional photography. In order to make the website, the blog, and all our marketing materials look truly outstanding, we decided to add to the scope of the original project to include professional photography. The striking images he took were not only useful for this year's projects, but will be helpful for years to come.

Impact on Community: With a friendly and inviting new brand applied not only to the market's website, print materials, and outdoor signage, more members of the community felt welcome to visit. In addition, with the widespread distribution of materials, more citizens from Lynchburg and the surrounding community were aware of its presence and what it had to offer. Most notably, our new, easy to use, mobile-friendly website made an important impact. Citizens were finally able to access important information about the market, read about our vendors, etc. No matter if people were at the doctors, shopping in a business, driving their car or on the bus they would be able to read about the market and find out the basic information needed to get to the market.

Used in combination with social media, the website helped to increase awareness drastically among citizens, especially those between 20-30. The clear "about us" section on the website really helped to clarify for citizens the operating hours, which actually were a huge issue in the past. The number of complaints about that dropped sharply. This was a very important aspect of our work on this grant:

simply getting people to the market who had never been there before so they could see all that it had to offer.

Objective/Activity #2: “Eat Local Lynchburg” marketing Campaign

Progress Made: The first thing we did to begin our second objective was to hire a temporary part-time project manager. Our Local Food Promotion Project Manager was brought on in March, and helped to oversee many of the campaign efforts.

The goal of the “Eat Local Lynchburg,” later renamed the “Lynchburg is for Locavores” campaign was to promote eating locally. Working with Birch Studio, we created a logo for the campaign, along with some advertisements for future use online and in print. The Lynchburg is for Locavores campaign took a multi-pronged approach. We began by creating a page for the campaign on our website, and used online social media promotion to drive traffic. The page explained what it means to eat locally, the many reasons why you should, and also previewed some of the upcoming “Lynchburg is for Locavores” events the market would be happening.

The campaign had a constant online presence throughout the growing season. The new blog platform on the website allowed us publish over 50 blog posts, including our popular “Lynchburg Locavore Spotlights,” in which we interview a ‘market-goer’ and ask him/her why they choose to eat locally. We also used the blog for our weekly seasonal produce spotlights, providing helpful information on how to prep, cook and store the selected fruit/vegetable. We also provided recipes featuring the spotlight produce item, which also correlated to that week’s food demonstration. The “Lynchburg is for Locavores” In addition to these efforts, we created a #LynchburgIsForLocavores” hashtag, to encourage proud locavores to post their local food creations on Instagram. All of these components were promoted with Facebook advertising, which we found to be one of the most successful advertising efforts of the entire campaign. Facebook advertising helped us to ensure that all our online efforts reached their intended audiences

The campaign also included large print advertisements in the popular local magazines *Lynchburg Living and Clutch*. The ad depicted one of our farmers working on their farm while at the bottom a family shopped at the market, with the tagline “From our family to yours.” We also created 3 new billboards for the “Lynchburg is for Locavores” Campaign. Another ad showed a family, friends, or individuals shopping together at the market. All ads were demographically diverse, aiming to depict the market as place for all ages, races, and genders. These ads reached over the over 247,000 people in the greater Lynchburg area.

A Lynchburg is for Locavores television commercial was created by Watts Creative, depicting one of our local farmers picking his produce at his farm, loading it up in his truck, then bringing it to the market to share with our community. This “farm-to-table” commercial was shown on our most-watched television station, the local ABC affiliate. We also used this video for online distribution. We also used radio advertisements to spread our locavore message with purchased sponsorships from WNRN.

Along with our outreach efforts, we took steps to ensure that our “Lynchburg is for Locavores” message was present at the market as well. Display banners were created and stationed at every market entrance. Postcards with information on eating locally were printed and distributed at every vendor table, and merchandise was ordered to help perpetuate the brand. Citizens purchased “Lynchburg is for Locavores” t-shirts, aprons, and tote bags, and they also took home free bumper stickers. We also created a “Lynchburg Community Market” rack card and mailed it to over 22,000 Lynchburg citizens.

