



FARMERS MARKET FUND

IMPACT REPORT

2025

OUR MISSION

We strengthen Oregon's food system to better serve people experiencing food insecurity by reducing barriers to purchasing locally grown food, supporting small farmers and markets, and growing community-based economies.

OUR VISION

Farmers Market Fund envisions a just and nourishing future where Oregonians can access and enjoy locally grown food with dignity. We envision an equitable food system that elevates bold, community-led solutions that address and prevent food insecurity; supports farmers and markets to thrive; and builds resilient communities for generations to come.

OUR PROGRAMS

DOUBLE UP FOOD BUCKS

a SNAP matching incentive to buy fresh food

PRODUCE MATCH

a SNAP cash matching incentive to buy fresh food

GROWTH GRANT

financial assistance for market and farm stand initiatives that support shoppers who pay with SNAP

RESPONDING TO CRISIS: EMERGENCY DOUBLE UP

In November 2025, SNAP benefits were delayed, leaving families without the funds to put food on the table. Farmers Market Fund responded with Emergency Double Up, offering matching dollars for fresh, local produce—even for households with \$0 on their EBT card.

THE IMPACT

\$240K

**worth of local food
provided**

38

**farm stands and
farmers markets
across Oregon
participated**

1000+

**new households
used Double Up
at a farmers
market for the
first time**


PARTICIPANT TESTIMONY



"I live with chronic illness, any spaciousness that is provided is a gift...The 1:20 match was a surprise on Nov 1st. It [was] a huge impact to be able to get Emergency Double Up through November."

DOUBLE UP FOOD BUCKS

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



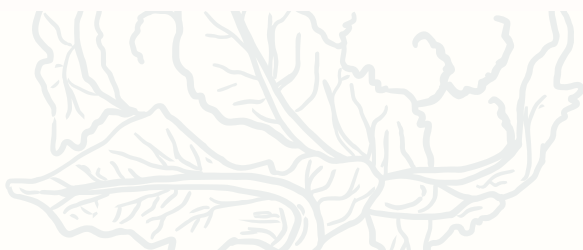
2025
DOUBLE UP
SNAPSHOT

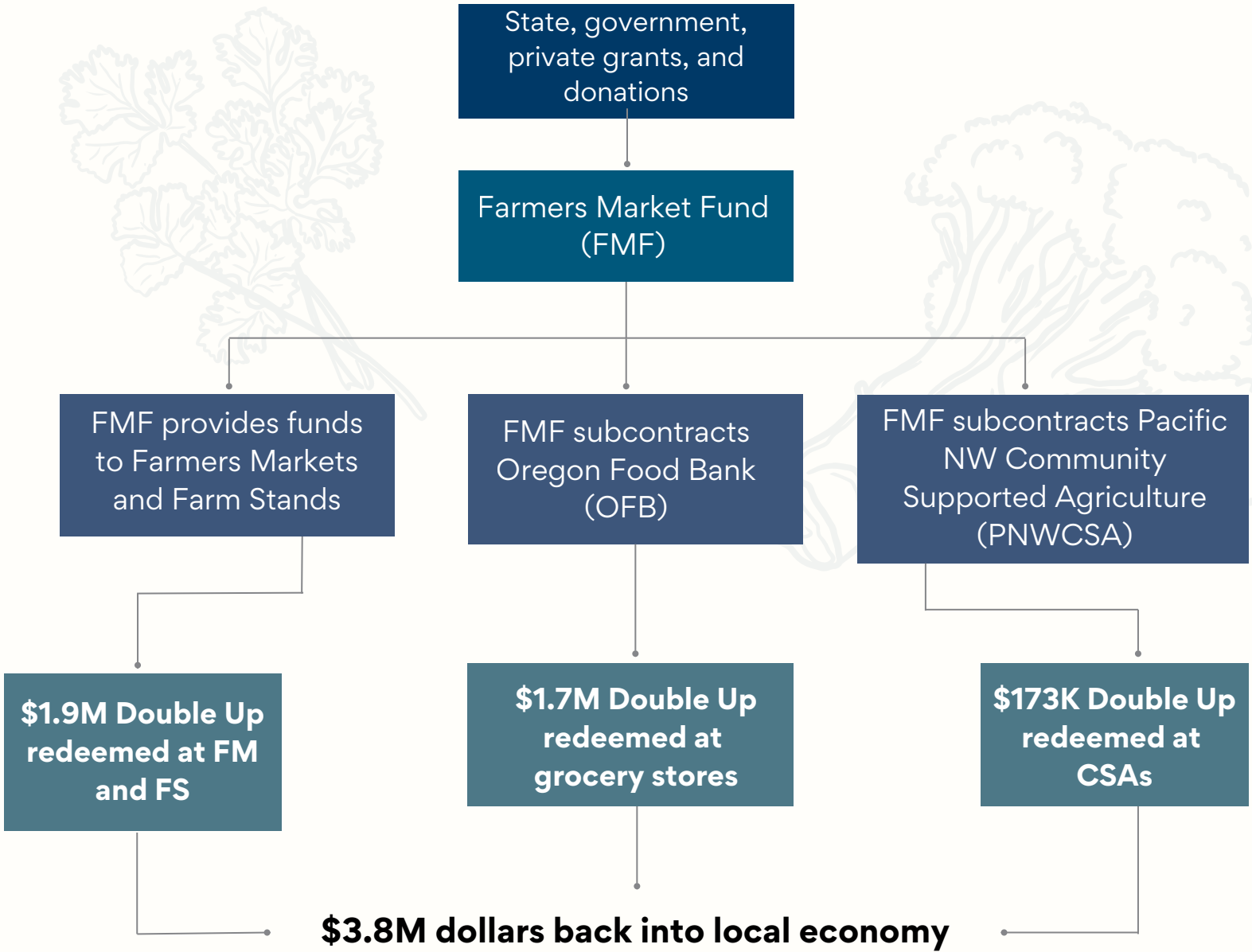
\$3.8M
incentives redeemed
across all outlets

