

A vibrant outdoor farmers market in downtown Minneapolis. The scene is set in front of a modern, curved building with a dark, reflective metallic facade. Several white pop-up tents are arranged on the street, with people browsing and shopping. A musician is playing a harp in the foreground. Street signs for parking and pedestrian access are visible. The sky is blue with some clouds.

MILL CITY FARMERS MARKET DOWNTOWN MINNEAPOLIS



Founded in 2006
Year-round Market
Outdoor Markets - Saturdays - May thru October

Average 4,000 - 5,000 Customers per day

Average 60 vendors per day

3 full time and 2 very part time year-round staff

1 Manager & 3 Day Staff each market day

Market budget @ \$200k

Charitable Fund budget \$200k

(educational programming and farmer grant program)

SNAP EBT Tokens & state funded \$10 Match

Our Mission

...is to inspire
and nurture a healthy
community

by building a local,
sustainable and organic food
economy

in a vibrant, educational
marketplace.



CONTINUING TO
PROVIDE RELIABLE
FOOD ACCESS TO OUR
NEIGHBORHOOD IS OF
UTMOST IMPORTANCE
FOR THE HEALTH AND
WELLBEING OF ALL

DEVELOPED A
PRE-ORDER / PICKUP
MARKET
IN RESPONSE TO
COVID -19





3 winter pre-order markets
...increasing from 11 vendors
... to 27 vendors with online
presence.

Opening this Saturday 5/2

Benefits of online orders

- Shorter transaction time
- Contactless payment
- Fast, easy shopping for the customer
- Vendors can handle more transactions with each one being fast and efficient.

PRODUCE

- Bean Market (beans and vegetables)
- Dawn2Dusk (vegetables)
- GY Farm (vegetables and flowers)
- Loon Organics (plant starts and vegetables)
- Mhonpaj's Garden (plant starts, beans and vegetables)
- Nistler Farms (rhubarb, sweet breads and honey)
- NorYeng Chang Farm (vegetables)
- Holistic Health (microgreens, herb vinegars and more)
- Prairie Hollow Farm (vegetables, bread, cheese, jelly, wild rice)
- Women's Environmental Institute (vegetables, eggs)

MEAT & DAIRY

- Braucher's Sunshine Harvest Farm (eggs and meat)
- Cosmic Wheel Creamery (cheese)
- Shepherd's Way Farm (sheep milk cheese)
- Wild Run Salmon

PANTRY

- 3 Bear Oats (frozen grain bowls)
- Ames (honey, use promo code MCFM)
- Double Dog Kombucha
- Ellie's Whole Grains (flax, black garlic, hemp products)
- FOOD Building (Red Table Meat Co salami and Baker's Field Flour & Bread)
- Horner's Corner (maple syrup)



SNAP EBT Customers can

- shop as walk up customers
- Call or email a pre-order into the vendor and pay onsite

We are highly encouraging contactless payments and exact change but will be still processing tokens.

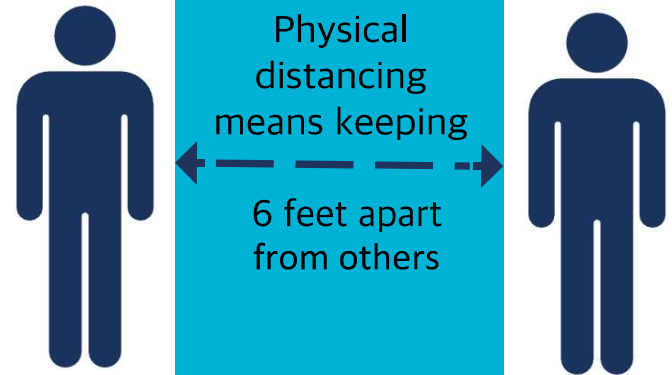
What we learned and what we are still working on:

- Consumer behavior change to purchase small CSA type boxes instead of individual orders from farmers in order to streamline workload packing orders
- Space and storage for pre-ordered produce takes up a LOT more space for vendors
- Customers order under one name and pay with another, then forgot what name its under
- There is a lot of additional packaging





Please keep your physical distance.



