

# AIM'S 2018 IMPACTS

Champions for food access and agricultural education in Alameda, Marin and San Francisco Counties



AIM Operates  
**7** Certified  
Farmers Markets

x



**52** weeks = 364  
Farmers Markets/year

=



Representing  
**355+** Market  
Participants



**155+**  
Farmers  
& Ranchers



**5**  
Fish  
Sellers



**85+**  
Food  
Purveyors



**50+**  
Hot  
Foods



**60+**  
Artisans

Total Counties Farmers  
and Ranchers travel from  
**38**

Market Participants from  
Marin/Sonoma Counties  
**110**

Shoppers reached per year  
at AIM's farmers markets  
**1 million**

## WHERE YOU SHOP MAKES A DIFFERENCE FOR FARMERS

Farms are significantly more likely to survive if direct-to-consumer sales are apart of their business plan

## AIM'S FARMERS MARKET SCHEDULE

Clement Street - SF	Sundays	9a - 2p
Grand Lake Oakland	Saturdays	9a - 2p
Hayward	Saturdays	9a - 1p
Newark	Sundays	9a - 1p
Stonestown - SF	Sundays	9a - 1p
Marin Civic Center	Thurs & Sun	8a - 1p

AIM audits 100% of the certified producers in the markets to ensure that the farmers are only selling what they grow.

## TRADITIONAL RETAILER

**85 CENTS**  
go to marketing  
and distribution

**AND ONLY  
15 CENTS**  
go to the farmer



VS.

## FARMERS MARKETS



When you buy directly  
from your local farmer,  
they receive

**100%**  
of your food dollar

Source: U.S. Department of  
Agriculture Economic Research Service, 2016

## DIGGIN' EDUCATION PROGRAMS

Through AIM's farm-based education programs, participants see, taste and learn about where their food comes from

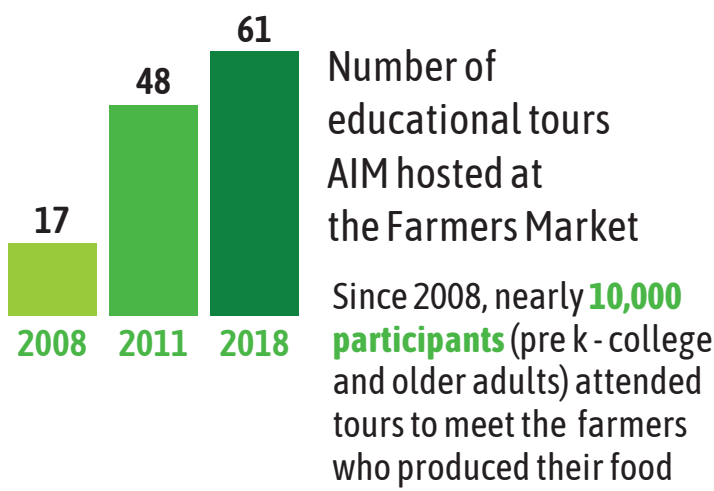
### IN THE CLASSROOM

Total # of classroom lessons  
**11 at 3 schools**  
Classroom participants  
**225**  
Educational Outreach Events  
**11 events**

#### WHAT OUR STUDENTS SAY:

*Mr. Green Jeans, you taught me that the best thing in the world to do every day is to eat and enjoy healthy foods that will make my body healthy, be with my friends and family, and share my life with them.*

### AT THE MARKET



### ON THE FARM



AIM partnered with **12 farms** to host educational tours **3 new farms** were added in 2018

In 2018, over **1,200 students** toured local farms to learn where their food comes from

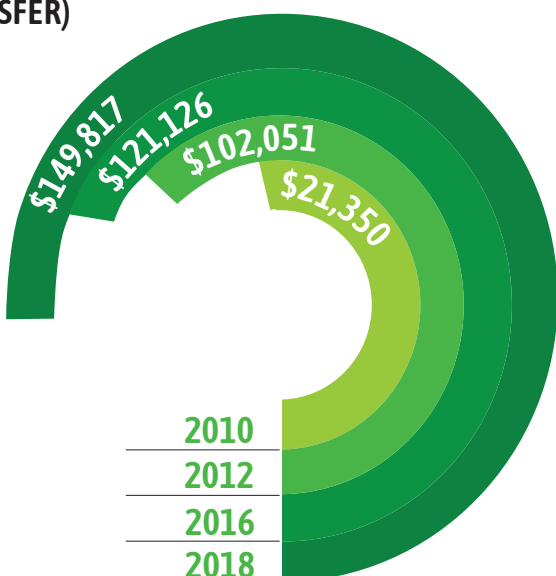
**\$2,240 in scholarships** were awarded to 6 schools based on need

## NUTRITION BENEFITS

### EBT (ELECTRONIC BENEFIT TRANSFER)

Since 2010, recipients of SNAP benefits (known as **CalFresh** in California) spent **\$890,220** at AIM's seven farmers markets

SNAP benefits increase access to fresh food for low-income Americans and increase revenue for farmers

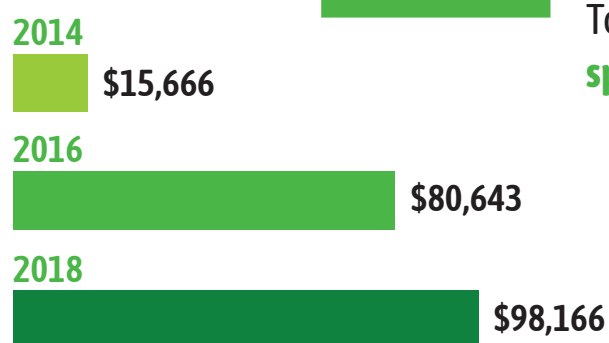


### MARKET MATCH



**125%**

Since 2014, average increase over 5 years at AIM's farmers markets. Total **market match** spent **\$326,440**



## LOCAL FOOD ACCESS • THE ROLLIN' ROOT



**The Rollin' Root** is a mobile market which increases access to farm-fresh food and nutrition education for older adults and other underserved groups regardless of transportation or economic barriers



Since August 2018, The Rollin' Root served **1,537 participants** who purchased fresh fruits, vegetables and dairy products to comprise **2,945 meals**  
\*On average, 57 participants per day



**4 locations** every Thursday  
1. Whistlestop Active Aging Center  
2. Marin Valley Mobile Country Club  
3. Marin City Community Development Corp.  
4. Maria B Freitas Senior Community

Agricultural Institute of Marin (AIM) is a 501(c)(3) educational nonprofit organization which organizes seven year-round certified farmers markets and a mobile market in three Bay Area counties, thereby supporting local farmers, strengthening local economies, increasing food access, and improving public health. For 35 years, AIM has been passionately educating the public about the health, environmental, and economic benefits of buying locally grown food directly from farmers, while connecting and supporting communities and local and regional food systems so the public can access healthy and sustainably-grown food.

