



FACT SHEET 2018

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| Mission | PFM operates world-class farmers markets that contribute to the success of local food growers and producers and create vibrant community gatherings. As a trade association, success for our vendors is our primary objective. Listening and learning from vendors and shoppers produces outstanding farmers markets where vendors prosper and communities thrive. | |
| Vision | Portland Farmers Market is a catalyst for the nation's most prosperous, healthy and sustainable food system. A system where: <ul style="list-style-type: none">• Food producers thrive and expand• All residents have access to farm fresh food• Farmers markets build, nourish and inspire community. <p>Portland Farmers Market - a nonprofit 501(c)6 organization operated by a small staff and numerous volunteers - is playing a central role in creating this food system and in fostering an economically, ecologically and socially sustainable community.</p> | |
| Downtown Markets | <p><i>Portland Farmers Market at Portland State University (Year-Round)</i> South Park Blocks between SW College and SW Montgomery</p> <p><i>Portland Farmers Market at Shemanski Park</i> South Park Blocks between SW Salmon and SW Main</p> <p><i>Portland Farmers Market at the Square</i> SW Broadway between SW Morrison and SW Yamhill</p> | |
| Neighborhood Markets | <p><i>Lents International Farmers Market</i> SE 92nd Ave between Foster & Powell</p> <p><i>Kenton Portland Farmers Market</i> N Denver Avenue & N McClellan Street</p> <p><i>King Portland Farmers Market</i> NE 7th and NE Wygant Street between NE Alberta and NE Prescott</p> | |
| Staff | Trudy Toliver, Executive Director Kelly Merrick, Communications Manager | Amber Holland, Operations Manager Heather Morrill, Community Engagement Manager |
| More Info | portlandfarmersmarket.org facebook.com/portlandfarmersmarket | twitter.com/portlandfarmers instagram.com/portlandfarmers |

2018 SCHEDULE

| MARKET | DATES | HOURS | LOCATION |
|--|---|--|--|
| <i>Portland Farmers Market at PSU</i> | Saturdays Year-Round (closed December 29) | 8:30 a.m. to 2:00 p.m. (April – October) 9:00 a.m. to 2:00 p.m. (Nov – March) | South Park Blocks at Portland State University SW Park between College and Montgomery |
| <i>Portland Farmers Market at the Square</i> | Mondays from June 18 to August 27 | 10:00 a.m. to 2:00 p.m. | Downtown Portland at Pioneer Courthouse Square SW Broadway between Morrison and Yamhill |
| <i>Portland Farmers Market at Shemanski Park</i> | Wednesdays from May 2 to October 31, with special Harvest Market on November 21 (closed July 4) | 10:00 a.m. to 2:00 p.m. | South Park Blocks at Shemanski Park SW Park between Salmon and Main |
| <i>Kenton Portland Farmers Market</i> | Wednesdays from June 6 to September 26 (Closed July 4) | 3:00 p.m. to 7:00 p.m. | North Portland N Denver Ave & N McClellan St |
| <i>King Portland Farmers Market</i> | Sundays from May 6 to November 18 | 10:00 a.m. to 2:00 p.m. | Inner North/Northeast Portland NE 7th at Wygant between Alberta and Prescott |
| <i>Lents International Portland Farmers Market</i> | Sundays from June 3 to November 18 | 9:00 a.m. to 2:00 p.m. | SE 92nd & Reedway between Foster and Harold |

PORTLAND FARMERS MARKET NUMBERS

| | |
|---------|---|
| 6 | vibrant markets |
| 240+ | vendors—including farms, nurseries, bakeries and specialty foods at all seven markets |
| 5-12 | new vendors each year |
| 12 | months in the year you can find at least one market open |
| 24,000 | average number of visitors who shop the markets every week at the height of the summer season |
| 314,045 | matching dollars distributed to SNAP participants through SNAP matching program since 2009 |
| 662,000 | shoppers in 2017 |
| 8 | million dollars of economic impact through sales at Portland Farmers Markets each year |
| 83 | percent of farmers that travel 100 miles or fewer to the market |
| 50 | average distance (in miles) traveled by farmers/vendors to the market |
| 1 | average number of days from farm to shopper |
| 0 | dollars of direct support received annually from the city or any other public agency |
| 14 | full-time, part-time and seasonal staff members |
| 21 | volunteers during the 2017 season |
| 658 | hours of service given by volunteers in 2017 |
| 16 | volunteer board members |
| 8 | supportive sponsors |
| 40+ | small businesses launched through a booth at the market |
| 18 | cooking demonstrations by local chefs in 2017 |

NOTABLE PROGRAMS & EVENTS



FARMERS MARKET FUND

In 2012, Portland Farmers Market formed a new companion nonprofit, *Farmers Market Fund*, a charitable organization dedicated to providing low-income, elderly and under-served populations greater access to nutritious, locally grown food. *Farmers Market Fund* administers *Double Up Food Bucks*, Oregon's first statewide matching program for Supplemental Nutrition Assistance Program (SNAP) recipients.

