Farmers Markets of MPLS consist of over 25 markets of all sizes across the city, who work together to help our city’s farmers markets thrive. In Minneapolis, our farmers markets do amazing things. Check it out!

Serve thousands of Twin Cities customers every year.

Did you know farmers markets promote health?
- Offer affordable, healthy food for families with young children, seniors, and other limited resource people
- Provide locally grown, fresh items that promote our health
- Redeemed over $200K in Market Bucks and SNAP/EBT in 2016

Did you know farmers markets make an economic splash?
- Incubate new businesses
- Support small family farmers, including many women-, minority-, and new immigrant-owned businesses
- Increase profitability of nearby businesses
- Keep a lot of dollars circulating in the community

Did you know farmers markets are cultural treasures?
- Offer live entertainment for shoppers
- Provide a fun, festive atmosphere for families
- Present a memorable warm-weather experience for community members
- Reflect our shared interest in local economies; sustainable, delicious food; and fun


facebook.com/farmersmarketofmpls
2017 ACCOMPLISHMENTS AND ACTIVITIES

25+ FARMERS MARKETS MINI TO LARGE
THOUSANDS OF CUSTOMERS
600+ VENDORS
HUNDREDS OF PRODUCTS

FOOD ACCESS

1000s OF WILDFLOWER SEED BALLS DISTRIBUTED AT 16 MARKETS DURING POLLINATOR WEEK
1500+ CHILDREN’S BOOKS AT 21 MARKETS DURING FARMERS MARKET WEEK

IN POWER OF PRODUCE TOKENS TO $3K IN POWER OF PRODUCE TOKENS TO 1,500+ CHILDREN AT 12 MARKETS

MARKETING & PROMOTION

NEW BRAND IDENTITY & PROMOTIONAL CAMPAIGN including name, logo, social media page & ad campaign
8K BRANDED REUSABLE BAGS DISTRIBUTED AT 22 MARKETS
95K PEOPLE REACHED THROUGH FACEBOOK ADS AND PROMOTIONS

LEADERSHIP TEAM

$800k LEVERAGED FOR WORK SINCE 2015
3 CITYWIDE COLLABORATIVE MEETINGS HELD IN 2017
100+ STAKEHOLDERS GAVE INPUT ON IMPLEMENTED STRATEGIC PLAN

PARTNERED WITH all farmers markets in Minneapolis, University of MN, MN Dept. of Agriculture, Terra Soma, Beth Dooley, David Nicholson, Mette Nielsen; City of Minneapolis (Coordinator’s Office of Sustainability; Community Planning and Economic Development; Health Dept.; Civil Rights Department Urban Scholars Program; Homegrown Minneapolis Food Council; City Council and Mayor’s Office), and many local food champions.

FUNDING AND IN-KIND SUPPORT FROM City of Minneapolis, Funders Network, General Mills Foundation, Greater Twin Cities United Way, McKnight Foundation, Minneapolis Parks and Recreation Board, MN Dept. of Agriculture, MN Dept. of Health Statewide Health Improvement Partnership, University of MN, USDA

METRICS PROJECT

23 FARMERS MARKETS ADMINISTERED SURVEYS to managers, vendors, and customers in partnership with University of MN and MDA to learn about revenue, needs, vendors, and customer profiles.

TECHNICAL ASSISTANCE

20+ NORTHSIDE GROWERS were supported for training in agriculture food safety with University of MN and West Broadway Farmers Market.

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