

The background of the entire page is a light beige color with a pattern of faint, line-art style illustrations of various farm products. These include tomatoes, stalks of corn, a head of broccoli, potatoes, a bunch of carrots, a head of lettuce, a bell pepper, and various leafy greens. In the center of the page is a large white circle containing the text.

FARMERS MARKET FUND

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# IMPACT REPORT

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2024



## FARMERS MARKET FUND MISSION

**We make healthy, locally grown food  
accessible to under-served Oregonians.**

*Our work comes from the core belief that no  
person should be denied access to the foods  
they need to eat well.*

## OUR PROGRAMS

### **Double Up Food Bucks:**

Customers using SNAP receive a match up to \$20 per day to purchase fresh fruits, vegetables, mushrooms, beans, herbs, and plant starts when shopping at a participating farmers market, farm stand, CSA, or grocery store.

### **Produce Match:**

Allows shoppers who receive SNAP benefits as a cash benefit on their Oregon Trail card to double their SNAP Cash at market just like Double Up Food Bucks.

### **Growth Grants:**

Supports farmers markets and farm stands with existing SNAP or Double Up programs or with interest in accepting SNAP benefits to offset the cost of supplies, training, personnel, and more.

## 2024 DOUBLE UP SNAPSHOT

**\$3.4M**

incentives redeemed  
across all outlets

**80K+**

Oregonians served

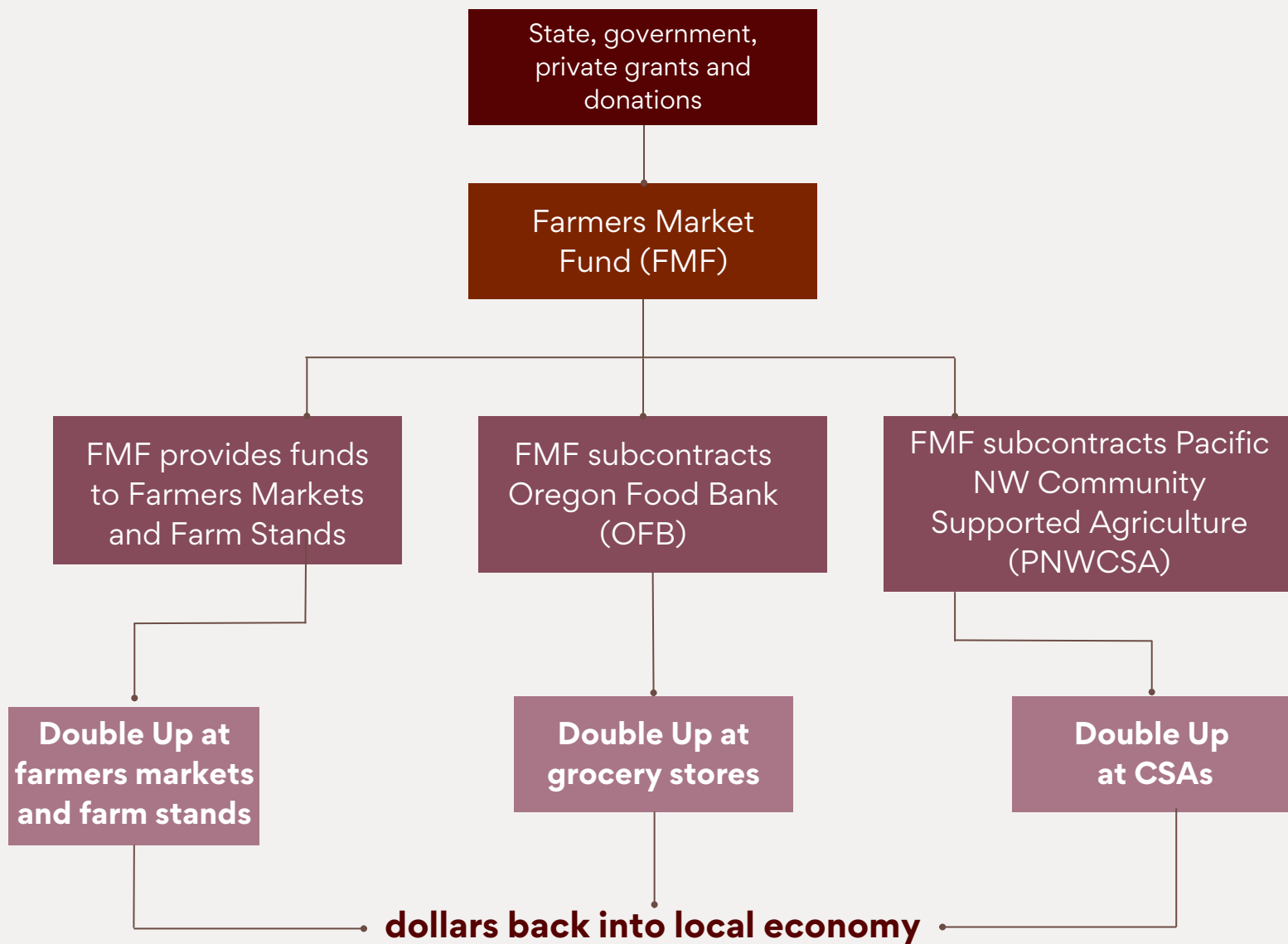
**213**

Double Up  
locations

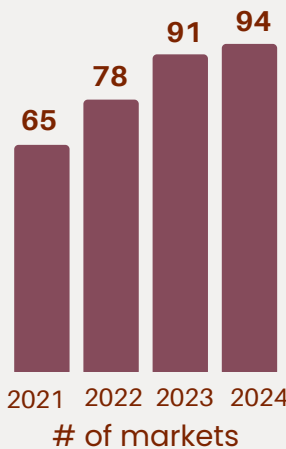
**530+**

Farmers supported





71%

of Oregon farmers  
markets offer Double Up\*\*numbers based on OFMA  
2023 census

\$1.65M

Double Up  
redeemed

10.6K

New Double Up  
customers

97%

shoppers surveyed had  
positive or very positive  
satisfaction with the program

1000+

promotional  
texts in English  
and Spanish sent  
through text  
pilot program  
at seven markets

“Double Up has made it possible for me to do the majority of my shopping at the market. I have gotten to know some local vendors and become friends with them. I’ve even volunteered at a farm for a few days. It’s what I look forward to all week. If I am working, I schedule it around the market if I can. It supports my mental and physical health. Thank you to the program and to the market staff who work the table and keep it human centered and to all the farmers who work hard.” - **Double Up Shopper**

“We love this program, and it feels like now a foundational part of our market. So many customers rely on it, and our farmers benefit from the extra funds that customers have to purchase produce. It’s a win for everyone!” - **Market Manager**

