



FRESHFARM Markets Fact Sheet

What is FRESHFARM Markets?

FRESHFARM Markets is a nonprofit organization building a vibrant local food movement in the greater metro DC area that supports our region's farmers, protects threatened farmland and creates a new urban-rural partnership. The mission of FRESHFARM Markets is to connect city dwellers with farmers and their locally-grown food, educate the public about food and farming issues and to provide vital economic opportunities for farmers. All of the FRESHFARM farmers' markets are producer-only which means that farmers/producers must grow, raise, catch, produce and hand-craft what they bring to market. The markets provide an opportunity to have important dialogue about why local food is critical for our health, communities and land.

Why is FRESHFARM Markets Important?

HEALTH

Fresh, local food is rich in diverse nutrients and critical for human health.

- Supermarket produce travels several days and anywhere from 1,500 to 3,000 miles to get to market, losing vital nutrients and freshness and adding carbon dioxide to the environment with the travel.
- Educating consumers about the importance of local, diverse, nutrient-rich produce, our farmers' markets directly confront rising health care costs. It's a delicious revolution, one forkful at a time.

ENVIRONMENT

Farming the land in an ecologically responsible way is important not only for human health but the long-term sustainability of our local region—and our earth.

- Every year, America paves over more farmland than it protects, losing farmers in the process. The Chesapeake Bay watershed region has some of the most fertile farmland in the U.S., but it is also the most threatened by development pressure.
- Our farmers rely on the FRESHFARM Markets for their economic survival. In order to rebuild local food systems and human health, farmers have to be able to make a living.

COMMUNITY

Educating and connecting the community to local farmers and their fresh, local produce, the FRESHFARM Markets have become vital community institutions that residents, community members and farmers rely on.

- More than 110,000 patrons supported the FRESHFARM Markets in 2005.
- Farmers have donated more than 100+ tons of fresh food to local charities since 1997.

Background

FRESHFARM Markets began as a program in the Public Education Division of American Farmland Trust. In May 2002, FRESHFARM Markets incorporated as an independent, nonprofit organization in

the District of Columbia, receiving 501(c)3 status. In 1997, the first FRESHFARM Market was opened in the Dupont Circle neighborhood, and in 1998, a second market was opened in St. Michaels, MD. The Dupont Circle market has expanded from a customer base of 21,000 to more than 120,000 and has been named one of the top farmers' markets in the USA by the *Wall Street Journal* and the *Financial Times of London*. In 2003, a new market opened in Penn Quarter. In 2004, a fifth market opened at H Street NE. And in 2005, new markets opened in Foggy Bottom and in Silver Spring, MD.

Where We Are

We have found that the public loves our markets and responds to their authenticity. Testament to this is the increased number of market patrons and the more than 175 community volunteers who have contributed over 3,500 hours of their time to helping with market operations since 1997. Reaching a greater number of patrons is essential for spreading the word about sustainable agriculture and making a difference for the future of farmland in our region.

It can be a challenge to get consumers' attention when they are so distant from the work of raising food; yet, in the market setting they are receptive. So we continue to work on educating and motivating eaters and chefs about the true costs of conventionally produced food versus local, sustainable and organically grown food. As our market patrons take the FRESHFARM Markets mission far beyond the markets to their families and communities, we build support for sustainable food and farming in our region and ensure farmers remain economically viable. Through our markets we continue to build the momentum of our delicious revolution.

