



Mill City Farmers Market 2013 Accomplishments

1) Economic Opportunities

- Provided economic opportunities for over 100 local farmers and food artisans by creating a thriving marketplace to sell their produce and products. Generated over \$1M in sales thru 25 Outdoor Markets & the successful addition of 8 Winter Markets
- Created hundreds of jobs for farmers, vendors and their support staff.

2) Educational Programming: Local Farmers, Healthy Foods.

- Staged 25 "Mill City Cooks" cooking demos featuring our vendors' produce and products; sampling healthy recipes to hundreds of market shoppers each week.
- In collaboration with U of M School of Public Health and Allina Health, we held six weeks of "Meet Your Vegetables" educational demonstrations sampling quick and easy vegetable recipes to over 2000 market shoppers.
- Hosted numerous healthy living educational events including; Yoga, QiGong, Bike to the Market, Preserving the Harvest, Mobile Health Screenings, book signings and Integrative Medicine Presentations.

3) Outreach and Food Access

- Launched EBT & Market Bucks at the market enabling us to accept food stamps and promote Healthy Food access to our community
- Partnered with Health Commons at Dar Ul-Quba, an East African Health Project, to donate hundreds of pounds of produce, thus connecting our vendors with a community in need for their excess produce.
- Partnered with People Serving People (PSP) and our U of M School of Public Health interns to provide healthy snacks class and demonstration for the families at PSP.

4) Community Events and Support

- Celebrated our 3rd annual Bread Festival in collaboration with Gold Medal Flour featuring a baking contest, crop art and a Compatible Technology International (CTI) grain grinding demonstration along with educational baking demos featuring Jeff Hertzberg and Zoe Francois.
- Offered free weekly market space to small non-profits supporting sustainable projects, including: Budding Farmers (kids education), master gardeners and composters, Urban Chicken Keepers, Mn Farmers Assoc (helping immigrant farmers), Mpls Bike Coalition and Commuter Connection, Slow Foods, and Appetite for Change.

5) Strategic Planning Process

- Updated our Mission, added Vision and Value Statements.
- Created a Strategic Framework to guide our work and strengthen our core educational mission.



MISSION STATEMENT: *To inspire and nurture a healthy community by building a local, sustainable and organic food economy in a vibrant, educational marketplace.*

VISON STATEMENT: *Our vision is to be a nationally recognized marketplace model that connects and educates a community to support a healthy and sustainable food system.*

2014 Goals:

- To provide economic opportunities for local farmers and food artisans.
- To educate our community in 'Healthy Foods, Local Farmers' educational programming.
- To engage adults and children with healthy growing practices, seasonal produce, simple recipe preparation and the value of local foods.
- To build a sustainable, local food system in collaboration with our community.

The Opportunity to Teach: At Mill City Farmers Market we have a unique opportunity to use a thriving community event to bring a wide audience face-to-face with healthy foods and the farmers who produce them. The Mill City Farmers Market is experiential learning at its best - customers experience the sights, sounds, smells and tastes of local, sustainable agriculture first hand. Tables overflowing with nutritionally rich, fresh produce, the smell of farm fresh eggs in the skillet, chefs and food educators cooking up the very best the season has to offer, producers sharing their stories and recipes - - these are experiences that build connections to food and the people producing it, and ultimately inspire others to eat healthfully. These experiences inspire people to learn about the value of local, healthy foods from sustainable, organic producers.

Healthy, Local Food Access for All: We are thrilled with the initial results of our EBT launch and we plan to reach more members of our community through marketing and outreach and to enhance this program in 2014. In addition, we want to enhance our produce donations program and share the story of our vendors' generosity. We believe in healthy food access for all.

Strengthening our Community: We feel strongly about supporting our market vendors by providing a thriving marketplace with economic opportunities to help them succeed. We are launching a mini grant program in 2014 using funds raised at our benefit dinner. Mini grants will support vendors who have had extreme hardships (crop loss, etc.) or who need financial assistance to grow and develop their businesses (organic certification, season extension infrastructure, etc.).

Sharing our Knowledge: Mill City Farmers Market plays a key role in developing and building the regional local foods community. Mill City Farmers Market believes in the importance of building the entire regional food system and operates an extensive, successful internship program to introduce and train new workers in the local food field as well as a robust volunteer program to build community ownership and stake in our market.