In order to make sure our campaign was measureable, we gathered local food sales data from 16 farmers May 2014 to September 2014 to use as a baseline for future efforts. In 2015, collected data from the same farmers in the same window, plus the additional 4 vendors that had joined the market.

Impact on Community: We could not be happier with the results of the “Lynchburg is for Locavores” campaign. The grant funding combined with the creative, multi-pronged approach helped us to spread the message all over the city and to reach people we had never reached before. Our online efforts not only served to raise awareness and educate, they also provided an avenue for citizens to engage with the market and to show their local food pride. Over the course of the year, we promoted 80 campaigns, reaching over 41,485 people, of which 5,935 unique individuals actually took action (clicked, liked, commented, etc). We also increased the number of people who follow the market’s Facebook page by a staggering 2065%, which will provide a much larger audience for our message in years to come. The Instagram effort was successful as well. The #LynchburgIsForLocavores tag was used over 500 times, and has created a beautiful image mosaic of all that can be created with our region’s fantastic produce. We have seen the “Lynchburg is for Locavores” bumper sticker everywhere, and we often see the t-shirts on individuals all over the city. Most importantly, the “Lynchburg is for Locavores” marketing effort helped to increase sales of local food at the by 9.17% in one year. When the four new farmers are included in this result, the increase in sales is at 18.66%. We are so pleased to see the concrete, measureable impact of our efforts, but are just as happy to see the immeasurable ones. We are seeing more people come to the market, more people engage in conversation about local food, increased understanding of how food gets to the table, and more excitement about our local and regional food scene.

Goal #2: Address existing food desert issues in the city by increasing access to, and raising awareness of, the Lynchburg Community Market SNAP program through targeted outreach, education, and SNAP incentives.

Objective/Activity #1: Outreach to current and potential SNAP beneficiaries

Progress Made: Before we began our SNAP outreach program we wanted to first meet with other groups and people who were working towards the same goal in Lynchburg: to increase awareness and accessibility to good healthy food for residents on the SNAP program in our community. We listened, then combined what we learned with our previous research and experience to create an outreach plan that would help us reach our audience.

First, we created and distributed “SNAP at the market” rack cards to over 40 businesses, organizations, and churches around town. Second, we created flyers with information about our market as well as our SNAP program, which were included in the City of Lynchburg utility bill, sent to over 22,000 residents in Lynchburg. We also created a “SNAP at the market” postcard, which was mailed directly to a purchased list of 11,441 low-income residents.

Upon learning that SNAP recipients were intimidated to walk into the market for the first time, we created a “SNAP at the market” commercial which outlined how to come to the market, swipe your EBT card, receive the SNAP tokens, and then shop at the various vendors. This commercial was shown on the local ABC affiliate and was also used online.

Another important part of the initial partner meeting was the connection made with the Virginia Cooperative Extension, who decided to work with us to create cooking demonstrations on Wednesday during the summer that were targeted, although not exclusive, towards the SNAP demographic. Virginia Cooperative Extensions hosted events at the market such as a “To-go Garden” workshop, children’s activities, and information booths on a variety of health topics.

In addition to these efforts, we made sure to go to the citizens where they were. Throughout the season, we attended 7 community meetings to meet with SNAP-eligible residents directly. We brought local produce so that people would be able to taste the difference, we brought recipes cards and SNAP information, and most importantly, we answered questions.

Impact on Community: Our SNAP outreach efforts through this grant helped us to reach SNAP recipient that had never been to the market, and that was our most important goal. We took in just under \$10,000 in SNAP tokens in 2015. Unfortunately, we did not reach our goal of growing our total SNAP redemption, but we believe this is due to not renewing the Double Dollars program implemented in 2014.