88K+
Oregonians served

227
Double Up
locations

1015
Farmers supported

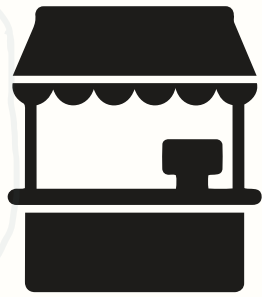




\$2 FOOD BUCKS 2025

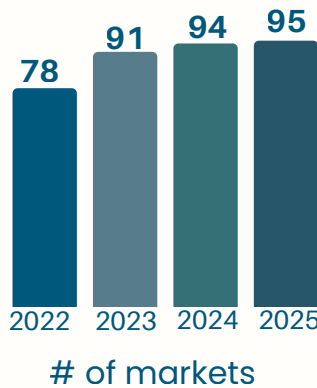
Fruits & Vegetables Only
No Change Given
Solamente Para Frutas y Vegetales
No Se Da Cambio

Expires 12.31.2025



3 out every 5 Oregon farmers markets participate in Double Up

*numbers based on OFMA 2023 census



\$1.8M

Double Up redeemed

11.3K

New Double Up customers

\$130K

Produce Match redeemed

88%

Of customers who first used DU in the past 6 months said the amount of Fruits & Vegetables in their house increased



“Our market's amazing community of shoppers and vendors is largely a result of being able to participate in this program and put more dollars in the hands of our shoppers and food producers. We deeply value the opportunity to participate in this program.”

- Market Manager at Woodstock Farmers Market

HOW IT WORKS



Go to participating farm stand

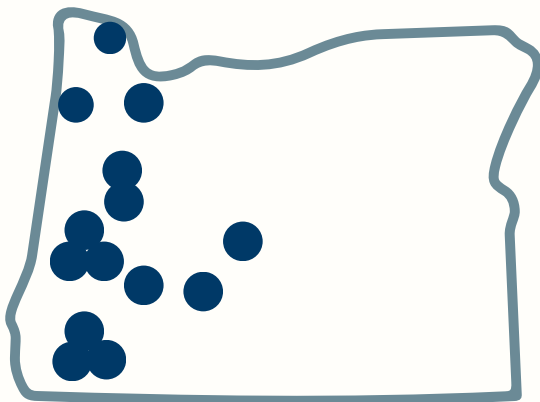


Shop for fresh Oregon-grown fruits and vegetables



Get a 50% discount on qualifying produce purchases

20 PARTICIPATING FARM STANDS



5K
SNAP transactions

\$49K

Double Up redeemed

TESTIMONY



"We are so honored and humbled to be able to show up for SNAP customers and provide them with such beautiful organic produce."

- **Fry Family Farm**

"Double Up is vital to my business. I envision it growing to become a huge part of my income in the future. It is also important for the large population in my community that utilize SNAP benefits for much of their food needs."

- **Eden Olsen, Lucky Crow Farm**

PROGRAM IMPACT

Double Up Food Bucks
is a triple win.



**Families with low incomes eat
more fresh food**



**Local farmers gain
new customers**



**More money stays in the
local economy**

A WIN FOR SHOPPERS

TESTIMONY

“I feel worthy of purchasing and eating the foods I love. It helps remind me that I am not alone in the struggles of being a human on this planet at this time.”

