

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

## ... FEED PEOPLE HEALTHY FOOD

### 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

## ... CREATE PROSPEROUS COMMUNITIES

### 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

## ... ARE CULTURAL ASSETS OF OUR CITY

### 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

# ROOTED IN GOODNESS

EAT FRESH. BUY LOCAL. GROW COMMUNITIES.

# 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

**\$3K**

IN POWER OF PRODUCE TOKENS TO  
**1,500+ CHILDREN**  
AT 12 MARKETS

- Funding for vegetable prescription program at one market.
- Technical assistance support for 6 markets' use of SNAP/EBT or WIC/FMNP.
- Customers used food support programs (SNAP/EBT and Market Bucks) at 16 markets.

## MARKETING & PROMOTION



### NEW BRAND IDENTITY & PROMOTIONAL CAMPAIGN

including name, logo, social media page & ad campaign



**95K**

PEOPLE REACHED  
THROUGH FACEBOOK  
ADS AND PROMOTIONS

DECLARED AS FARMERS  
MARKET WEEK BY CITY  
OF MINNEAPOLIS



**8K**

BRANDED REUSABLE  
BAGS DISTRIBUTED  
AT 22 MARKETS

- Weekly schedules, market events, recipes and photos for markets and from Beth Dooley and Mette Nielsen for 16 weeks on Facebook.
- 5,000 Homegrown Minneapolis edition MN Department of Agriculture Minnesota Grown Directories at 16 farmers markets and 21 restaurants, coops, and organizations.

## 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.