For more information on coronavirus (COVID-19) go to:
minneapolismn.gov/coronavirus



Adapted from Vermont Department of Public Health





Mill City Farmers Market

Programs &
Results





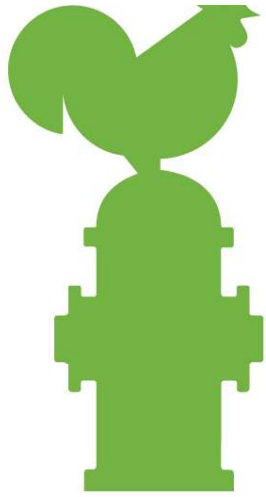
Meet Your Vegetables 2020 Internship Description



Meet Your Vegetables is sponsored by Allina Health

Last year our Undergraduate Nutrition interns created and handed out over 5,000 healthy samples and recipes to market customers! Increasing sales for farmers too.





**MILL CITY FARMERS MARKET
CHARITABLE FUND**

GREENS

FOR GOOD

Greens for Good donated 7,000 pounds last year to our neighbors at Riverside Towers, the distribution is a lively event with community members discussing new and unfamiliar produce and ways to prepare them. Also going to Augsburg Campus Kitchen for first generation students. We pay the farmers \$1.00 per lb for excess produce.





**DOWNTOWN
MINNEAPOLIS
NEIGHBORHOOD
ASSOCIATION**



Sponsor of our weekly music since 2012 and participates in many thoughtful ways at the market.



SPEND \$10, GET \$10 WITH MARKET BUCKS

Through the Market Bucks program, MCFM is able to match the first \$10 that SNAP participants spend on an EBT card every day that they shop at the market. For the first \$10 charged on your SNAP EBT card, you will be given an additional \$10 in Market Bucks for free! Market Bucks can be spent the same way (and are subject to the same restrictions) as SNAP EBT tokens. The Market Bucks program is currently run by [Hunger Solutions Minnesota](#).

If you received a yellow \$10 Market Bucks Gift Certificate please bring it to the info booth (green tent located in the center of the market) for market staff to exchange it for market bucks! Please do not give these gift certificates directly to vendors. For more questions about Market Bucks and Market Bucks Gifts Certificates read the [Hunger Solutions FAQ](#).

Minnesota was the first state to fund a SNAP Incentive Program, offering \$10 matching for low-income families and individuals to shop at farmers markets. [Click here](#) to read more!

Last year, PoP
empowered an
average of 130
children each
week.



POWER OF PRODUCE (POP)!

Power Of Produce (PoP) is a nationally recognized kids program, originating from the Oregon City Farmers Market as a way to empower kids to make healthy food choices and introduce them to where their food comes from. Power of Produce seeks to develop the next generation of healthy eaters by empowering them to make healthy food choices!



NEXT STAGE GRANT PROGRAM Provides funding for hardship or projects to improve sustainable farming and business practices.



The Next Stage Grant program is sustained by donations from our generous market community and from CoBank. We are honored to be stewards of this program.





Big River Farms, located in Marine on St. Croix, Minnesota is a certified organic incubator farm and education site, serving serving around 40 beginning farmers per year, primarily farmers who are immigrants, refugees and people of color.



Results

During the 2019 season, one farmer was trained how to use and maintain the tractor for his 6-acre plot.

Tractor used to cultivate farmers' fields, reducing weed pressure

Inspired a pilot program to cultivate all farmers' beds once every two weeks.

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Cold Storage

- Without cold storage, they typically harvest on Thursday and Friday before markets, making up to 400 bouquet and often working late into
- Cold storage is critical to increasing quality and shelf life of these highly perishable products



Results

Now the Thao family can cut flowers throughout the week and store them in buckets in the coolers, which more evenly spreads the workload.

This has led to less waste in the field and has increased profitability for the farm.



