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.

### AIM’S FARMERS MARKET SCHEDULE

<table>
<thead>
<tr>
<th>Market</th>
<th>Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clementine - SF</td>
<td>Sundays 9a-1p</td>
</tr>
<tr>
<td>Grand Lake Oakland</td>
<td>Saturdays 9a-2p</td>
</tr>
<tr>
<td>Hayward</td>
<td>Saturdays 9a-1p</td>
</tr>
<tr>
<td>Newark</td>
<td>Sundays 9a-1p</td>
</tr>
<tr>
<td>Stonestown - SF</td>
<td>Sundays 9a-1p</td>
</tr>
<tr>
<td>Marin Civic Center</td>
<td>Thurs &amp; Sun 8a-1p</td>
</tr>
</tbody>
</table>

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

### MARKET MATCH

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Market Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$15,666</td>
</tr>
<tr>
<td>2015</td>
<td>$11,377</td>
</tr>
<tr>
<td>2016</td>
<td>$80,643</td>
</tr>
<tr>
<td>2017</td>
<td>$98,146</td>
</tr>
</tbody>
</table>

AIM partnered with 12 farms to host educational tours, 3 new farmers 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.

### SNAPSHOT

- **7** Farmers markets
- **52 weeks = 364 Farmers Markets/year**
- **Repsenting 355 Market Participants**
- **Total Counties Farmers and Ranchers travel from**
- **WHERE YOU SHOP MAKES A DIFFERENCE**
- **SHOP MAKES WHERE YOU**

### DIGGIN’ EDUCATION PROGRAMS

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

#### NUTRITION BENEFITS

- **IN THE CLASSROOM**
  - Total # of classroom lessons: 11 at 3 schools
  - Classroom participants: 225
  - Educational Outreach Events: 11 events

#### AT THE MARKET

- Number of educational tours: AIM hosted at the Farmers Market
  - Since 2008, nearly 30,000 participants (pre-K, college, and older adults) attended tours to meet the farmers who produced their food.

#### ON THE FARM

- AIM partnered with 12 farms to host educational tours
- 3 new farmers were added in 2018.

#### IN THE CLASSROOM

- **WHAT OUR STUDENTS SAY:**
  - Mr. Green Jeans, you taught me that the best thing you can do in life is make healthy food and enjoy healthy foods that will make my body healthy. As well as my friends and family, and share my life with them.

#### AT THE MARKET

- **MARKET MATCH**
  - Market Match turns $1 in SNAP into $2 of fresh fruits and vegetables making healthy food more affordable.

### 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.

#### SNAPSHOT

- **2018 Sales**
  - **$89,022** in sales
  - **$326,440** increase over 5 years at AIM’s farmers markets.
  - Since 2014, average increase over 5 years at AIM’s farmers markets.

#### SNAPSHOT

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

#### SNAPSHOT

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

#### SNAPSHOT

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

#### SNAPSHOT

- **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

#### SNAPSHOT

- **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