SNAP benefits are distributed through the Oregon Trail Card, an electronic benefits transfer card similar to a debit card. Portland Farmers Market processes SNAP card transactions at the Information Booth of each of its eight markets, debiting the Oregon Trail Card in exchange for \$1 tokens that shoppers can use at vendor stalls. Double Up Food Bucks increases the buying power of SNAP recipients by providing additional funds to purchase fruits and vegetables at 20 farmers markets across the state, including three Portland Farmers Market locations – Lents International, King, and Kenton.

Farmers Market Fund also leads a collaboration of farmers markets in the Metro area to build funding for food incentive programs across the region, increasing the collective impact matching programs have in our communities.

DOUBLE UP FOOD BUCKS



Double Up Food Bucks makes it easy for low-income Oregonians to eat more fruits and vegetables while supporting family farmers and local economies. It's Oregon's first statewide incentive program designed to be convenient for shoppers with consistent program rules, a uniformed brand and currency, centralized administration, and local implementation. The program provides Supplemental Nutrition Assistance Program (SNAP) recipients with a one dollar-to-one dollar match up to \$10 to purchase fruits and vegetables on each farmers market day. Double Up Food Bucks is offered at more than 20 farmers markets across the state.

Double Up Food Bucks is funded by Kaiser Permanente, Whole Foods Market, Pacific Source, New Seasons Market, Regence, Meyer Memorial Trust, The Rose E. Tucker Charitable Trust, The Autzen Foundation, Umpqua Bank, Newman's Own, Alberta Co-op Grocery, and Randall Charitable Trust.

Participants shared their impressions of the program:

"This has been a huge help with my grocery budget and also my health. I've been eating more fruits and veggies and feeling great."

"This [program] has helped my son connect to veggies that he would not eat if he could not personalize himself with the farmers. It has ... extend[ed] our food stamps further through the month ... It has been a savior for us at a time of need for our family."

"This program is a huge blessing for my family. We are flat broke, so doubling our dollars is HUGE! When I get my job back, I will donate to this program."

"I really appreciate this program. It puts high-quality and organic produce within my financial reach."

"This is amazing ... Helps me help the farmer ... Helps me eat more fresh produce."

NOTABLE PROGRAMS & EVENTS CONTINUED

DURABLE DINING

Durable Dining is Portland Farmers Market's initiative to encourage more reuse and less waste at the markets by having hot food vendors at select markets serve their goods exclusively on reusable dishware.

Portland Farmers Market is committed to reducing the market's ecological footprint wherever possible and inspiring change in our market community of customers and vendors.

The Portland Farmers Market team embraced the opportunity to make the switch from disposable to durable when the City of Portland changed its commercial composting rules to disallow non-food waste. Vendors at the [Portland State University](#) and [King](#) markets have replaced compostable dishware, which often landed in waste bins marked for the landfill, with durable, reusable dishes and silverware. Vendors at the Shemanski Park and Pioneer Courthouse Square markets continue to use disposable service ware.

After enjoying a meal at [Portland State University](#) and [King](#) markets, customers return used dishware to specially marked bins at the dirty dish stations where they can also find compost, recycling and waste receptacles, as well as drinking and hand-washing water. Dishes are sorted throughout the day by market staff and returned to vendors each week for washing, sanitizing and service at the next market.

This switch has reduced landfill output at the flagship PSU market by more than half, from an average of 25 bags of garbage per market to nine. The compost stream is clean and entirely free of nonorganic matter.

While the resources used to clean the dishes do have an environmental footprint, the City of Portland's [Sustainability at Work website](#) shows that the cost benefits of durable dishes triumph over disposables after as few as 17 reuses. In restaurant settings, dishes are typically reused about 2,500 times.

