



**FOR IMMEDIATE RELEASE:** June 21, 2022

## **American Farmland Trust and the Farmers Market Coalition Kick Off 14<sup>th</sup> Annual America's Farmers Market Celebration With \$10,000 in Prizes**

**WASHINGTON, DC** – [American Farmland Trust](#) (AFT) and the [Farmers Market Coalition](#) (FMC) kick off the 14<sup>th</sup> annual [America's Farmers Market Celebration](#) (AFMC) today-- the only annual ranking of the top farmers markets in the United States as voted on by the public.

Since 2008, AFMC has highlighted the important role farmers markets play in communities across the nation while celebrating the farmers, staff and volunteers that make markets possible. While they've long served as pillars of local food in urban centers and town squares, in recent years, farmers markets have gained the national recognition they deserve as essential businesses that power farmers and communities to thrive.

The 14<sup>th</sup> annual AFMC will run between June 20 and September 19, 2022, on [markets.farmland.org](http://markets.farmland.org). The summer-long event is a fun competition that helps farmers markets across the country earn national recognition and local prestige. Markets can join the celebration and encourage their customers to vote, an excellent marketing tool and a pathway to winning a piece of the \$10,000 prize pool.

In 2022, AFT has increased the total cash prizes to \$10,000 and expanded the awards to cover the top five markets nationally (compared to the top three in past years). The breakdown of prize money is as follows: \$5,000 for first, \$2,500 for second, \$1,500 for third, \$750 for fourth, and \$250 for fifth. In addition to the prize money, the top markets also receive national and local press coverage, complimentary American Farmland Trust and Farmers Market Coalition memberships, I Love My Farmers Market stickers, No Farms No Food gear, a free one-year subscription to [Farmers Market Metrics](#), and other surprises!

The AFMC also identifies the top markets in each state as well as in the Northeast, Southeast, Midwest, Southwest and Pacific regions.

“We believe that every farmers market in America is special in its own way. Big or small, in cities or rural towns, farmers markets nourish their communities while helping local farmers, food makers, and artisans thrive,” said Greg Plotkin, AFT Director of Digital Communications. “While the AFMC does rank America’s favorite markets, our intention is to lift up the vital role farmers markets play across the country.”

"Farmers markets serve as the center of community connection, economic development and local food systems resilience in thousands of communities across the country. But farmers markets do not just happen," shares Hannah Fuller, Communications Manager at FMC. "At the center of these organizations are farmers market operators, the people behind the scenes who coordinate the market and serve as community change makers. The Farmers Market Coalition is thrilled to be back this year celebrating with American Farmland Trust and supporting this exciting celebration of farmers markets and elevating the important work of the people who make them happen."

“Columbia Farmers Market had the honor of being recognized as the #1 farmers market in the nation in 2021. The recognition elevated our market, on a national level, and contributed to 2021 being the best year our market has had in its 42 years of being open,” said Corrina Smith, Executive Director of Columbia Farmers Market, in Columbia, MO. “This contest shows the importance of all of the work we are doing locally, and that markets are doing across the country for farmers markets, farmers, artisans and farmers market staff/volunteers.”

The AFMC database and interactive map on [markets.farmland.org](https://markets.farmland.org) is one of the largest listings of farmers markets in the United States, containing more than 7,000 entries. Help us make sure our information is as current as possible. If you see a market listed that is no longer active, please email us at [marketinfo@farmland.org](mailto:marketinfo@farmland.org) and ask us to remove it.

For additional information, photos, videos, and other assets you are free to use, please review the [2022 AFMC communications toolkit](#).

*American Farmland Trust is the only national conservation organization dedicated to protecting farmland, promoting environmentally sound farming practices and keeping farmers on the land. Since 1980, AFT's innovative work has helped to permanently protect more than 6.8 million acres of farmland and rangeland and led the way for the adoption of conservation practices on millions more. **No Farms, No Food.** Learn more at [www.farmland.org](https://www.farmland.org).*

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The Farmers Market Coalition is a membership-based nonprofit with the mission to strengthen farmers markets for the benefit of farmers, consumers, and communities. Since 2006, FMC has been serving as the only national organization dedicated to supporting farmers market operators and has provided important resources, technical assistance and advocacy to cultivate the growing farmers market field across the US. Farmers markets are essential. Learn more at [farmersmarketcoalition.org](https://farmersmarketcoalition.org).

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