Weekly Cooking Demos

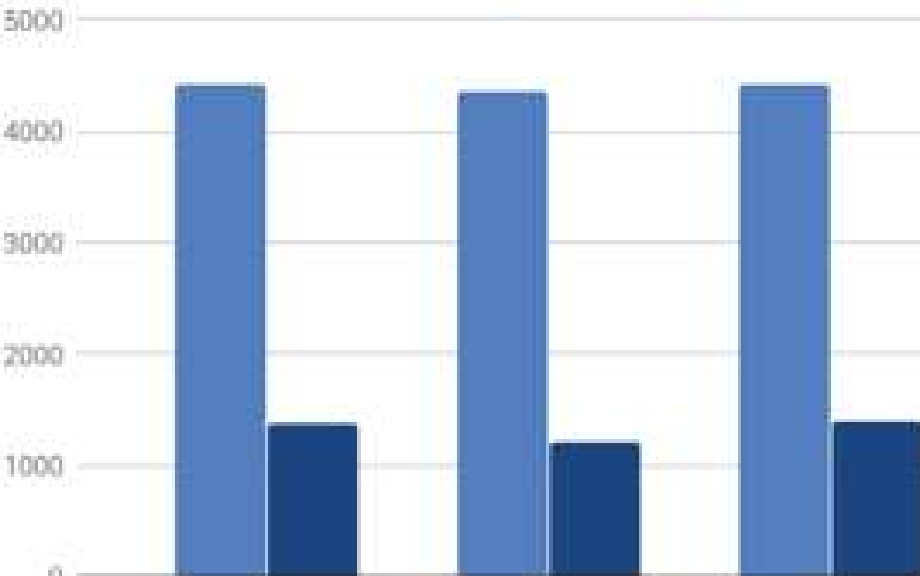


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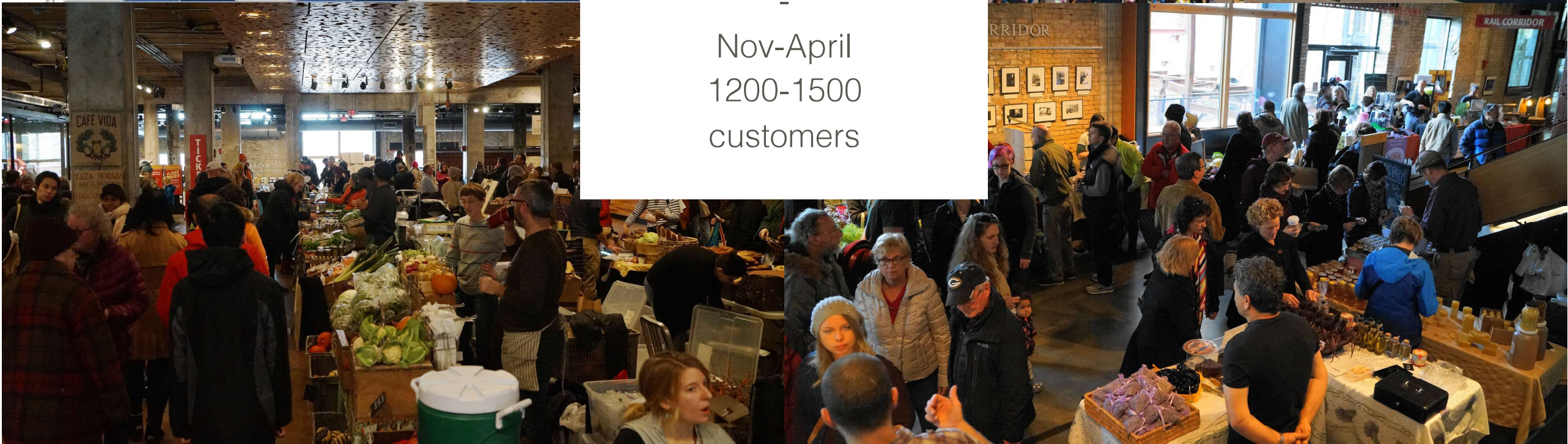
Visitor Counts

Outdoor Indoor



May – Oct
4000-5000
customers

Nov-April
1200-1500
customers



Mill City Farmers Market is a non-profit organization that relies on sponsors to sustain its educational programming for “Healthy Food, Local Farmers.” The support of Sponsors extends beyond the weekly market. In addition to promoting healthy lifestyles through better food choices, their contributions support hard working farmers and entrepreneurs, keeping them in business and creating more jobs.

SPONSORS





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A photograph of a farmers market stall. The stall is filled with various fresh vegetables. In the foreground, there are large piles of red radishes and orange carrots. Behind them, there are bunches of green leafy vegetables, including chard and spinach. To the left, there are white root vegetables, possibly rutabagas or turnips. In the background, a red truck is partially visible.

VISIT



EAST TOWN
BUSINESS
PARTNERSHIP

May 21, 2020
Noon-1:00 pm on Zoom Platform
[VIRTUAL]

**“Kicking Off the 15th Season of
the Mill City Farmer’s Market”**



Brenda Langton
Founder & Development
Director
Mill City Farmer’s Market