Objective/Activity 2: Educational Programming

Progress made: In May, we purchased a portable kitchen from Cook's Kitchen. This allowed us to begin weekly cooking demonstrations with a local chef during our Saturday market starting on June 13 and running through the end of October. We reached out to area chefs and found that more than expected were interested in participating, resulting in a different chef each week. We assigned them a seasonal produce item to focus on, and they created 2-3 recipes featuring that item. These recipes were and made available for customers as they saw the recipes being prepared by the chef. The cooking demonstrations lasted for 2 hours, the first hour allowing for prep. These cooking demonstrations were very popular among our customers, with 20-30 viewers at any given time and 50-60 cycling through. The viewers learned not only how to cook with the items, but which farmers grew them, so they could purchase them immediately after.

The demonstrations were also tied to the weekly blog post, providing even more educational tips about that week's item. We were also able to secure a weekly column in the local weekender, *The Burg*, featuring that's week's chef and their recipes. We advertised the demonstrations online and with signage both at the market and in local businesses.

Impact on Community: For the citizens who were able to attend the demonstrations, they learned not only how to prep and cook the items, but they also learned many different applications and food pairings. They were introduced to foods they were previously unaware of, further strengthening their local food knowledge. For those that were unable to attend the demonstrations, they were still able to access all the information on the blog.

Not only did these demonstrations greatly benefit our customers who were able to learn about local produce and sample new recipes, but they also directly benefited our farmers. 90% of the ingredients used in the demos were purchased from our farmers, and customers were encouraged to go and buy the ingredients from the farmers right outside.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.

- i. Number of direct jobs created: 1
- ii. Number of jobs retained: NA
- iii. Number of indirect jobs created: NA
- iv. Number of markets expanded: NA
- v. Number of new markets established: NA
- vi. market sales increased by \$45,038: 18.66% from 2014 to 2015.
- vii. Number of farmers/producers that have benefited from the project: 16 which increased to 20 by the end of the project
 - a. Percent Increase: 16-20 = a 25% increase

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

- i. Yes, with the funds provided by the grant we were able to reach a younger population in Lynchburg through social media. We saw an increase in college students, young adults, and young parents at the market this year. There were more ways to get involved through Instagram and Facebook with our “Lynchburg is for Locavores” campaign, increasing interest. We also expanded our customer base with low income/low access populations. This grant allowed us to create SNAP-specific materials, to distribute them widely, and with the addition of a staff member, attend meetings to connect directly with the people. Simply having someone to go and meet with people was an important step in raising awareness.

4. Discuss your community partnerships.

- i. Who are your community partners? Virginia Cooperative Extension, Lynchburg Area Food Council, City of Lynchburg Parks and Recreation Community Centers, Miriam’s House, Ride Solutions, Region 2000, Local Government Council, Virginia Department of Health, Department of Human Services
- ii. How have they contributed to the overall results of the FMPP project?
The Virginia Cooperative Extension has been one of our most valued community partners. This year we were able to work together to achieve programs and events that were beneficial for both of us. Throughout the summer, we organized a weekly cooking demonstration during our Wednesday market that was targeted towards SNAP recipients (although it was not exclusive for any person group). With their help, we were able to reach more people and to provide more useful programming and information. The community centers, Food Council, and Miriam’s House provided us direct access to citizens. At each of these places, we were able to give presentations, distribute information, and share local produce. Ride Solutions provided free bus advertising, reaching daily commuters. The Virginia Department of Health and the Department of Human Services worked as distribution centers for SNAP information. All of our partners helped us to create the overall SNAP outreach plan, and all were helpful throughout the process.
- iii. How will they continue to contribute to your project’s future activities, beyond the performance period of this FMPP grant? These partnerships will only continue to grow and expand. The Virginia Cooperative Extension is again to partner with us this year on cooking demonstrations/events on Wednesdays at the market. All of the organizations continue to act as distribution centers for materials, and continue to provide us helpful feedback as to how we can put more local food on the tables of low-income citizens in our community. The Lynchburg Parks and Recreation community centers will continue to be to bring kids from their summer camps to the market to learn about food and health.

