

### Get Involved

**Want to help make the Columbia Farmers Market Pavilion a reality?** Help us progress toward our goal through a donation of time, money, or both. Read on to learn more about who's involved, and where you can fit in.

### Donate Money

The campaign benefits from donations of all sizes, whether helping support our operating budget and events, or chipping away at the capital expenses of the pavilion. There are several ways to donate:

**Online:** Make a quick, secure online donation through PayPal. No membership or sign up is needed; it's just like shopping online. Log on to [www.farmersmarketpavilion.org](http://www.farmersmarketpavilion.org)

**Via mail:** Send a check made out to Sustainable Farms & Communities to:  
Sustainable Farms & Communities  
P.O. Box 1092  
Columbia, MO 65205-1092

If you would like to discuss making a larger donation to the project, feel free to contact us first to discuss your options. We have applied for NAP credits and hope those will be available to qualified donors. To discuss a donation, contact Sustainable Farms & Communities Executive Director:

**Casey Corbin**  
[casey@farmersmarketpavilion.org](mailto:casey@farmersmarketpavilion.org)  
(573) 823-FOOD

*All of the children photographed for the Columbia Farmers Market Pavilion campaign are fresh, locally-growing members of our community.*

### Donate Time

If you're interested in helping to staff the Information Cafe at the Market, contact our volunteer coordinator:

**Victoria Day**  
[informationcafe@farmersmarketpavilion.org](mailto:informationcafe@farmersmarketpavilion.org)

For general questions about helping out with the project, contact Sustainable Farms & Communities' Director:

**Casey Corbin**  
[casey@farmersmarketpavilion.org](mailto:casey@farmersmarketpavilion.org)  
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### Project Partners

**The Columbia Farmers Market Pavilion is a public/private partnership between three organizations:**

Sustainable Farms & Communities (SF&C) is a local non-profit group dedicated to supporting the local community by fostering economic development through education about food and farming. SF&C leads the capital campaign for the Columbia Farmers Market Pavilion.

The Columbia Farmers Market is a membership organization of over 70 local farmers, producers, and artisans dedicated to offering fresh, local products to Columbia and the surrounding area.

Currently, SFC is in discussions with several MU departments regarding their involvement in future of the pavilion. More details will be announced.

The City of Columbia supports the pavilion project by offering a long-term lease for the land where SF&C will build and manage the pavilion and rent the facility on non-market days. The pavilion will include an enclosed education center for public outreach programs focusing on sustainable living.

# COLUMBIA FARMERS MARKET PAVILION

local food for local folks

Imagine shopping for fresh, local products in a permanent pavilion that protects you from both the hot sun and cold rain and that remains steady in blowing wind. Consider a new community resource that can host weddings, reunions, festivals, and more, no matter the weather. Visualize the farmers market that you know and love and imagine it even better.

Imagine the Columbia Farmers Market Pavilion.



For more information, visit [www.farmersmarketpavilion.org](http://www.farmersmarketpavilion.org)

Graphic design and branding for the Columbia Farmers Market Pavilion Campaign donated by Dory Colbert Design LLC, Columbia MO

Sponsored by Sustainable Farms and Communities, Inc.

For more information, visit [www.farmersmarketpavilion.org](http://www.farmersmarketpavilion.org)

### About the Pavilion Project

Since 1998, Sustainable Farms & Communities (SF&C) has been working toward the goal of establishing a Columbia Farmers Market Pavilion to house the Columbia Farmers Market. Currently, the market is held on an open lot behind the City of Columbia's Activity and Recreation Center (ARC), a multi-use public facility. With no roof, permanent restrooms, or other amenities, business at the market is highly dependent on weather conditions. In good conditions, the market can draw over 60 vendors and 5,000 shoppers, but wind, heat, and rain can take a toll.

### Project Outline

The Columbia Farmers Market Pavilion will be a resource available to the entire community. Built through a public/private partnership, it will house the Columbia Farmers Market during market season and be programmed with other activities whenever the market is not in session. The design will allow the space to be used for both the farmers market and larger community events such as weddings, reunions, conferences and festivals.

