



## A Year of Reaching Out



Families are most vulnerable to food insecurity. Farmers Markets provide fresh food and family enjoyment.

Driven by our mission to increase access to local farm fresh food for low income people, Farmers Market Fund took bold steps to accomplish our goals in 2013.

- ◆ NEW MARKET - Expanded the Fresh Exchange SNAP matching program to the **Kenton Market**.
- ◆ Bolstered nutrition incentive programs at farmers markets through collaborative fundraising with markets throughout the region.
- ◆ Conducted focus groups with low income seniors and families that

informed our programs and outreach.

- ◆ Spread the word about incentive programs with an attractive brochure carefully distributed where low income folks will receive it.
- ◆ Built relationships with Albina Headstart, SE Community Center and several other aligned organizations.
- ◆ Raised funds allowing us to bring on a dedicated staff person in 2014.

These accomplishments further position us to help low income residents enjoy local farmers market food.

## Fresh Exchange & Why People Love It

Fresh Exchange distributes matching dollars to SNAP (food stamp) recipients in the form of wooden tokens that are used to shop at farmer's markets.

For each dollar spent, Fresh Exchange gives a dollar, up to \$5.

In 2013, at four Portland Farmers Market locations, shoppers receiving SNAP benefits conducted 4000 transactions, spent \$45,200 and received \$23,200 in Fresh Exchange dollars to increase their buying power.

Since its inception in 2009, Fresh Exchange has been a popular program at the King Market. With the expansion of the program, it's now appreciated by shoppers at the Buckman, Northwest and Kenton Markets too.

**Fresh Exchange participants had this to share about the program:**

*...It helps me buy more fresh & local veggies. So wonderful! Brings me to the market.*

*...It means my kids have more great food.*

*...It really helps with extending my food stamps. I love it.*

Although we are not able to count each unique shopper, we estimate that at least 2000 families benefited from the program this year.

## What's unique about Farmers Market Fund?

- ◆ We believe that farmers markets are for everyone, regardless of income
- ◆ We help low income shoppers to eat fresh local food
- ◆ We help farmers thrive
- ◆ We've built a collaboration of farmers markets in the region with programs for low income shoppers

**Fresh Exchange  
\$2 for \$1 Impact  
2009-2013**

SNAP \$ Redeemed	Fresh Exchange \$ Matched
\$193,222	\$98,311

Visit our New Website

**FarmersMarketFund.org**

Made possible by a grant from  
Kaiser Permanente



Market shoppers using SNAP can use their benefits for edible plant starts too. Many farmers sell plants in the spring and summer.

**Every Fresh Exchange \$1 doubles the fresh food low-income families can buy and brings \$2 to our family farmers. Food for families and income for farmers—perfect!**



For many low income seniors, failing health is complicated by poor nutrition. Fresh Exchange adds needed funds to a SNAP recipient's budget for healthy fresh food.

## Personal Passion Drives Our Volunteers

Farmers Market Fund is built from the efforts a core group of dedicated volunteers.

### Karie's Story

*The reason I am so passionate about the Farmers Market Fund, and the Fresh Exchange program in particular, comes from personal experience. Be-*

*tween graduating from college and landing my first "career" job, money was extremely tight. Trying to pay for rent, utilities and food on a minimum wage salary was very difficult. I know what it's like to have to stretch your food dollars, and to make the tough choices about what you can*

*afford vs. what is good for you. That's why I am so proud to be on the board of the Farmers Market Fund which helps low-income people afford nutritious foods at farmers markets around the region.*

**KARIE TRUJILLO** | Director of Marketing and Client Relations  
**Markowitz, Herbold, Glade & Mehlhaf, PC**

## Only With Help From Our Friends...

We are ever grateful to our loyal individual and corporate donors.

From the beginning, both Alberta Co-op and Sabin Community Association have supported us.

Ongoing funders who believe in our mission include: New Seasons Market, Dave's Killer Bread,

Grand Central Bakery, Umpqua Bank and Rose E. Tucker Charitable Trust.

New to supporting our efforts in 2013 are the Herbert A. Templeton Foundation, Kaiser Permanente and Whole Food Market.

Again in 2013 we were honored to be included in

the Willamette Week's Give!Guide, which attracted more than 130 new donors to Farmers Market Fund.

Each year our supporters and our impact grows. With the help of like-minded funders we can get more farm fresh food on the plates of our neighbors in need.

## Meyer Memorial Trust Launches Us Forward

Our strategic plans are taking shape thanks to a grant from Meyer Memorial Trust for 2014-15.

Although some funding is still needed, Meyer has stepped up, allowing us to seek our first dedicated staff person.

Soon we'll hire a part-time

Development and Program Coordinator who will work with our board to enhance fundraising efforts and grow the collaboration of farmers markets in our region.

We can now deepen our relations with other organizations who share a simi-

lar client base and expand programming.

Research done in 2013 uncovered barriers some folks have to accessing farmers markets. Now we can begin to address those.

We are deeply grateful to Meyer Memorial Trust.



### Contact Us

Farmers Market Fund is a companion charitable organization to Portland Farmers Market. Portland Farmers Markets provides staffing services to Farmers Market Fund.

Please contact us for information or to contribute.

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