“ Double Up is a critical and life sustaining program that countless people like me rely on.”

“The program has offset the price of produce to make us able to afford shopping at the market. The quality is worth it!”

A WIN FOR SHOPPERS



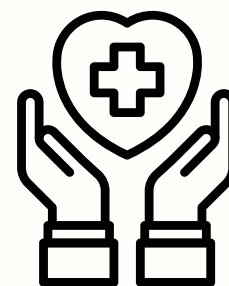
Double Up participants eat **more fruits and vegetables** than the average American.



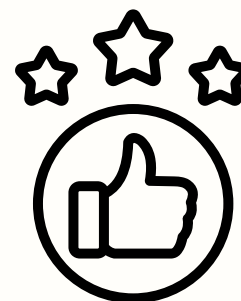
Shoppers using Double Up at markets shared that they see participation in the local food system as being part of a **joyful, relaxing, and connected community**. These feelings of belonging, safety, and trust also correlated with **better health outcomes**.



DOUBLE UP
IS A
TRIPLE
WIN.



82% saw improved health



95% were highly satisfied

A WIN FOR FARMERS

TESTIMONY

“We are so happy to get to feed folks from all sorts of economic backgrounds and value the access that SNAP and Double Up creates.”

“We appreciate that the program serves dual duty by supporting families in need who, in turn, support farmers in need. It is a win-win! We are proud to be part of the solution.”

“SNAP and Double Up make our little market thrive. My business has been elevated along with everyone else’s at market.”

A WIN FOR FARMERS

Double Up helps farmers and small businesses that vend at farmers markets **reach a wider shopper base** while still being able to charge prices that reflect the **fair value of their labor.**

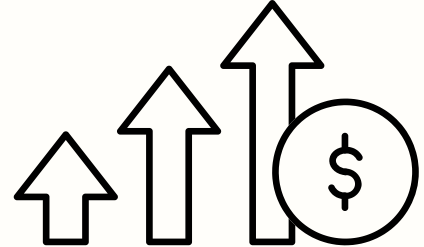


1 in 3 farmers **increased** their staff due to Double Up.

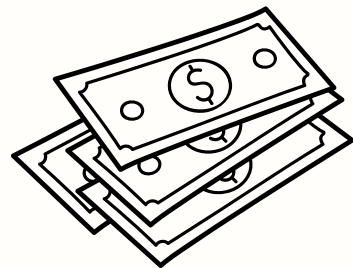


Over half of farmers **increased the variety of crops** they grow because of Double Up.

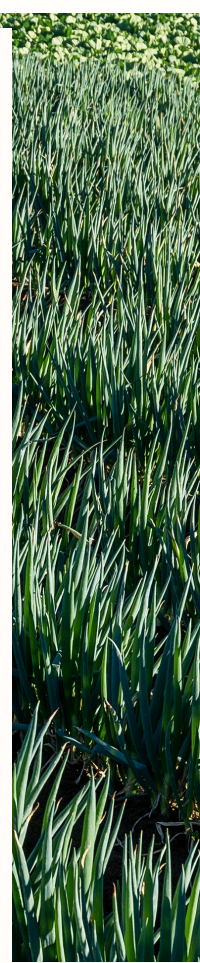
DOUBLE UP IS A TRIPLE WIN.



87% of market vendors surveyed agreed that their **market sales increased** because of Double Up



23% of market vendor sales come from Double Up and SNAP on average



A WIN FOR LOCAL ECONOMIES

When **shoppers save with Double Up**, the **extra money in their pocket** gets spent on other essentials like housing, transportation, and healthcare, creating a **ripple of money for Oregon's economy**.



For every **\$1 of Double Up spent**, an **additional \$0.65 is spent** on other **food items**. In 2025, Double Up created **\$2.5M in additional food spending**.

DOUBLE UP IS A TRIPLE WIN.



\$3.8M

in **revenue created** by SNAP and Double Up for Oregon farmers



Double Up spent in 2025 **created a \$2.2M boost** to the **incomes of all Oregonians**



Double Up is a highly cost-effective health intervention. **\$18.5M in avoided healthcare costs** were created through Double Up use in the last 2 years



MOLLY NOTARIANNI
GROWTH GRANT

Growth Grants support Oregon farmers markets and farm stands with existing SNAP programs in **growing capacity** to administer Double Up. Non-Double Up partners also receive Growth Grants to support their process to become SNAP authorized and eligible to participate in Double Up in the future. Growth Grants increase the sustainability of SNAP and Double Up availability, ensuring **consistent and reliable access to fresh, local food** at a wide variety of markets and farms across the state.