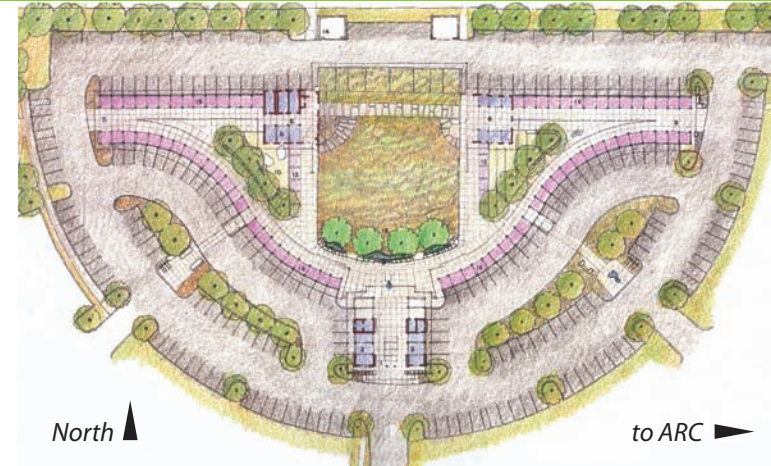
### Planned Features

- More Space for Vendor Stalls and Customer Parking
- Extended Market Season
- Restrooms
- Meeting Room
- Certified Kitchen for Chef Demonstrations, Food Service and Cooking and Canning Classes
- Covered Patio and Benches
- Playground
- Fountain
- Demonstration Gardens and Community Gardens
- Educational Opportunities Area
- Rainwater Collection and Recycling from Rooftop
- Renewable Solar and Wind Energy Generation

Top: Architect's illustration of the pavilion layout which will include stalls for 100 vendors.

Middle: The makeshift nature of the current market works well on a fair-weather day, but can be trying for both shoppers and vendors in inclement weather.

Bottom: Architect's illustration of the open pavilion.



Interest in local foods is clearly on the rise.

More than 4,000 customers a day have been shopping at the Saturday markets since May, 2008—a level that in the past was reached only a few times a year, at the peak of summer.

One Saturday in June, attendance exceeded 5,000.

The Columbia Farmers Market Pavilion is a Public/Private partnership between the Columbia Farmers Market, Sustainable Farms & Communities, the City of Columbia and other community partners.

### Local Benefits

#### Business and Economic

- Pairs the Columbia Farmers Market Pavilion with the Activities & Recreation Center.
- Acts as a small business incubator allowing people with little access to capital the chance to start a micro-enterprise.
- Creates the multiplier effect of supporting over 80 local small businesses, whose incomes are spent in the local community.
- Opens new opportunities. Expansion of market operations will allow some growers to expand production, enabling the jump to wholesale sales to locally-owned restaurants and food stores. Also creates more opportunities for new growers to start businesses.
- Increases agri-tourism, as a permanent structure increases the curb appeal of the Columbia Farmers Market. Expanded hours makes shopping more convenient.
- Increases sales tax revenues. Research from other markets has indicated the building of a permanent structure has increased sales at markets and thus increased sales tax revenue.
- Extends food budgets; as transportation costs have driven up the cost of food, farmers market prices are now often comparable or less expensive than grocery store prices.

#### Community

- Nurtures true, broad-based community.
- Provides the opportunity for rural/urban interaction and partnerships with the University of Missouri's programs.
- Creates a focal point of social interaction.
- Provides exposure for other community groups such as the Central Missouri Food Bank and the Central Missouri Humane Society.
- Allows face-to-face interactions between grower and consumer.
- Fosters creation of community-supported farms.
- Encourages cooperative competition between vendors.
- Provides educational opportunities including agricultural and horticultural demonstrations on-site, information display areas, group and class meeting space.
- Provides a venue for larger community gatherings such as weddings, reunions, and festivals that might not currently fit in smaller pavilions.

#### Health

- Increases access of community members to fresh, locally produced food that is higher in vitamins, minerals and other important elements.
- Provides access to fresh, high-quality food for participants in the U.S. Dept. of Agriculture's Women, Infants and Children (WIC) program
- Lowers the likelihood that food has been treated with agricultural chemicals or been contaminated by disease causing organisms.

#### Environmental

- Provides opportunity for preservation of rural landscapes and family farms by supporting those businesses and ways of life.
- Better use of non-renewable resources and lower chance of pollution through the smaller-scale, management-intensive agriculture.
- Shorter transport distance for products lowers environmental cost.
- Provides a working model that demonstrates sustainable, renewable energy.