“Double Up and SNAP greatly increase my customer base at farmers' markets. Mushrooms are a high value but short shelf life product so it's important I am able to move harvests weekly. Double Up makes buying fresh mushrooms more attainable for customers which increases my revenue making it more sustainable for me to farm.” - **Double Up Farmer**



## HOW IT WORKS



Go to  
participating  
farm stand



Shop for fresh  
Oregon-grown  
fruits and  
vegetables.



Get a 50% discount  
on qualifying  
produce purchases.

## PARTICIPATING FARM STANDS



# 3K

SNAP transactions

# \$27.9K

Double Up  
redeemed

## TESTIMONY



“With the help of Farmers Market Fund, we are identifying increased demand for fresh, locally grown foods at our farm stand especially from disabled and senior audiences which make up 50% of Josephine County’s population.” - **Carrie Juchau, Executive Director of Josephine County Farm Collective**

“When there is a way to make food accessible to more people and make it less exclusionary that feels really good and I know the crew that helps grow the food also feels really good about that.” - **Jack Richardson, Owner of Upriver Organics**

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## IMPACT FOR SHOPPERS

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Double Up participants eat **more fruits and vegetables** than the average American.



Shoppers using Double Up reported social benefits of being able to access the farmers markets as **a third space** to **socialize** and **build community** with their neighbor.

## THE RIPPLE EFFECTS OF DOUBLE UP

# 82%

survey respondents said their health has improved due to Double Up

# 97%

participants say they visit a farmers market or farm stand more because of Double Up





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## IMPACT FOR FARMERS

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Double Up **increases** the **customer base** for farmers and market vendors, helping them **reach low-income shoppers without sacrificing revenue.**



1 in 3 farmers  
have **increased** the **variety** of crops  
they grow because of Double Up.

## THE RIPPLE EFFECTS OF DOUBLE UP

# 84%

vendors surveyed believe the  
farmers market they sell at is  
stronger because they accept SNAP  
and Double Up

# \$3.7M

revenue created by SNAP and Double  
Up for Oregon farmers



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## IMPACT FOR LOCAL ECONOMIES

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Double Up frees up personal funds by putting **more money into shoppers pockets**. This additional spending creates ripple effects in the economy that would not have otherwise occurred, **creating more income** as shoppers spend more money on other grocery items, healthcare, housing, vehicles, and more.



20-50%  
of **farm vendors's income**  
at partner markets  
comes from SNAP and Double Up.