Public Education

- Information-rich website at freshfarmmarkets.org
- Weekly market email sent to 8,000+ recipients
- Public education handouts and displays at market
These materials are available to other producer-only farmers' markets in the region and across the country.
- Chef demonstrations at market using farmers' market produce
The chef recipes are distributed as handouts; our website now hosts our entire 10-year collection of recipes.
- Special educational events at market, such as Johnny Appleseed week and Grazefest
- Presentations at local, national and international conferences
- Our FoodPrints program in DC public schools

Looking Toward the Future

Funding for the FRESHFARM Markets is a mix of farmer fees, foundation grants, market memberships, major donor gifts, organization gifts, merchandise sales and special event fundraisers. Foundations that have supported FRESHFARM Markets include the Wallace Genetic Foundation, the Prince Charitable Trusts and the Corina Higginson Trust. Our annual Farmland Feast is held every November. Funding is used for market insurance, market promotions, city permit fees, educational programs (Chef at Market and Farmer in the Classroom), maintenance of our website, seasonal and full-time staff and general operating expenses.

No farms. No food.

Markets

FRESHFARM Markets operates 6 producer-only farmers' markets, 5 in the DC Metropolitan area and one on the Eastern shore of Maryland.

Market	Year Est.	Season	No. of Producers in 2006
Dupont Circle, DC	1997	Year-round since 2003. <i>The Dupont Circle market will celebrate its 10th year on July 1, 2007.</i>	34
St. Michaels, MD	1998	Seasonal	6 to 10
Penn Quarter, DC	2003	Seasonal	12 to 15
H Street NE, DC	2004	Seasonal	6 to 8
Foggy Bottom, DC	2005	Seasonal	8 to 9
Silver Spring, MD	2005	Seasonal	9 to 11

General Statistics

Market customers	160,000+
No. of farmers/producers	55
Number of weeks open	52 <i>Dupont Circle has been a year round market since 2003</i>
No. of market days	145
No. of acres of farmland in Chesapeake Bay region (DE, MD, VA, WV, PA) actively farmed by our market farmers	6,000
Products when opened in 1997	Fruits and vegetables, plants and cut flowers
Products in 2006	Fruits, vegetables, milk, eggs, butter, cheeses, pasture-raised meats (beef, pork, lamb, goat, rabbit), poultry, pasta, mushrooms, shellfish and fish, jams, jellies, soups, breads and pastries, sauces, salsas, wool, sheepskins, handmade soaps, flowers & plants
Gleaning partners	DC Central Kitchen Dinner Program for Homeless Women House of Ruth Miriam's Kitchen Shepherd's Table
Pounds of food gleaned at our markets	Since 1997, more than 100 tons of food has been gleaned and donated to charities. In 2006, 18,200 pounds of fresh food were donated.
Low-income access	WIC and Senior coupons are accepted in all of our markets.

No. of chef demonstrations	58
Our community partners	Chesapeake Bay Foundation Chez Panisse Foundation Commissioners of St. Michaels, Maryland Community Food Security Coalition Downtown DC Business Improvement District DC Office of Tourism Dupont Circle Citizens Association Dupont Circle Merchants & Professionals Association Foggy Bottom Citizens Association George Washington University H Street NE Main Street Program Kaiser Permanente Les Dames d'Escoffier Project for Public Spaces Silver Spring Regional Center Smithsonian Folklife Festival Slow Food Whole Foods, Silver Spring Zip Car
Distinctions	2004: Catalogue for Philanthropy, Selected Charity 2005: Momentum Award for Penn Quarter FRESHFARM Market, Downtown DC Business Improvement District 2006: "Women Who Inspire" Women Chefs & Restaurateurs, Community Service Award for Ann Yonkers & Bernie Prince, Dupont Circle FRESHFARM Market 2006/7: Touch DC, Designated Charity
Press	<i>Cooking Light</i> <i>Financial Times</i> <i>Natural Home and Garden</i> <i>Wall Street Journal</i> <i>Washington Business Journal</i> <i>Washington Post</i> Food and Business Sections <i>Washingtonian</i> magazine PDFs of articles available on request

For more information about FRESHFARM Markets, visit our website at freshfarmmarkets.org.

FRESHFARM Markets P.O. Box 15691, Washington, DC 20003
 tel. 202.362.8889 fax 202.244.2131 info@freshfarmmarkets.org freshfarmmarkets.org