5. Did you use contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Yes, we had quite a few contractors conduct work for our FMPP project, and together with their excellent work we were able to make it a successful year. We worked with Birch Studio to create a whole new branding package for the market. This design package included new logos and a branding guide that will continue to assist with the overall success of the market. With the new branding in place, we then worked with a local web design company, Sharptop, to create a new

website for the market. A simple, mobile-friendly website was an essential component of all of our online outreach efforts, and also provided a home base for important market information. Since it's launch on June 13,2015 it has had over 60,000 page views. Another important contractor was PIP printing, who provided us with our printed materials, including posters, postcards, and banner stands. Lamar Advertising was our billboard vendor, which over the period of one month accumulated 238,00 impressions. Watts Creative created two excellent videos, one about our market under the "Lynchburg is for Locavores" campaign and one outlining how our SNAP program worked at the market. Both of these were posted online and seen over 500 times. The "Lynchburg is for Locavore" video was also used as a commercial on our local ABC affiliate, with a three-month airtime. PMB studios helped us to capture beautiful images of not only the market, but of our farms and farmers as well. These photos were used in the creation of our website, print materials, print advertisements, Facebook ads, and more. They will also be used for years to come. Progress printing printed and sent our targeted SNAP mailing, and we worked with BMS printing to distribute the utility bill inserts. We also worked with 22 local chefs for the weekly cooking on Saturday mornings. Each chef brought something different to the table, and provided brought a level of expertise and knowledge to our program that we could have not provided on our own. To get the word out to everyone we used Facebook on an almost daily basis. These contractors helped us to accomplish all that we had hoped to with this project.

6. Have you publicized any results yet?* No, but we plan to.

- i. If yes, how did you publicize the results?
- ii. To whom did you publicize the results? It will be sent directly to City Leadership, Lynchburg City Council and we will also publish a press release. The results will also be posted to our online sources, such as our website and Facebook.
- iii. How many stakeholders (i.e. people, entities) did you reach?

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

- iv. Have you collected any feedback from your community and additional stakeholders about your work? YES
- v. If so, how did you collect the information? NA
- vi. What feedback was relayed (specific comments)? We did not solicit feedback, however we received quite a bit of feedback from our customers on Facebook, Instagram, email, and anecdotally. They were all pleased with the new branding and website.

7. Budget Summary:

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
- ii. Did the project generate any income? Yes
 - a. If yes, how much was generated and how was it used to further the objectives of the award? Yes, the project did generate income. With the grant we were able to purchase merchandise from a couple of companies including t-shirts, aprons, grocery bags, and produce bags. \$3,672.80 was generated from the sale of these items. This money will go back into our fees account and it will be used for upcoming educational demos in 2016.

8. Lessons Learned:

- i. Summarize any lessons learned. Draw from positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
 - a. It was very helpful to create a campaign like “Lynchburg is for Locavores.” It gave the physical market something new and exciting, but it also allowed people to get and stay connected through social media. The cooking demonstrations were successful, and benefited our customers but also our vendors. The portable kitchen was an important purchase, providing us with a mechanism for demonstrations for years to come. We also learned that people love a contest. We selected one #LynchburgIsForLocavores photo each week to win a prize, which increased our engagement. Events were also important. One of our most successful events was our Harvest Festival, which was on October 31, 2015. 6 local chefs were invited for a “Locavore Cook-Off,” attracting hundreds of people as well as media attention.
 - b. Negative experiences: None related to this project.
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
 - a. One of our goals was to achieve a 30% increase in sales from 2014 to 2015, however this was not attainable for a few reasons. First of all, in hindsight, this was a very lofty goal. In addition, statewide farmers market sales were down in 2015 for reasons we are not quite certain of. To complicate things further, the market began enforcing the hours of operation more strictly, which caused some high spending regulars to not return for a long period of time. However, even with these unanticipated events, we were still able to increase sales by 18.66%, which we were very happy with.
- iii. In the administration of the project that might be helpful for others who would want to implement a similar project:
 - a. Farmers and producer’s sales numbers were very difficult to get. Farmers were more hesitant to share their sales numbers with us than expected. In addition, they are busy, often don’t have computers, and keep non-traditional hours. We learned that when working with farmers, we need to provide them many different options for communication, and sometimes to go to them directly as needed.
 - b. Keeping Instagram and Facebook presence throughout the program was very important to the success of this program. Paid Facebook advertising was also extremely useful for getting information out to our customers.
 - c. The ability to pay people (chefs, photographers, videographers, etc.) was very important to our overall success. Often we have counted on volunteer help to get things done or have events at the market, and paid help is simply more reliable and effective.
 - d. Meeting with other organizations already involved with the SNAP-eligible demographic of our city was very important and very helpful. Their ideas and their connections were invaluable.

9. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project’s work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs

retained/created, and any other information you'd like to share about the future of your project.

There were quite a few aspects of this project that will continue to be implemented at the market beyond the grant period. The branding package that was created will govern all market materials and communication for at least the next five years. Although we are losing the temporary, grant-funded Project Manager position, her work will be continued by a new position created at the market this year, the Assistant market Manager. This will prove to be very important for the furthering of this projects goals. This new person will continue online marketing, educational demonstrations, and more.

Many of our partnerships will continue, and will hopefully grow in the coming years. We have already begun discussions again with the Virginia Cooperative Extension about their weekly Wednesday program at the market.

In many ways, we see this project as self-sustaining. One of our biggest goals was awareness of the market and of local food, and the awareness we achieved last year does not disappear. Through discussion with our community, we have found that the biggest obstacle for a lot of residents in Lynchburg is to simply come to the market for the first time. Many people who have never been find the market an intimidating place where they do not exactly understand how the system works. By increasing awareness and getting so many new people to the market for the first time in 2015, we believe the work of our FMPP grant will live on.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

If we were provided with additional funding, we would like to hire someone permanent to focus on local food outreach here at the market. This person would also be in charge of organizing regular classes focused on nutrition and cooking. We also saw a great need for children's programs at the market while parents shop especially during the summer.



LYNCHBURG COMMUNITY MARKET

LOCAL & PROUD SINCE 1783

OUR VENDORS

MARKET EVENTS

HOURS & LOCATION

LYNCHBURG COMMUNITY MARKET

HOME VENDORS EVENTS SNAP LYNCHBURG IS FOR LOCAVORES ABOUT US BLOG

SEARCH

FACEBOOK

INSTAGRAM

Our new market website. To find the full version search www.LynchburgCommunityMarket.com



New market logos



LYNCHBURG
is for
LOCAVORES

Lynchburg is for Locavores logo

LYNCHBURG

is for

LOCAVORES

COOKING DEMONSTRATION WITH STEPHANIE FEES

ALL RECIPES ARE BY STEPHANIE FEES



Berries and Cherries

The Greatest, Healthiest Summer Salad

This 'recipe' is hugely adaptable to whatever is at the market. I like to use zucchini noodles as a base because they're widely available throughout the summer, but carrots work great, too!

The Salad

3 zucchini, cut into noodles (using a spiral cutter or julienne peeler)

1 pint blackberries

2 peaches, sliced

½ red onion, sliced very thinly and rinsed with cold water

1 pint cherry tomatoes, halved

Toasted sunflower seeds (optional)

The Dressing

Use any sweet vinaigrette you might have in the fridge, but this raspberry one is especially delicious.

