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FOR IMMEDIATE RELEASE

The National Farmers Market Coalition Announces the Launch of the Anti-Racist Farmers Market Toolkit

April 4, 2022 - The national Farmers Market Coalition (FMC) is excited to announce the launch of the Anti-Racist Farmers Market Toolkit, a toolkit for farmers market operators that provides tools to help farmers market operators make progress toward becoming anti-racist managers of anti-racist markets. The Anti-Racist Farmers Market Toolkit was developed by a group of Black food systems leaders and farmers market managers with support from Farmers Market Coalition. This toolkit offers ways for farmers market operators to put the concepts of anti-racism into practice and action within their farmers markets. The official launch date for the Anti-Racist Farmers Market Toolkit is Monday, April 4th.

The toolkit creation has been led by Sagdrina Jalal (Lead Technical Advisor/Facilitator) and Nedra Deadwyler (Lead Researcher & Content Builder) and a work group of ten Black food systems experts. FMC supported work group members to create a process that prioritizes their experiences, knowledge, and expertise in a field defined by standards based on standardized “American” culture. In this space created by the work group, each member speaks to their body of work, including cooking education and strategies, market management and design, or facilitating training and support programs. “These leaders provide grounded knowledge of community-focused work that is culturally competent and relevant and informed by the diversity of regionalism, personal backgrounds, and vast bodies of work,” shared Sagdrina Jalal. “This allows for organic exchanges to move beyond what they have done to new possibilities.”

FMC’s end goal is not to declare farmers markets anti-racist because of the creation of this toolkit. Instead, FMC recognizes this toolkit as a starting point for market operators to take a long, hard look at the inequitable structures, systems, and policies that farmers markets have benefited from and begin to take action to reverse the impacts on the Black community specifically. FMC envisions this toolkit as a way to spark dialogue and discussion with market managers and their market community.

FMC funded the toolkit's creation and has been providing logistical support throughout the project. Currently FMC is helping to support dissemination of the toolkit by providing a [home for the toolkit on FMC's website](#), sharing and promoting the toolkit to farmers market operators, co-facilitating discussions at conferences, and referring market operators to the toolkit as requests for technical assistance arise. In collaboration with the work group members who created it, FMC plans to put this toolkit into practice through workshops, webinars, conference presentations, communities of practice, and technical assistance to farmers market operators.

Those interested in learning more about the toolkit and receiving updates about future additions to the toolkit and related events, can explore more on the [FMC website](#). On Tuesday April 12, 2022 at 10am PT / 1pm ET, Sagdrina Jalal will join FMC staff for a live conversation on the [FMC Facebook page](#). This conversation will cover the origins of the partnership structure that has supported the toolkit's creation, why anti-racism work is important for all farmers market organizations to engage with, and plans for continuing to grow and adapt the toolkit. The conversation will be recorded and available for later viewing on the FMC website.

“A big part of FMC’s role as a supporter of the toolkit and the only national membership organization for farmers market operators is to examine the ways that our sector can improve. The process of self reflection is not always easy, but it is necessary if we are to grow,” shared Ben Feldman, FMC Executive Director. “It is out of a deep love and commitment to farmers markets that we believe it is vital to acknowledge the ways that markets have fallen short in supporting black and brown communities and to work to ensure that these shortcomings are not replicated in the future.”

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The Farmers Market Coalition (FMC) is a 501(c)(3) nonprofit dedicated to strengthening farmers markets for the benefit of farmers, consumers, and communities. For more information about the national Farmers Market Coalition, visit www.farmersmarketcoalition.org.