MILL CITY FARMERS MARKET

~GROWING A HEALTHIER COMMUNITY~

2018 was a year of change and growth for Mill City Farmers Market.

We added the Tuesday Night Market to give our vendors additional economic opportunities, create a community gathering place in the beautiful new greenspace, and meet the shopping needs of downtown families & workers.

We grew the Charitable Fund as an extension of the market to share resources and collaborate with partners to improve community health and well-being. Our Charitable Fund supports a healthier community through educational and food access programs, partnerships, and grants for local, sustainable farmers and food makers.

The success of the Mill City Farmers Market's educational programming, farmer and food maker grants, and food access work over the past thirteen years inspired the creation of the new Charitable Fund. While the Market has been funded by sponsorships and individual donations, this fund allows us to expand the scope, reach and sustainability of our educational and charitable activities.

Our community's health is improved with access to local, organic food and opportunities to learn about healthy cooking and eating from trusted sources. When you invest in the Mill City Farmers Market Charitable Fund, you make it possible for us to:

EXPAND EXPERIENTIAL LEARNING OPPORTUNITIES TO GROW A HEALTHIER COMMUNITY.
With our partnerships in the local, organic food community, we are uniquely situated to deliver weekly "can do" educational experiences at the Market. Our work inspires children and adults to make informed choices and to invest in food that prevents and reduces chronic conditions like diabetes, cancer and heart disease. Healthy people save millions of dollars annually in health care costs and live fuller, more nourishing lives.

INCREASE GRANTS TO LOCAL FARMERS & FOOD MAKERS WHO SUSTAIN A HEALTHY, LOCAL FOOD SYSTEM.
Investing in local sustainable farmers promotes bio-diversity, reduces pesticide and herbicide use, produces food with greater nutritional content, and benefits the environment. Money spent with local growers and food makers also stays close to home and is reinvested within the community.

PROMOTE ACCESS TO HEALTHY, LOCAL AND SUSTAINABLE, FOOD IN UNDER-RESOURCED COMMUNITIES.
All people deserve access to healthy food, but many communities lack equitable access. Your support helps us expand our food donation and access work in our community.

COLLABORATE WITH PARTNERS TO LEVERAGE OUR COLLECTIVE RESOURCES.
Working together, we have greater impact. With increased investment, we can grow partnerships to support a sustainable, local food economy.

GROW INNOVATIVE APPROACHES AND SOLUTIONS AS A LEADER IN THE FIELD.
In this dynamic, rapidly changing industry, we continue to advance innovative ideas to support a robust local food system and share them with other markets throughout the state and around the country.

Our accomplishments would not be possible without the generous support of our community.
MCFM operates with a balanced mix of earned income, grants, donations and sponsorships.
We carefully spend our limited resources to support our educational programming mission.

MILL CITY FARMERS MARKET
inspires and nurtures a healthy community by building a local, sustainable and organic food economy in a vibrant, experiential marketplace.

MILL CITY FARMERS MARKET CHARITABLE FUND
supports a healthier community through partnerships, educational programming, and support for organic farmers and local food producers.

MILL CITY FARMERS MARKET & CHARITABLE FUND

EDUCATIONAL & FOOD ACCESS PROGRAMMING IMPACTS IN 2018

Local Food Economy

Attracted 175,000 visitors a season providing economic opportunities to over 100 local farmers + food artisans, adding $2M to the local food economy and bringing local, sustainable food to the city.

Health & Wellness Events

Planned weekly health and wellness events focused on heart, brain and gut health, as well as free outdoor yoga classes and "Bike to the Market Day."

Farmer Grant Program

Awarded $20,000 of grants to local, sustainable farmers & food producers who are improving their farming & business practices & growing toward the next stage of their local food businesses.

Mill City Cooks

Staged 26 weekly chef led cooking classes highlighting locally grown produce in delicious, healthy recipes, for over 1350 attendees.

Meet Your Vegetables

Designed 9 weeks of educational demonstrations and trained 4 public health nutrition student interns to create and sample simple recipes.

Power of Produce (PoP!)

Empowered over 4000 kids to make healthy choices with vegetable tastings and a $2 token to spend on fruits and vegetables.

Greens 4 Good - Gleaning

Donated over 5125lbs a season of produce gleaned from market vendors to neighbors in Cedar Riverside and residences and shelters serving elderly and youth.

Local Food Access

Accepted SNAP food stamps & matched $10 per transaction to provide healthy food access to all, totaling over $4000. Increasing local food access in the *first ever* state funded incentive program

Healthy Community

Provided a year-round marketplace for our community to gather, learn, share and support sustainable, local, healthy, food access for all.