



**Food Sovereignty Initiative
Keya Wakpala Farmers' Market
2018 Season Report**

INTRODUCTION

The Rosebud Reservation is classified as a food desert, meaning at least 33% of Rosebud residents live more than ten miles from the closest grocery store and lack access to fresh food. The REDCO Food Sovereignty Initiative (FSI) is striving to help build a modern Lakota food system on the Rosebud Reservation and views the Keya Wakpala Farmers' Market (KWFM) as an important building block to achieving this goal. The Keya Wakpala Farmers' Market was located outside of the REDCO Community Development Corporation Office in Mission for the first time in its four seasons of operation. The following is a final report summarizing the 2018 Market season.

2018 OVERVIEW

The Keya Wakpala Farmers' Market was held every Thursday from August 9th - September 27th with a final market being held on October 18th. The market went from 4:30 to 6:30 PM and was held in a new location in Mission in front of the REDCO Community Development Office. Our new location provided the market with immensely more exposure in the community and we had important growth in many crucial aspects of the Keya Wakpala Farmers' Market, including profits, accounting, customer traffic, produce tracking, vendor relations, staff capacity, and SNAP/EBT sales.

FINANCES

This season the FSI made \$1790.30 in revenue with an average of \$179.03 per market. When taking out the one market outlier we had with very little traffic, our weekly revenue average

jumps to \$196.89, which is more than double our weekly revenue average in 2017. We nearly doubled our total revenue from the 2017 farmers market, while holding one less market than we did during the 2017 season. In week four of the farmers market, we broke our single market revenue record by almost \$100, taking in \$274.25. We did not set any goals for revenue in 2018, but with the impressive growth that we saw this year, we will be setting lofty goals for the upcoming 2019 season. We currently have no way of determining total dollars leveraged by all vendors, but are interested in conducting a comprehensive study of the economic impact from the KWFM.

Aug 9: \$204.00

Aug 16: \$213.00

Aug 23: \$143.50

Aug 30: \$274.25

Sept 6: \$271.75

Sept 10: \$127.55 → 57.50 EBT

Sept 13: \$227.75

Sept 20: \$134.75

Sept 27: \$175.50

Oct 18: \$18.25

Total: \$1790.30

VENDORS

In 2018, we had our strongest year when it came to the amount of vendors present at the Keya Wakpala Farmers' Market. We had a record seventeen different vendors that showed up at least once during the course of the 2018 season, while also having our best year with vendor consistency. We had seven of our seventeen vendors show up to at least four different markets, while the market as a whole averaged over six vendors per week. The KWFM offered a variety of goods including jams, jellies, fresh produce, baked goods, arts and crafts, honey, and hot foods. This year we were able to build strong relationships with most of the vendors and almost all of our vendors showed a strong interest in returning for next season. We focused on clear communication prior to each market and gave support at the market by providing tables, charis, and canopies for shade. We handed out two different surveys for our vendors throughout the course of the season and got overwhelming positive feedback about the farmers' market and the support we were able to provide our vendors. Vendor growth and consistency were crucial to the KWFM success this year and we are excited to build off that success and take the market to the next level. As the KWFM continues to grow, we believe more food producers will emerge and new types of markets supporting local foods will emerge on the Rosebud Reservation. A strong local foods economy is a crucial component to the growing food sovereignty movement.

Vendor	Product
Food Sovereignty Initiative	Fresh Produce
JaydenRose Whiting	Baked Goods
Carmelita Sully with the SGU Greenhouse	Fresh Produce
Billie Artichoker	Burritos
Kim Moran	Soaps
Jordan Arrow	Jams/Jellies
Jim Colombe	Registering Voters
Deanna EagleFeather	Jams/Jellies
Jack Reid	Bread
Florine Burning Breast	Indian Tacos
Beverly Tate	Fresh Produce
Christian Blackmoon with the Buffalo Brew	Drinks and Baked Goods
Randi Young	Baked Goods and Canned Goods
Shanice Nez	Baked Goods
Elizabeth Boyd	Hot Food
Chris French	Showing Solar Power in Action
Hoch	Hot Food

ADVERTISING

Advertising for the 2018 Market season was completely done on the FSI Facebook page, including multiple posts throughout the week, reminding community members of the market and creating a Facebook Event and inviting people. Each post regarding the farmers' market was shared to the Rosebud Sioux Tribe Facebook Page to generate more views. Flyers about our ability to accept SNAP/EBT were sent to Department of Social Services staff to distribute to families and community members. Other methods of advertising, such as hanging flyers around town and the radio, were not utilized to their full capacities.

STAFF

Another key to our success during the 2018 season was our increased staff in the REDCO Food Sovereignty Initiative. Our eight staff members were all assigned to specific roles to support the KWFM. Role assignment created a better atmosphere to continually improve and evaluate our performance, leading to improvements in our organization and efficiency each week. The FSI had two full-time staff that were co-market managers. They managed vendor communications and relations, market set-up, and oversaw the entire market to make sure things went smoothly. Two other full-time staff managed the market finances, receipts and transactions, and produce distribution. Other staff members filled in the gaps by taking orders from customers, running produce in and out of the office, and helping with the market set-up and clean up. Defined roles and specific tasks with our increased staff were key components that allowed the FSI booth to sell more produce and the KWFM to operate smoothly.

