

HARTFORD FOOD SYSTEM *Fact Sheet*

February 2008

Hartford's Northend Needs a Farmers Market Prime Locations Exist at Busy Intersections, Surrounded by Residential Neighborhoods and Office Complexes with Health-Conscious Professionals

Farmers markets in Hartford are clustered together across an area $\frac{3}{4}$ -mile wide that extends from the downtown district to the city's West End. (See the map on the reverse side). The close proximity between markets leads to unnecessary competition and lower sales revenue for participating farmers.

Meanwhile, Hartford has a number of excellent locations that currently lack farmers markets. Two such sites are the Burgdorf/Bank of America Health Center and Mount Sinai Hospital, located in the city's Northend. Both of these sites are just south of

where Bloomfield, Hartford, and Windsor's town lines converge. In this fact sheet, we examine the economic feasibility of using *one* of these two sites for a new farmers market.

Large Customer Base:

The Burgdorf/Bank of America Health Center and Mount Sinai Hospital are major employers located one block from each other. The Burgdorf site also houses the City of Hartford Health and Human Services Department, while the Mount Sinai site includes a 60-bed hospital, the Alcohol and Drug



Mount Sinai Hospital is one block west of Burgdorf/Bank of America Health Center.

Recovery Centers, and Saint Francis Care North Campus. More than 1,000 health professionals work at these two locations.

Both sites are located in Hartford's Blue Hills neighborhood, which has the highest homeownership rate in the city at 52%. A trade area with a one-mile radius from the Burgdorf and Mount Sinai sites would include customers from Hartford as well as southern portions of Bloomfield and Windsor. Based on Census Bureau data, the average household income for residents of this trade area is \$46,602. Population density is 4,991 people per square mile, significantly higher than Connecticut's statewide density of 703 people per square mile and representing



Burgdorf/Bank of America Health Center is one of two prime locations for a farmers market in Hartford's North End, with plenty of parking for shoppers and surrounded by a grassy lawn.

a high concentration of potential customers.

Plenty of On-Site Parking:

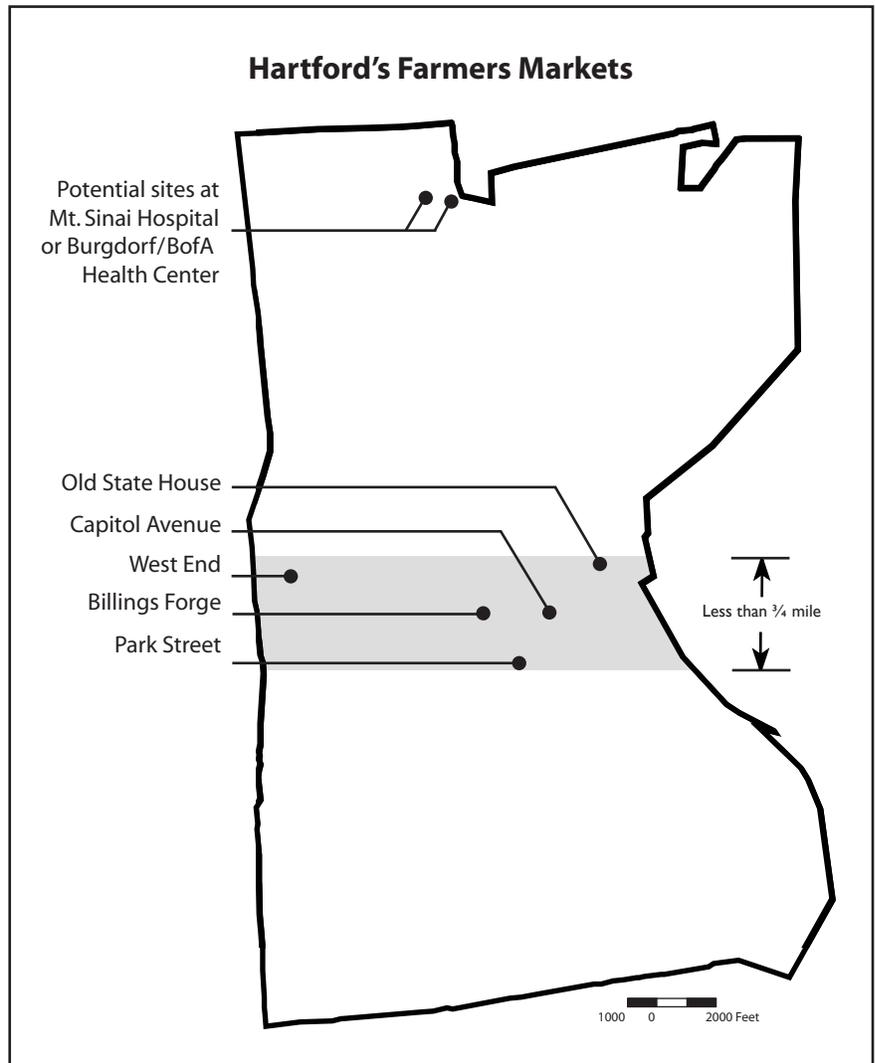
Both the Burgdorf/Bank of America Health Center (Tower Avenue and Coventry Street) and Mount Sinai Hospital (Tower and Blue Hills Avenue) are located on major roads at busy intersections. A farmers market at either site would be highly visible to thousands of travelers each day.

Since these are medical facilities, both sites also have abundant parking. The Burgdorf/Bank of America Health Center has a parking lot with 152 spaces and Mount Sinai Hospital has two parking lots totaling 517 spaces.

Farmers Market Subsidies:

The Health and Human Services Department at the Burgdorf site is the headquarters for the city's WIC program. This program distributes booklets of \$3.00 farmers market coupons to eligible recipients.

For the 2008 season, the Burgdorf site plans to distribute 1,800 to 2,000 WIC coupon booklets. WIC coupons would generate even more business for Connecticut farmers if they could be redeemed at a market outside their place of distribution.



The area also has agencies that distribute Senior Farmers Market Nutrition Program coupons redeemable at farmers markets. A major distribution point is the Northend Senior Center, located two blocks from the Burgdorf site and three blocks from the Mount Sinai site.

Based on these economic and geographic factors, a new farmers

market at the Burgdorf/Bank of America Health Center or Mount Sinai Hospital has strong business potential. Farmers should consider this untapped market when planning for the 2008 season.

The Hartford Food System stands ready to help facilitate such a market in partnership with farmers and the community.