Agenda

Welcome/Housekeeping - 5 min
FMC Staff Introductions - 10 minutes
Annual Report Presentation - 35 min
Board Elections - 10 min
FMC Strategic Plan - Top Level Goals

- Improve Internal Operations
- Diversify Funding Sources
- Grow Membership Engagement
- Professionalize FM Industry
- Increase the Visibility of FMs
- Prepare for 2023 Farm Bill
- Review Mission Alignment
2020 Top Accomplishments - COVID Response

FARMERS MARKETS RESPOND TO COVID-19

UPDATES • MARKET MANAGER BEST PRACTICES • RESOURCES

farmersmarketcoalition.org
2020 Top Accomplishments

Equipment Status by State
FMC Strategic Plan - Progress Towards Completion

246 Tactics

- Complete: 19.3%
- In Progress: 55.8%
- Not Started: 24.9%
FMC Strategic Plan - Top Areas of Success

- **Internal Operations**
- **Professionalize the Industry** – Support farmers market operators/networks in capacity building
FMC Strategic Plan - What We’ve Learned

Values/Theory of Change

Metrics/Data Collection/Trends
Standing Together Against Racism: Black Lives Matter

Over the past week, the United States has been shaken by the deep inequities rooted within our justice system that have continued to destroy the lives of Black Americans like George Floyd. In the past, the Farmers Market Coalition has largely remained silent on matters of race and injustice. We will do so no longer. As a national organization, as a white-led organization, it is not only our place, but our duty to take a strong, public stance against police
FMC Strategic Plan - Focus for 2021

- Ongoing COVID Response
- Staff Benefits and Development
- Revenue Diversification
- Anti-Racism
- Training and Technical Assistance-Moving to a Proactive Model
- Ongoing Growth of National Farmers Market Week
- Begin Preparations for 2023 Farm Bill
# Financials

<table>
<thead>
<tr>
<th></th>
<th>FY24-25 (aspirational)</th>
<th>FY20-21 (Current budget)</th>
<th>FY19-20 (actual)</th>
<th>FY18-19 (actual)</th>
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<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td>$15,000</td>
<td>$5,000</td>
<td>$8,352</td>
<td>$30,000</td>
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<tr>
<td>Government Grants/Contracts</td>
<td>$600,000</td>
<td>$1,270,000</td>
<td>$356,558</td>
<td>$340,000</td>
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<tr>
<td>Foundations Grants/Sponsorships</td>
<td>$300,000</td>
<td>$46,500</td>
<td>$127,391</td>
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<td>Merchandise Sales(minus COGS)</td>
<td>$1,500</td>
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<td>$1,500</td>
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<td>Membership</td>
<td>$30,000</td>
<td>$30,000</td>
<td>$32,587</td>
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<td>Misc</td>
<td>$44,000</td>
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<tr>
<td><strong>Total Gross Income</strong></td>
<td><strong>$946,500</strong></td>
<td><strong>$1,396,500</strong></td>
<td><strong>$526,388</strong></td>
<td><strong>$460,000</strong></td>
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<tr>
<td><strong>Expense</strong></td>
<td></td>
<td></td>
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<tr>
<td>Personnel</td>
<td>$650,000</td>
<td>$529,600</td>
<td>$216,927</td>
<td>$338,000</td>
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<tr>
<td>Contractual</td>
<td>$125,000</td>
<td>$614,000</td>
<td>$185,218</td>
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<td>Supplies</td>
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<td>$38,900</td>
<td>$3,100</td>
<td>$400</td>
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<tr>
<td>Other expenses</td>
<td>$85,000</td>
<td>$203,400</td>
<td>$63,818</td>
<td>$182,000</td>
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<td><strong>Total Expense</strong></td>
<td><strong>$860,000</strong></td>
<td><strong>$1,347,000</strong></td>
<td><strong>$465,963</strong></td>
<td><strong>$618,300</strong></td>
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<tr>
<td><strong>Net income</strong></td>
<td><strong>$86,500</strong></td>
<td><strong>$49,500</strong></td>
<td><strong>$60,425</strong></td>
<td>-$158,300</td>
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By The Numbers

5259 NFMW Downloads
1,291 Members
32 State partners
9,200+ Instagram followers
7,600+ Twitter followers
23,000+ Facebook likes
8659 Newsletter Subscribers

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