## THE RIPPLE EFFECTS OF DOUBLE UP

**\$8M**

**avoided healthcare costs** over the  
lifetime of participants

**\$6M**

in **labor income** created due to the  
additional spending that Double Up  
made possible



## MOLLY NOTARIANNI GROWTH GRANT

The purpose of Growth Grants are to provide support to Oregon farmers markets with existing SNAP programs, or a market that is interested in accepting SNAP benefits. By supporting markets financially in these efforts, we aim to increase the sustainability of SNAP at market programs, thereby ensuring Oregonians are able to access fresh local food directly from farmers at their local farmers markets.

# \$266K

supportive funds  
distributed

# 87

markets supported

# 13

new markets supported by  
FMF to become SNAP  
authorized

## FEATURE GRANT RECIPIENT



**Bend Farmers Market** used funds for dedicated staff to run SNAP transactions and to administer the program, as well as providing dedicated on site Spanish language support, Spanish language outreach materials and online outreach, and Spanish-language recruitment for vendors providing culturally-relevant food to SNAP customers. Due to these efforts, the market saw a 21% increase in Spanish speaking customers and a 400% increase in Hispanic-identifying vendors during the 2024 season.

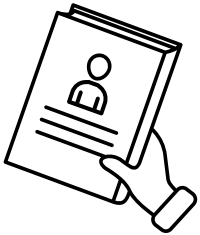


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## STAFF

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FMF became an employer! All staff were transferred from being employed by Portland Farmers Market to Farmers Market Fund, allowing for more flexibility and control over employee benefits. FMF hired its first Communications & Outreach Coordinator and increased hours to reach 6 staff at 5.5 FTE.



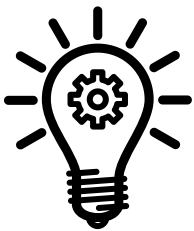
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## INTERNAL PROCEDURES

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Created an Employee Handbook grounded in principles of equity, inclusion, and accessibility. This included:

- Shifting policies to codify care for employees
- Articulation of FMF's commitment to Diversity, Equity, Inclusion & Anti-Racism, and weaving of the principles throughout all policies
- Clear yet flexible system for evaluating employee performance including peer feedback
- Improvements to benefits including increased PTO, flexible holidays, organizational wide closures, retirement savings, public emergency leave, and generous coverage of health insurance for employees and spouses/dependents



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## STRATEGIC PLANNING

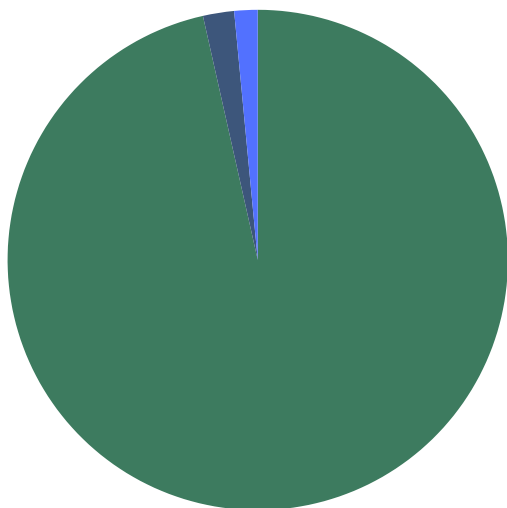
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The board and staff spent 2024 preparing to embark on strategic planning in 2025.



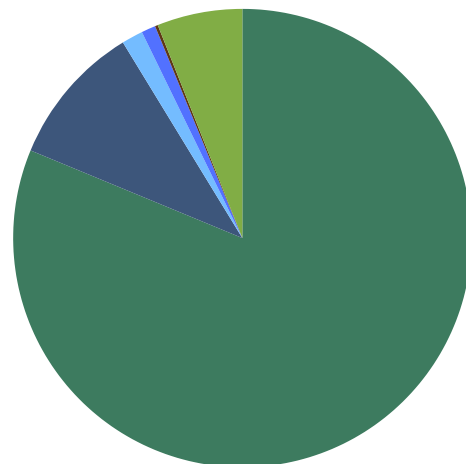
## ANNUAL BUDGET

- Program: 96%
- Admin: 2%
- Fundraising: 1.5%



## 2024 REVENUE

- Federal and State Grants: 81%
- Private Foundation Grants: 10%
- Interest and earned revenue: 1.6%
- Individual Donor: 1%
- Business Sponsorships and Events: .02%
- Contract Revenue: 6%



## SPECIAL THANKS

Thank you to FMF's Development Consultant, Deb Merchant, who assisted the organization with the following:

- 20 grant applications to private foundations
- Cultivation of business sponsorships
- Development and implementation of process to cultivate Donor Advised Funds
- Support and advisement to FMF's Fundraising Committee

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THANK  
YOU

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2024