PRODUCE TRACKING

This season we were able to simplify our system and increase both our efficiency and effectiveness with better record keeping throughout the season. We switched to a receipt based system where every sale was written down at the time of purchase. This gives us a chance to analyze a full season of sales, as a snapshot of each market's sales. This will allow us to improve our sales and be more intentional with what we grow for the 2019 farmers market, providing significantly more information.

Type	Units Sold	Revenue (Actual)
Cucumbers	660	\$243.75
Zucchini	150	\$110.50
Rainbow Chard	5	\$5.00
Prize Choy	4	\$4.00
Green Beans	37	\$72.50
Little Potato Cucumbers	72	\$17.50
Beets	129	\$78.25
Cherry Tomatoes	125	\$240.00
Large Tomatoes	163	\$79.75

Medium Tomatoes	188	\$51.00
Gallon Bags Tomatoes	12	\$35.00
Quart Bags Tomatoes	8	\$16.00
Medium Onions	234	\$120.00
Large Onions	66	\$75.25
Garlic	232	\$126.25
Radishes (singles)	56	\$14.00
Radishes (bags)	2	\$3.00
Lettuce	17	\$23.50
carrot Singles	43	\$10.75
Carrot Bundles	33	\$27.50
Spinach	18	\$26.00
Bell Pepper	279	\$137.75
Hungarian Wax	110	\$28.00
Jalapeno	737	\$82.50
Serrano	246	\$25.00
Big Jim	191	\$44.75
Poblano	101	\$22.75
Cayenne Peppers	48	\$4.00
Pepperoncini	33	\$6.75
Mystery	13	\$3.25
Caribbean Red	66	\$16.50
Habanero	45	\$10.75
Cherry Peppers	37	\$8.00
Basil	13	\$13.00
Mint	2	\$2.00
Parsley	1	\$1.00
Oregano	1	\$1.00
Chives	2	\$2.00

PROGRAMMING

Our programming took a back seat during the 2018 farmers' market season as we focused on building our base of vendors and increasing the diversity of local goods at the market. Instead of a wide-range of big programming, we opted for a weekly sampling offering at each market. Our Ogallala Commons intern, Deanna EagleFeather, took lead on this project, sampling with produce from the Keya Wakpala Garden. This was meant to highlight produce from our garden and build familiarity among customers with some of the more unique vegetables. Examples of recipes include grilled garden veggies, pumpkin bread, pumpkin cake cookies, beet and spinach smoothies, grilled zucchini, and zucchini brownies. This was well received by community members and will be something we plan to expand upon next season.

SNAP/EBT

2018 marked the first season that we had community members use their SNAP/EBT at the farmers' market. After receiving zero SNAP/EBT swipes throughout our first month of the market, we decided to rethink how we could be more accessible to SNAP/EBT users. On September 10th, we hosted our first SNAP/EBT Market in front of Turtle Creek Crossing with the idea that we'd be able to reach more shoppers who utilize SNAP/EBT. At this market we had ten people make purchases with their SNAP/EBT for a total of \$57.50. This was an important success from this year's market, and we plan to host a separate SNAP/EBT market every month of the Keya Wakpala Farmers' Market season.

CHALLENGES

There were several challenges that we experienced, which we hope to learn from for next year. Creating programming, which has been a challenge in the past, proved more difficult than anticipated to organize and implement. In addition, advertising across multiple platforms did not occur, with all announcements solely on Facebook. Being able to reach more community members through methods such as flyers and the radio is something we hope to improve upon in the future. And, as always, overall access has proved a challenge. By being based only in Mission, the farmer's market misses the opportunity to reach a lot of community members, many of whom would greatly benefit from the market. And, finally, being able to utilize our SNAP/EBT capabilities has continued to be an obstacle, though we hope to improve this through better advertising and holding separate SNAP/EBT markets.

RECOMMENDATIONS/GOALS

After growth in nearly all facets of the Keya Wakpala Farmers' Market this year, we have big goals for the 2019 season. We are striving to double our farmers' market sales from \$1790.30 to \$3580.60 and push to make 15% of our total sales (\$539.10) from SNAP/EBT. This would be a 942% increase in SNAP/EBT sales. We're also planning to have the Keya Wakpala Farmers' Market in Mission for six months of the 2019 season, rather than the 2.5 months we did the previous two seasons, while also aiming for at least five vendors at every market. In addition to six months of farmers markets in Mission, we're going to establish a mobile market with at least ten markets in other communities on Rosebud and six SNAP/EBT day markets out in front of Turtle Creek Crossing. We will also be looking to have one program/event that coincides with the Keya Wakpala Farmers' Market each month of its operation.