CHEF IN THE MARKET

Saturday PSU Market

10 a.m. on the center stage, each Saturday from June through September

Aromas and expert advice draw crowds to the market for cooking demonstrations conducted by the best chefs and cookbook authors in Portland and beyond. Market-goers can watch these pros turn the market's seasonal produce into simple, delectable dishes. For a full schedule of chefs, visit the [Chef in the Market section of our website](#).

KIDS COOK AT THE MARKET

Sunday King Market

10 a.m. and Noon on the first Saturday of the month from June through September

These classes let junior chefs, ages 7 to 11, cultivate their culinary skills and experience a cornucopia of farm-fresh foods. Kids learn about the seasonality of food, meet local farmers and gain firsthand experience preparing ingredients purchased fresh at the market. Classes are taught by local culinary professionals who are passionate about educating youth, and include a guided market tour, hands-on instruction and recipes to take home so students can share what they learn with family and friends. The classes cost \$10 per child, per class.

FOOD SCOUTS

Lents International Market

Every Sunday

Food Scouts is an innovative partnership between Zenger Farm and Portland Farmers Market that empowers the next generation of eaters by giving them \$2 in market tokens to spend on fresh produce each week. Scouts also participate in weekly interactive activities centered on good food and nutrition, and learn more about their role in shaping their local food system.

GREAT PUMPKIN EVENT

PSU Market October 27, 2018

King Market October 28, 2018

The 19th annual family-friendly harvest celebration features a pumpkin carving contest and costume parade for children.

MARKET MUSIC

We feature a vibrant mix of local and visiting musicians at our PSU, Lents International, King, and Kenton markets.

HISTORY

Portland Farmers Market was established in 1992 by three founders: Craig Mosbaek, Ted Snider and Richard Hagan. The original market—held in a parking lot along the Willamette River at Albers Mill—had 13 vendors on opening day and grew to 22 in its first year. From these humble beginnings, Portland Farmers Market has blossomed into a thriving network of seven weekly markets, including the flagship Saturday market at Portland State University. In 2013, more than 720,000 shoppers purchased farm-fresh produce, baked goods, meats, cheeses, seafood and other specialty foods from more than 200 vendors at these eight markets, generating over \$8 million in sales, with the majority of that revenue going directly to vendors.

CULTIVATING NEW BUSINESSES

In addition to operating markets, Portland Farmers Market also serves as an incubator for emerging businesses. More than 40 vendors who got their start at the market have since opened store fronts or have expanded their distribution channels beyond the market, including the following vendors and market graduates:

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|---------------------------------|------------------------------------|
| Alma Chocolates | Missionary Chocolates |
| Alotto Gelato | New Cascadia Traditional |
| Ancient Heritage Dairy | Petunia's Pies and Pastries |
| Baker & Spice | Picklopolis |
| Black Sheep Bakery | Pine State Biscuits |
| Blossom Vinegars | Pix Patisserie |
| C'est Ci Bon! | Podnabs Pit BBQ (began as LOW BBQ) |
| Choi's Kimchi | Rogue Creamery |
| Chop Butchery (began as Viande) | Ruby Jewel Treats |
| Dave's Killer Bread | Salvador Molly's |
| Divine Pie | Spunky Monkey |
| Dulcet Cuisine | Staccato Gelato |
| Freddy Guys Hazelnuts | Tails & Trotters |
| Fressen | Tastebud |
| Gabriel's Bakery | Thai and True |
| HOTLIPS Soda | Two Tarts Bakery |
| Ken's Artisan Bakery | Unbound Pickling |
| Lauretta Jean's | Verde Cocina |
| Market Gourmet | Via Chicago |
| Marshall's Haute Sauce | Willamette Valley Cheese |

PROFILES OF MARKET LOCATIONS

Saturday PSU Market

The campus of Portland State University on the South Park Blocks provides a picturesque backdrop for Portland Farmers Market's flagship market, which runs year-round. Farmers and artisan food producers fill 140 stall spaces with the bounty of our region. During the season, more than 200 different vendors sell their wares at this market. During the height of the season, 15,000 to 20,000 customers shop at this market each Saturday. Chef demonstrations, market music, and a lineup of food education events make this bustling market a special destination. This market opened in 1992 at Albers Mill and moved to the current PSU location in 1996.

Wednesday Shemanski Park Market

This has been a gem of a market for downtown workers and residents since it opened in 1998. Many shoppers walk from their offices to the centrally located market on the South Park Blocks behind the Arlene Schnitzer Concert Hall, just three blocks from Pioneer Courthouse Square. Tourists are directed to the market by nearby hotel concierges, neighboring school teachers wend through with little locavores, and culinary students and chefs shop for produce for the night's dinner specials. A popular lunch destination, this market features 50 vendor stalls filled with farm-fresh and locally-made food.

