



PORTLAND FARMERS MARKET

SINCE 1992

2024 IMPACT REPORT





Mission

Portland Farmers Market (PFM) operates farmers markets that contribute to the success of local food growers and producers, provide access to farm-fresh food for residents, 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

PFM is a catalyst for the nation's most prosperous, healthy and sustainable food system.

- Food producers thrive and expand.
- All residents have access to farm fresh food.
- Farmers markets build, nourish and inspire community.

Organization Summary

Started in 1992, PFM is a 501(c)6 nonprofit organization operating five farmers markets in Portland, Oregon: PSU, Shemanski Park, King, Kenton, and Lents International Farmers Markets.

The markets provide a direct connection to more than 200 vendors with deep roots in Oregon and Southwest Washington, including farms, nurseries, bakeries, meat and seafood providers, cheese makers and specialty food producers.

PFM is operated by paid staff and governed by an all-volunteer board of directors. We are funded through grants, vendor fees, the generous support of market sponsors, fundraising efforts, shopper donations, and countless hours of volunteer time.

MARKET IMPACT HIGHLIGHTS

5 FARMERS MARKETS



We operate five farmers markets in the Portland Metro Area. Each market is unique in its location, shoppers, vendors, communities, partnerships, and programs.

193 VENDORS



We provide weekly marketplaces for 193 small businesses to sell directly to consumers. This includes 90 farmers, ranchers, fishers & foragers and 103 food producers who source ingredients directly from regional farms.

450,000 SHOPPERS



Our markets provide community members with opportunities to purchase high-quality fresh food directly from local food growers and producers throughout the seasons.

\$10.7 MILLION IN SALES



Every dollar spent at our five farmers market directly supported small farms and food businesses, and stayed in the local economy.

PROGRAM IMPACT HIGHLIGHTS

\$240K IN SNAP MATCHING



We conducted over 12,000 SNAP transactions, matching up to \$20 per market visit. Thanks to Farmers Market Fund, we distributed \$240,000 in Double Up Food Bucks and Produce Match to SNAP participants, doubling their spending power on fresh fruits and vegetables.

\$12K IN MATCHING INCENTIVES



Our partner, SUMA provided \$12,000 in additional funds to SNAP shoppers to spend with vendors at King and Lents International Farmers Markets.

4 MARKET ACCESS TOURS



In partnership with Sisters of the Road, we hosted tours for food-insecure neighbors at Shemanski Park Farmers Market, where we highlighted the SNAP matching program and shared a hot lunch while helping them navigate the market.

9 SPECIAL EVENTS



We provided opportunities for shoppers to learn about seasonal produce and recipes through events at King, Shemanski Park, Kenton and Lents International Farmers Markets. Events included chef demos, produce showcases, and tastings.

COMMUNITY IMPACT HIGHLIGHTS

1,167 KIDS VISITED NUTRITION EDUCATION BOOTHS



In partnership with OSU Extension, weekly nutrition education activities were provided to 1,167 kids at Kenton, King and Lents International Farmers Markets.

\$4,000 FOR YOUTH TO SPEND ON FRESH PRODUCE



Also through our partnership with OSU Extension, kids visiting Lents International Farmers Market received \$3,425 and \$800 at King Farmers Market to spend with the market farmers on fruits and vegetables.

26 COMMUNITY BOOTHS



Market booth space was granted to local non-profits and community groups that provide valuable resources and services to market communities.

4 CULTURAL CELEBRATIONS



We hosted events honoring the Lunar New Year, Lents Cultural Fair, Dia de Los Muertos and Native American Heritage Month, which were led by vendors and community members who wanted to bring their cultural traditions to the markets.

VENDOR SUPPORT HIGHLIGHTS

19 BEGINNING FARM AND FOOD BUSINESSES HOSTED AT INCUBATOR BOOTHS



We hosted new farm and food businesses at PSU and Lents International Farmers Markets through partnerships with Built Oregon's Bridges Program and EMSWCD's Headwaters Incubator Program. These programs engage BIPOC business owners and beginning farmers as short-term vendors in our markets while providing extra support to remove barriers and enhance learning opportunities.

12 VENDOR SUPPORT GRANTS AWARDED



In loving memory of former vendor and PFM board member, we partnered with the Choi family and Choi's Kimchi Co. for the third year of the Matthew Choi Farmers Market Vendor Grant. Through this program, we awarded \$15K in small grants to 12 new local farm and food businesses to assist them in start-up costs for vending at farmers markets.



