

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.