



A Year of Setting Root



Around the region, 14 farmer's markets offer incentive programs for low income shoppers.

Farmers Market Fund is proud to share its achievements from a productive inaugural year. After launching in April 2012, we took over administration of the Fresh Exchange

program that offers SNAP recipients matching tokens at farmer's markets. Through Fresh Exchange, we put nearly \$80,000 worth of fresh food on the tables of families in need, provided much-needed income for our region's small family farms and boosted our local economy.

We also began a unique research and education effort, spearheaded a re-

gion-wide collaboration among farmer's markets and began developing a strategic plan to guide our work over the next two years.

At Farmers Market Fund, we envision a future where all of the region's residents have the opportunity to eat fresh local food. We believe that every family deserves to enjoy the bounty

of Oregon's farms. Fresh fruits and vegetables are essential to fighting obesity, diabetes and other nutrition-related disorders that disproportionately affect low-income families. Yet, food grown and processed on an industrial scale, and shipped from distant places is often cheaper than fresh produce from our small local farms.

Fresh Exchange Meets a Growing Need

Fresh Exchange, our primary program, distributes matching dollars in the form of tokens to SNAP (food stamp) benefit recipients when they shop at farmer's markets.

In 2012, Fresh Exchange provided SNAP shoppers up to \$7 per week in matching dollars. By making their benefit dollars go farther, Fresh Exchange encourages thousands of SNAP recipients to frequent farmer's markets, so they can enjoy local food and support local farmers.

We also expanded Fresh Exchange to the Northwest Portland Farmers Market,

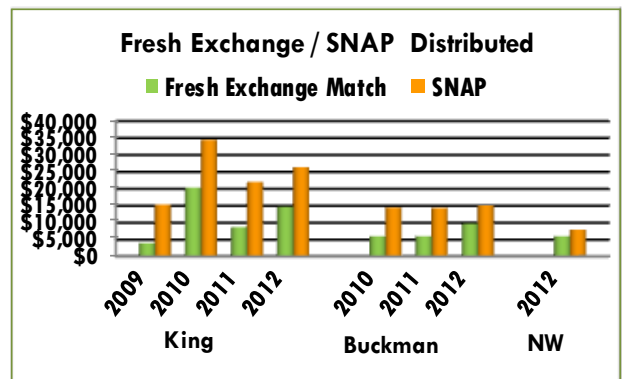
where low-income families and seniors in the neighborhood warmly welcomed the dollar-for-dollar match as a way to stretch their limited food budgets. At the same time, Fresh Exchange at the King and Buckman farmers markets continued to thrive, each seeing increases in SNAP shoppers.

Overall, Fresh Exchange distributed 106% more funds than in 2011 and attracted 36% more federal SNAP dollars that were spent on local farmer's products. Each year demand for the program increases and appreciation from market shoppers continues to grow.

Testimonials

SNAP shoppers' value access to fresh fruits and vegetables, and choose to purchase healthful foods more often when their purchasing power is increased. Here is what a few of our customers had to say about the program:

- "It has helped my son connect with vegetables."
- "It has been a savior for us at a time of need for our family."
- "I really appreciate this program. It puts high quality and organic produce within my financial reach."





Fresh Exchange improves access to fresh local food for everyone.

Shoppers Bring Federal Funds to Local Economy

Last summer's survey of SNAP and other shoppers at Portland Farmers Markets' neighborhood markets provided insight into shoppers' behaviors and values.

Like all shoppers, the most common reason SNAP shoppers choose to buy at a farmers market is to support their local economy.

The second most common reason is because they want to know where their food comes from.

These market shoppers bring our tax dollars back to Oregon, into the pockets of small farmers and into our economy. Since 2009, Fresh Exchange has distributed more than \$75,000

which has leveraged SNAP shoppers to spend more than \$150,000 of their federal benefits to purchase fresh local fruits and vegetables.

For every one Fresh Exchange dollar spent, two dollars in federal funds come back to our family farmers.

FRESH FRUITS AND VEGETABLES ARE ESSENTIAL TO FIGHTING OBESITY, DIABETES AND OTHER NUTRITION-RELATED DISORDERS

Loyal and New Contributors Allow Our Success

We were honored to be included in the 2012 Willamette Week Give Guide, which attracts thousands of year-end donors to local charities. We gained a host of new indi-

vidual donors and expanded our name familiarity.

We are ever grateful to our loyal individual and corporate donors such as New Seasons Market, Dave's Killer Bread, Alber-

ta Co-op, Grand Central Bakery, Umpqua Bank, Wells Fargo, Sabin Community Association, Herbert A. Templeton Foundation and Rose E. Tucker Charitable Trust.

Our Future is Bright

The Templeton Foundation is funding our first educational effort which starts with conducting research to learn the perceptions and experiences that low income families and seniors have about shopping at farmers markets.

Results will help us address barriers to shopping at farmer's markets and build outreach tools for educating these populations about the health benefits of local fresh food. The project will be implemented in 2013.

In order to make fresh food more accessible to low-income residents throughout our community, Farmers Market Fund has begun convening tri-county area farmers markets managers. Fourteen markets spanning the region currently offer incentive programs to low-income residents.

Our aim in collaborating is to broaden our understanding of the need, improve the program's over-all impact and stabilize our funding.

We plan to do this by creating a strong learning community, expanding our outreach to gain more shoppers, increasing the quality of our data collection, and ultimately, having common branding and marketing of our initiatives.

If we are successful, low-income shoppers everywhere in the region will have access to an easily identified method for expanding their dollars at markets near their homes.



Today, 1 in 5 Oregonians are on federal food assistance programs.



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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