



Farmers Market Support Program and Kentucky Double Dollars

GOALS and IMPACTS	2014	2015	2016	2017	2018 (projected)
1. Increase the number of Kentucky farmers positively impacted.	97	234	638	660	1024
2. Increase the number of farmers markets provided with TA and Market Manager support	6	15	30	28	44
3. Increase the number of farmers markets offering KY Double Dollars	6	15	21	27	37
4. Increase the number of retail markets offering KY Double Dollars	NA	NA	2	2	2
5. Increase the number of Fresh Stop markets offering KY Double Dollars	NA	NA	2	13	16
6. 25 % increase per year in SNAP through KY Double Dollars.	\$6,037	\$7,546	\$23,227	\$27,084	\$36,300
7. 15% increase per year in average vendor gross sales.	\$2,307	\$4,45	\$9,957	NA	\$13,168

Economic Impact Of KADF Investment In Farmers Markets And Kentucky Double Dollars

For each dollar of KADF invested, local communities in conjunction with private and federal funding contributed an additional \$1.24

The combined \$2.24 of KADF and matching funds will then leverage an additional \$2.24 in SNAP/WIC/SFMNP benefits for a total of \$4.48.

Using Moody's Economy.com report there is an economic multiplier of 1.73 \$7.84

Therefore, the KADF investment of **\$141,292** (\$64,750 in 2016 and \$76,542 in 2017) resulted in **\$1,107,729** in economic activity.

According to the 2010 Harvard Wellness Study, this investment reduced Kentuckians' medical expenses by a factor of 1.17 for a total of **\$165,311**.

This combination resulted in a total of **\$1,273,040** in direct and indirect economic activity.