¼ c. raspberries

2 tbsp. lemon juice

2 tbsp. red wine vinegar

1 tsp. sugar

6 tbsp. olive oil

salt and pepper

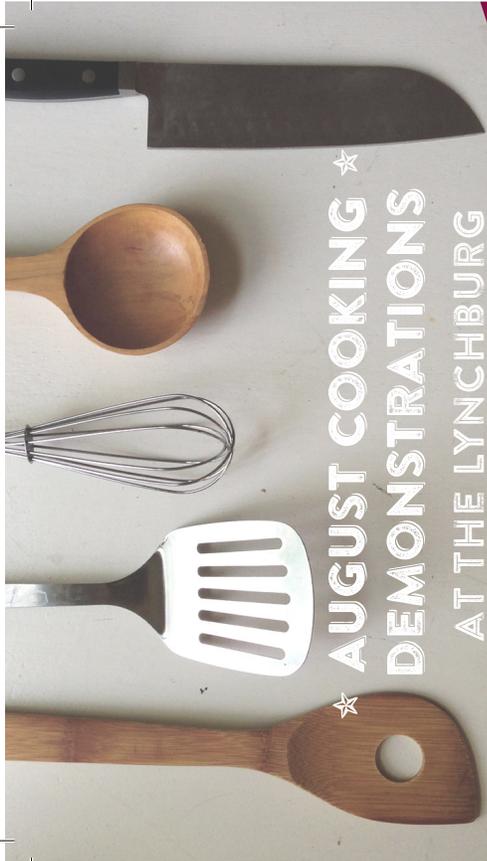
Crush raspberries with a fork, then combine with other ingredients. Strain if you don't like the seeds.

Compose the salad, then pour vinaigrette over for serving.

The salad can be made up to one day ahead without dressing.

MORE RECIPES ON THE BACK! →

An example of one of our weekly chef recipe hand outs.



★ AUGUST COOKING ★
DEMONSTRATIONS
AT THE LYNCHBURG
COMMUNITY MARKET

9

AM Every Saturday inside
the market with

a local chef:



AUGUST 1 Marisa Jones
cooks with *watermelon*.



AUGUST 8 Philipp

AUGUST 15 Carl Gabathuler cooks with *peaches*.

Matice cooks with *chocolate*.



AUGUST 22 Lucy Cook

cooks with *eggplant*.

AUGUST 29 Jeanell

Smith cooks with *peppers*.



LYNCHBURG
COMMUNITY
MARKET

LOCAL & PROUD SINCE 1783

www.LynchburgCommunityMarket.com

LYNCHBURG
is for
LOCAVORES

#LYNCHBURGISFORLOCAVORES

Share your local food adventures
and creations with us on Instagram!

Example of flyer and poster for our weekly cooking demonstrations.



★ **COOKING** ★
DEMONSTRATIONS
 with local chefs

inside the
MARKET
9 AM

Every Saturday!

#LynchburgIsForLocavores

LYNCHBURG *is for* LOCAVORES

LYNCHBURG LOCAVORE:

\ˈlɪnch-,bɜːrglˈlɔːcə,vɔɹl [noun]: a lynchburg local who supports our community by eating the fantastic food grown right here in our region.

* * * * *

Are you a LYNCHBURG LOCAVORE??

Share your local food creations and adventures with us on Instagram!

→ #LYNCHBURGISFORLOCAVORES ←



www.LynchburgIsForLocavores.com

LYNCHBURG
 LIVING

LB
 LYNCHBURG'S BUSINESS MAGAZINE

Outdoor information banner stands



AT THE

LYNCHBURG COMMUNITY MARKET



1219 Main Street, Lynchburg, VA 24504



HOW IT WORKS:

- 1 VISIT**
Come to the Lynchburg Community Market on Wednesdays and Saturdays!
- 2 SWIPE**
Swipe your EBT card for SNAP tokens at the Customer Service Window, which opens at 9 am on Wednesdays and 7 am on Saturdays.
- 3 SHOP**
Choose from a variety of vendors accepting SNAP tokens and shop a wide selection of fruits, vegetables, dairy, baked goods and meats.
- 4 ENJOY**
Then take the produce home and make something delicious! We also have a variety of events from cooking demonstrations to kids programs to live music.

