



We lead a regional collaboration of farmers markets to build awareness and funding for nutrition incentive programs. Our programs provide low-income, elderly and under-served populations access to fresh, locally grown food. We make shopping at farmers markets easier, while supporting the local farmers. Together we strengthen the local economy, and lift up our neighbors.

Increasing Our Capacity and Moving Forward

While the need for fresh healthy food for low income populations is ongoing, Farmers Market Fund took steps in 2014 to increase our understanding of this complex issue and to find more ways to help. This year we:



Studies show that shoppers experience 15-20 positive, meaningful social interactions per visit to a farmers market versus 1-2 in a grocery store.

- ◆ Expanded staff capacity in fundraising and program development.
- ◆ Established funding sources and distributed funds for matching programs at 13 markets in the region.
- ◆ Collected information from 400 SNAP shopper surveys to improve programs.
- ◆ Supported a city-wide price survey comparing farmers markets and grocery stores—markets fared very well!
- ◆ Raised funds to expand healthy food access in North Portland's Kenton neighborhood for 2015.
- ◆ Completed a \$500,000 federal grant proposal that could expand nutrition incentive programs statewide in 2015-2017.

This capacity-building would not have been possible without funding from Meyer Memorial Trust and Kaiser Permanente Community Benefit Program.

SNAP Shoppers Have to Say...

This summer, 11 Portland-area markets administered a shopper survey to gauge the impact match programs have on participants and our local farmers markets. Almost 400 surveys provide insights into the experience of program recipients.

Highlights

- ◆ 95% cite the match program as an important reason for shopping at the market
- ◆ 45% were new to match programs
- ◆ 93% find the quality of fresh produce to be an important reason for coming to the market
- ◆ 85% say shopping at the market increases the variety of fresh fruits and vegetables in their diet

Comments

...I feel much more connected to the community and to the food I eat when I buy fresh and local from the farmers market. Thank you!

...This program is actually helping my kids grow! They have eaten more fruit this summer than ever before.

...Beginning the journey of eating healthy and supporting local farmers has changed my life.

Farmers Market Fund by the Numbers

Fresh Exchange distributes matching dollars to SNAP recipients in the form of tokens that are used to shop at four Portland Farmers Market locations. Fresh Exchange matches each SNAP dollar spent, up to \$5 per visit. More than a dozen similar programs operate at markets across Portland.

- \$116,700** Distributed as matching funds at Fresh Exchange markets since 2009
- \$229,000** SNAP dollars spent at Fresh Exchange markets since 2009
- \$8,300** Distributed to regional markets operating SNAP match programs in 2014
- 11,500** Brochures listing SNAP match markets distributed to tri-county direct-service partners in 2014

Funder Profile: New Seasons Market



Chenoa with Nicholas & Norma Amaro, vendors at Lents International Farmers Market and Forest Grove Farmers Market, two beneficiaries of the New Seasons Market Grant Fund.

Leveraging Local Dollars for Local Benefit

Farmers Market Fund's work is made possible by support from:

Alberta Cooperative Grocery

Dave's Killer Bread

Grand Central Bakery

The Herbert A. Templeton Foundation

Kaiser Permanente Community Benefit Program

Macy's

Meyer Memorial Trust

New Seasons Market

Palace Cakes

Portland Farmers Market

Rose E. Tucker Charitable Trust

Sabin Community Association

Trillium Asset Management

Umpqua Bank

United Way of the Columbia-Willamette

Whole Foods Market

160+ individual donors

New Seasons Market is one of our original and core funders. They sustain nutrition incentive programs at farmers markets region-wide.

Since 2007, they have granted funds to farmers markets and other organizations that support small family farmers. This meets their goal to continually expand access to local, healthy food. To enhance these programs they have funded the purchase of electronic benefit transfer machines to allow markets to accept SNAP.

Of the 29 markets supported by the New Seasons Market Grant Fund, 22 rely on these dollars to support efforts that increase access to healthy food for those who need it most.

"Ensuring that all neighbors could visit the market to buy fresh, delicious local foods was a simple decision for us, especially since it

meant more sales for small family farmers. It's a win-win," says New Seasons Market community relations manager, Chenoa Philabaum. *"New Seasons Market is dedicated to giving back to the community we share, and fighting hunger is something we are passionate about."*

The relationship between New Seasons Market and farmers markets reinforces the company's commitment to build community. Says Chenoa, *"We think of our stores as third spaces . . . they're those spaces where you feel welcome and comfortable, where you can go to connect with your neighbors and the broader community. We think farmers markets are third spaces too. We're proud of our community, and we're honored to be able to support these spaces while living the values with our community: strong family farms, equitable access to food, authentic relationships with our neighbors."*

Participant Profile: Gayle Wilson

FMF's work touches many lives. Here is the story of just one family.

Gayle Wilson has lived with her partner and two children in northeast Portland for almost 20 years. Her family makes weekly shopping trips to the King Market and often bicycles to the Kenton Market.

For two years, the family has participated in the pilot Summer Electronic Benefits Transfer for Children (SEBTC) program. This program provides money on an Oregon Trail card during the summer months when school is out for children who qualify for free or reduced price school lunches. SEBTC funds are matched dollar for dollar up to \$5 by Fresh Exchange, FMF's nutrition incentive program.

In Gayle's words, "The SEBTC program helps us provide healthy meals for our children over the summer. Fresh Exchange encourages us to eat more fresh fruits and

vegetables than before and expand the variety we consume. In the past two years, we have begun eating more fruits and vegetables and we cook at home more often. Between bicycling and changes to our diet, I have lost 25 pounds and am much closer to a healthy weight.

Our kids enjoy picking out new fruits and vegetables at the market. SEBTC and Fresh Exchange have allowed them more opportunities to explore and expand their palates.

They have also learned where their food comes from, why it's important to know how the food is grown (for their bodies and for the environment), and how supporting local farmers and small businesses is good for the entire community."



Contact Us

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

Please contact us for information or to contribute.

Farmers Market Fund

240 N. Broadway, Suite 129

Portland, OR 97227

503-241-0032

info@farmersmarketfund.org

farmersmarketfund.org