YPSILANTI FARMERS MARKETS

2025-2026 Indoor Season

IMPACT REPORT

Quick Summary

The Winter Market season ran from **November through March**, with 12 dates scheduled and 11 successfully held, with one cancellation due to weather. In response to the federally issued SNAP pause in November 2025, Growing Hope launched an emergency food assistance program, titled SNAP Gap, to support our community. Through this effort, we distributed a total of **$12,080 in emergency funds** to local neighbors, helping ensure continued access to fresh, nutritious food during a critical time.

Impact Metrics

With over 3,000 customers and more than $40,000 in vendor sales, the winter market demonstrated steady growth and impact. Food assistance programs played a critical role, making up a substantial portion of total sales and expanding access to fresh food.

3,161

Total Customers

$40, 632

Total Vendor Sales

43%

% Food Assistance Sales

$10, 541

SNAP Gap Redeemed

Additional Highlights

Highest Attended Market Day: Our peak turnout occurred on November 22nd, highlighting strong community engagement even during the winter season. This attendance was largely driven by the launch of SNAP Gap, underscoring the program's immediate impact.

SNAP Gap Utilization: 87.3% of distributed SNAP Gap funds were redeemed, demonstrating high need and immediate impact.

Total Tokens Distributed: We issued $2,711 in credit/debit (CC) tokens and $1,693 in EBT tokens, supporting both vendor sales and food access.

Community Initiatives & Events:

- **November:** Toy Drive supporting patients and families at C.S. Mott Children's Hospital, with approximately 25 donated gifts
- **February 14:** Valentine's Day fundraiser benefiting Swoop's Food Pantry at EMU, raising $132
- **March 28:** Children's sign-making activity in support of the No Kings Day of Action