FOR MORE INFORMATION:
Visit www.lynchburgcommunitymarket.com/SNAP
Call us at (434) 455-4485
Email us at communitymarket@lynchburgva.gov
Find us on Facebook & Instagram

 **FARMERS MARKETS:**
Saturday (7am-2pm) Wednesday (10am-2pm)

SNAP rack-cards



LYNCHBURG COMMUNITY MARKET

LOCAL & PROUD SINCE 1783

OPEN 
YEAR-ROUND

TUES - SAT
7:00am - 2:00pm


FARMERS MARKET

* **SATURDAY 7am - 2pm** *
* **WED 10am - 2pm (SEASONAL)** *


LYNCHBURGCOMMUNITYMARKET.COM

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Located in Historic Downtown Lynchburg 

- + **FARM FRESH PRODUCE** + **HANDMADE CRAFTS** +
- + **LOCAL ARTISTS** + **SPECIALTY SHOPS** & **RESTAURANTS** +

Bus wrap advertisement

+ ARTISAN FOODS + FRESH PRODUCE +
HANDMADE CRAFTS + LOCAL ARTISTS
+ SPECIALTY SHOPS & RESTAURANTS +



LYNCHBURG COMMUNITY MARKET

LOCAL & PROUD SINCE 1783

OPEN || **TUES - SAT**
YEAR-ROUND || **7:00am - 2:00pm**

FARMERS MARKET SATURDAY 7am - 2pm
WED 10am - 2pm (SEASONAL)

Located in Historic Downtown Lynchburg

1219 Main Street, Lynchburg, VA 24504
www.LynchburgCommunityMarket.com
(434) 455-4485

*Come experience one
of the nation's oldest markets!*

Located in downtown Lynchburg, the market plays a vital role in our beautiful downtown as a community gathering place and offers the very best products from our region. Stop by to see what keeps us local and proud.

FARMERS & FOOD ARTISANS

The Lynchburg Community Market proudly continues its age-old tradition as the place to go for farm-fresh produce. Every Saturday year-round and Wednesdays in season, come get the very best in fresh produce, fruit, meat, cheese, plants, baked goods, and specialty foods. Talk to our local producers and share in the food traditions of our region that have remained at the heart of our historic market.

RESTAURANTS & SHOPS

Open five days a week inside the market, these hometown favorites include locally owned restaurants, a bakery, cheese shop, coffee roaster, and shops just as unique their beloved proprietors. Enjoy country or ethnic cuisine or sip a fresh cup of coffee and nibble on a made-from-scratch baguette.

CRAFTS & ARTS

Experience local craftsmanship at its best. Arts and crafts inspired by our region include jewelry, wooden décor and bowls, pottery, knitwear, soaps, and repurposed pieces. Take home one of these handmade works for your own collection, or find the perfect "piece of Lynchburg" gift!

The front and back of our Market Rackcard



Merchandise for the market and "Lynchburg is for Locavores"



TEN REASONS TO EAT LOCAL IN LYNCHBURG:

1. Way better taste
2. Just picked freshness
3. Varied selection
4. More nutrition that can't help but make you healthier
5. You're supporting your local community
6. Sometimes it really is cheaper
7. You know who grew your food and where it came from
8. It makes the environment happy too
9. Less plastic packaging = less waste
10. The market is a great place to hang out

LYNCHBURG
COMMUNITY
MARKET

LOCAL & PROUD SINCE 1783



→ To find out more please visit
www.LynchburgIsForLocavores.com

LYNCHBURG

is for 

LOCAVORES

Here at the Lynchburg Community Market, we love our Lynchburg locavores!
Thank you for making local food a priority in your life.

Share your locavore creations and adventures with us on Instagram!

→ **#LYNCHBURGISFORLOCAVORES** ←

Lynchburg is for Locavores reasons to eat local flyer