

# FARMERS MARKET MEETING 2021

---

# Welcome Market Managers

---

- Thank you for such an amazing work!

## **On the Agenda for today's meeting is**

- Overview and Timeline
- Farmers Markets Initiatives Summary 2020- 2021
- Brainstorming Session
  - Embracing the past
  - Thriving for the future

# Some Ground Rules

---



Today's focus: How to better support Farmers Markets and leverage the resources and capabilities available?



Keep your mics muted



Ask anything, you can use the chat



All ideas are valid

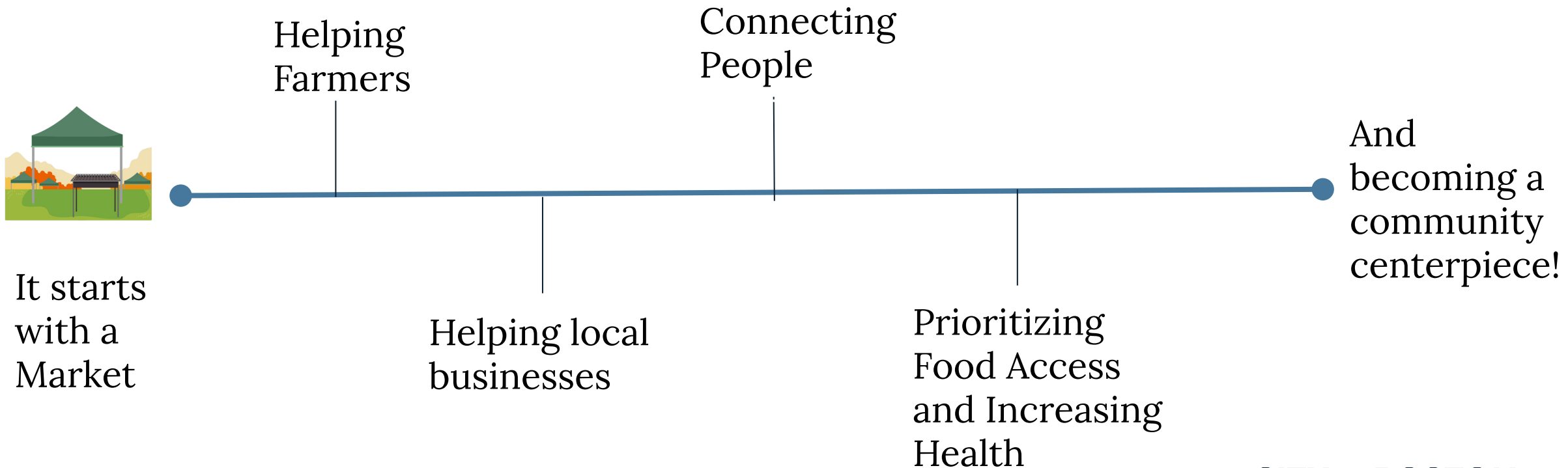


The meeting will be recording

# The Vital Role of the Farmers Markets

---

Farmers Markets have always been a critical ingredient in local food system, communities and local economy. Not only are they an economic boost to local farms and businesses, they can also strength community and promote healthy eating.



# Background

---

The meeting purpose is to identify and outline farmers markets needs and resources wanted to grow a more robust and sustainable food system.

## Timeline

- **Winter '21 - '22:**
  - Share meeting findings
  - Plan on new agenda and programming 2022
  - Coupon program evaluation
- **Spring 2022**
  - Meeting to present new agenda and strategy 2022

# Farmers Market Initiatives '20-'21

---

## 2020 Overview

- **Wicked Coupon Program**
  - \$91,000 coupons redeemed
  - 36,400 coupons redeemed in 21 Markets
- **Emergency Grants**
  - \$5,500 distributed among 11 Markets
- **Summer Response Grants**
  - \$21,000 distributed among 6 Markets
- **Winter Response Grants**
  - \$25,600 distributed among 5 Markets

# Farmers Markets Initiatives '20-'21

---

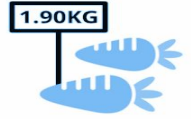
## 2021 Overview

- **Farmer Market Coupon Program**
  - \$700,000 coupons redeemed
  - \$70,000 on admin fees
  - 23 participating markets and 32 activate partners
- **Vendor Grants**
  - \$3,500 distributed among 6 farmers/vendors
- **National Farmers Market Week Funding**
  - \$2,500 distributed among 5 Markets

**Over \$1,000.000**  
Total Projected Cost  
FM Coupon Program

# Brainstorming Activity

---



We want to gain new and unique perspectives on how farmers markets can become a better anchors in the food system. As you are the experts and ambassadors, we would like to listen from you!

1. Embracing the past
2. Planning for a thriving future





# JOIN US

Support your community and local farmers. Promote sustainable and healthy food systems.



Food Access

**CITY of BOSTON**

For questions please contact Magda Carr  
Email: [magda.carr@boston.gov](mailto:magda.carr@boston.gov)  
phone: 617.635.3717