\$294K

supportive funds
distributed

69

markets supported

16

farm stand supported

6

new markets
supported by FMF to
become SNAP
authorized

FEATURE GRANT RECIPIENT



Rogue Valley Growers and Crafters Market ran several bilingual radio ads to inform the community about Double Up. These funds created a more seamless experience and increased usage of Double Up for their customers. Growth Grant funds allow them to sustain the program and grow incrementally each year as they both refine systems and continue to diversify their promotional efforts.



STRATEGIC PLANNING

FMF staff and board worked with Debra Dunn of Synergy Resources Group to embark on a deliberate, inclusive, and multi-phased strategic planning process, designed to **ground FMF's future direction in lived experience** with food insecurity, organizational learning, and broad stakeholder input. The process included

- In-depth interviews with board and staff
- Interviews, focus groups, and surveys with program participants, partner markets and farms, funders, and the general public
- Creation of an Insight Report that summarized stakeholder feedback and was used to guide the creation of the plan
- Updated mission, vision, and values
- Development of 4 strategic goal areas: Sustainable and Strategic Resourcing; People, Culture, and Governance; Communication & Institutional Identity; Adaptive, Equitable, and Impact Driven Programming
- Clearly outlined Goals, Objectives, and Metrics to guide FMF's work
- An Implementation Plan for staff and board to hold accountable to a living roadmap for FMF's next 4 years
- A Strategic Fundraising Plan to support the work of the plan
- **FMF's strategic plan was completed and implementation began in February of 2026**



INTERNAL PROCEDURES

- Staff hours increased from 5.25 to 5.8 FTE, increasing support for administration and the farm stand Double Up program
- FMF moved from a shared office with Portland Farmers Market to its own office at Rose City Presbyterian Church

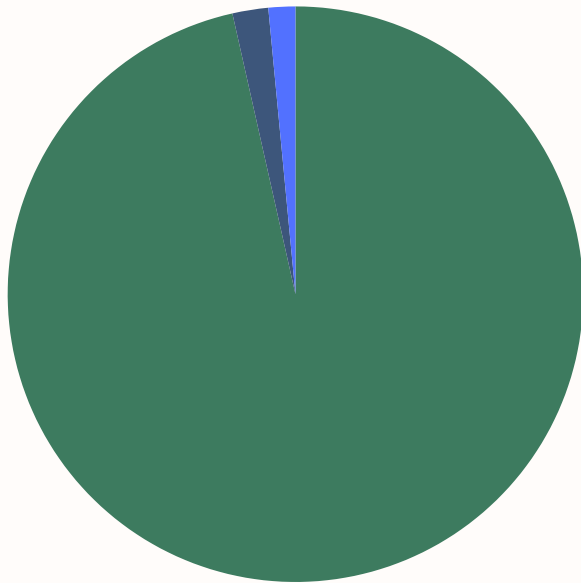
Please note our new mailing address!

PO Box 13391

Portland, OR 97213

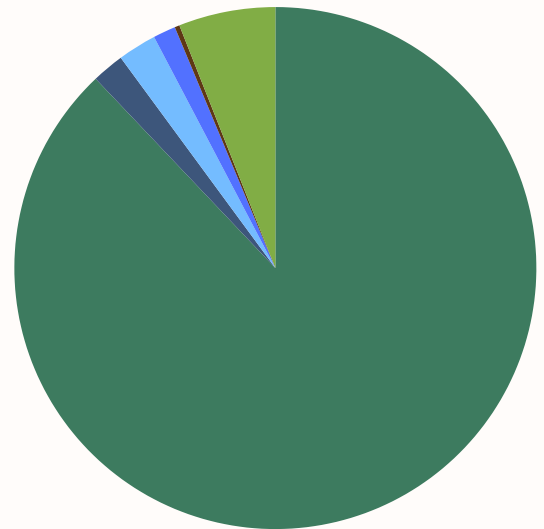
ANNUAL BUDGET

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



2025 REVENUE

- Federal and State Grants: 88%
- Private Foundation Grants: 2%
- Interest and earned revenue: 2.4%
- Individual Donor: 1.4%
- Business Sponsorships and Events: .3%
- Contract Revenue: 6%



SPECIAL THANKS

Thank you to FMF’s Grants Specialist consultant, Andy McGee, who assisted the organization in writing and submitting 26 grant applications to private foundations, cultivating business sponsorships, and support and advisement to FMF’s Fundraising Committee.





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THANK
YOU

2025