Wednesday Kenton Market

This Wednesday evening market located in the heart of the historic Kenton neighborhood in North Portland opened with enthusiastic support from the community in the summer of 2012. The participation of neighboring businesses, the unique location, the street closure, and live musical entertainment all help to create a festive, street-fair atmosphere in the midst of this growing business district. The 20 vendor stalls, proximity to a MAX station and plenty of nearby parking make this market a lively and convenient destination for fresh, local food.

Sunday King Market

This market opened in 2009 to resounding success in the King Neighborhood of Northeast Portland. Established with tremendous support from the Northeast Coalition of Neighborhoods (NECN), the market is located at NE 7th Avenue and Wygant Street, one block south of Alberta Street in the Alberta Arts District. Adjacent to both King Elementary and King School Park, this market has become a family-centric destination for the neighborhood to enjoy breakfast or lunch, listen to local musicians and explore 35 vendor stalls filled with local bounty from our region's farmers, ranchers, fishermen, foragers and food artisans.

Sunday Lents International Market

Portland's only internationally focused market, LIFM provides fresh, affordable, and culturally unique produce to the diverse Lents community in SE Portland and offers farm-direct sales opportunities for immigrant, emerging farmers, and new business owners. The market features a variety of fresh produce from our vendors, including unique varieties from our Hmong, Latino, & Russian farmers. Portland Farmers Market assumed responsibility of the LIFM in 2016 from Zenger Farms.

Monday Pioneer Courthouse Square Market

In partnership with Pioneer Courthouse Square, Portland Farmers Market launched this mid-day market in Portland's living room in 2010. The square sees up to 32,000 people during the day and is a hub for downtown commuters using one of three light rail lines or numerous city buses. Downtown office workers and tourists flock to this market at the Square to enjoy the abundant lunch options and pick up locally grown and produced artisan products from an average of 30 vendors selling everything from berries to flowers to baked goods.

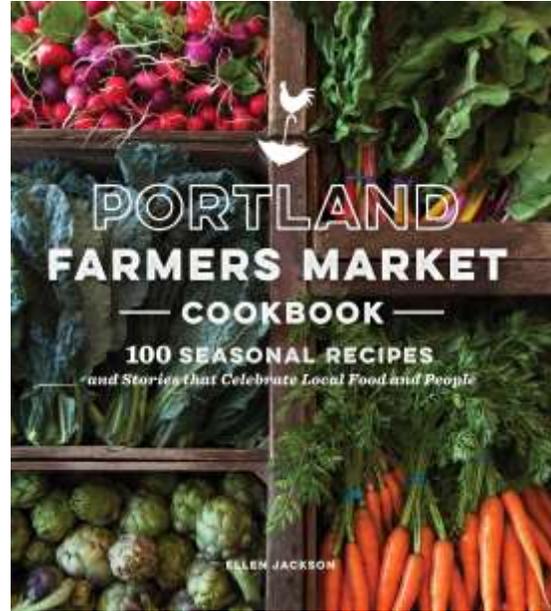
PORTLAND FARMERS MARKET COOKBOOK

The *Portland Farmers Market Cookbook: 100 Seasonal Recipes and Stories that Celebrate Local Food and People* is a collection of Northwest-inspired recipes from local chefs such as Jenn Louis (Lincoln, Sunshine Tavern), Jason French (Ned Ludd) and Scott Dolich (Park Kitchen, Bent Brick).

The cookbook features 100 seasonally inspired recipes for every meal of the day, stories of some producers, shopping and cooking tips, as well as beautiful full-color photographs.

A few recipes from the book include:

- English Pea and White Bean Salad with Spring Herb Chimichurri from Katherine Deumling, owner of Cook With What You Have
- Dry-Brined Roasted Chicken with Orange, Paprika, and Smoked Chili Salt from Ben Jacobsen, owner of Jacobsen Salt Co.
- Sweet Potato–Ginger Cookie Ice Cream Sandwiches from Lisa Herlinger, founder of Ruby Jewel Ice Cream
- Apple Cider–Glazed Hazelnut Doughnuts by Ellen Jackson and Barb Fouke, owner of Freddy Guys Hazelnuts



The Portland Farmers Market Cookbook can be purchased at all Portland Farmers Market locations.