PORTLAND STATE UNIVERSITY FARMERS MARKET

Saturdays, Year Round

9 am - 2 pm, November through March

8:30 am - 2 pm, April through October

SW College & Montgomery

Downtown Portland

Our world-renowned flagship market in the tree-lined park blocks on the campus of Portland State University welcomes locals, chefs, and international tourists.

2024 Shoppers

400,000 annually

6,700 weekly average with a range of 4,500 to 9,100 depending on season and weather.

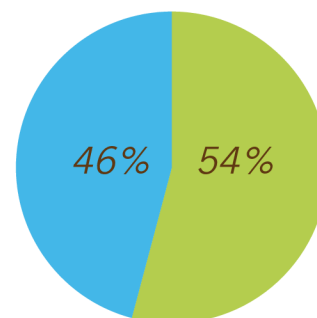
2024 Programs

Double Up Food Bucks, Business Incubator Booths, Cultural Celebrations, Storytime at the Market

2024 Vendors

157 total, 107 weekly average

*Farmers,
Ranchers,
Fishers &
Foragers*
72



*Farm-Direct
Food
Producers*
85



Wednesdays, 10 am - 2 pm
May through October
 Harvest Market
 Last Thursday in November
 SW Park & Main
 Downtown Portland

Established in 1998, this mid-week market is a popular spot for downtown office workers, students, tourists, and chefs for grocery shopping and lunch.

2024 Shoppers

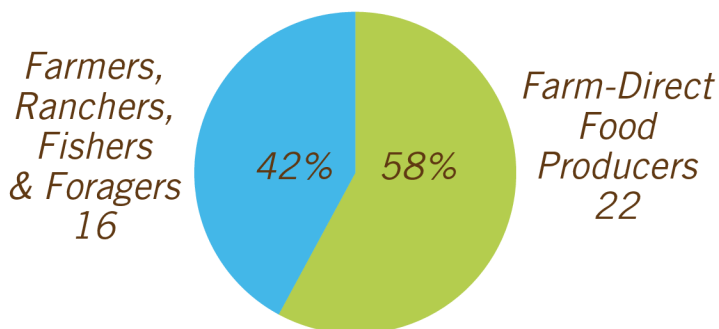
50,000 annually; 2,000 weekly average

2024 Programs

Double Up Food Bucks, Special Events, Market Tours

2024 Vendors

38 total; 26 weekly average



Sundays, 10 am - 2pm
May through November
 NE 7th & Wygant
 Northeast Portland

Adjacent to King Park & Playground, this market has been a family-centric destination for the neighborhood since 2009.

2024 Shoppers

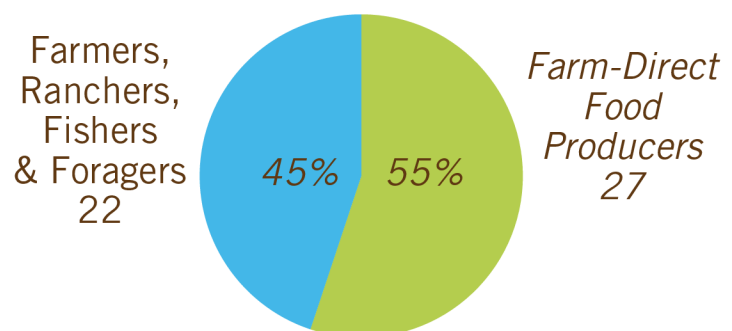
30,000 annually; 1,000 weekly average

2024 Programs

Double Up Food Bucks, SUMA, Kids' Program, Community Group Booth, Live Music, Special Events

2024 Vendors

49 total; 33 weekly average





**KENTON
FARMERS MARKET**

Wednesdays, 3 pm - 7 pm
June through September
N McClellan & Denver
North Portland

Established in 2012, this late afternoon market features farmers and food producers in a festive, street-fair atmosphere in the heart of a historical business district.

2024 Shoppers

11,500 annually; 700 weekly average

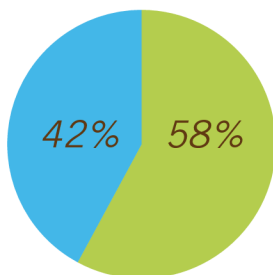
2024 Programs

Double Up Food Bucks, Kids' Program, Live Music, Community Group Booth, Special Events

2024 Vendors

19 total, 14 average per week

Farmers,
Ranchers,
Fishers
& Foragers
8



Farm-Direct
Food
Producers
11



**LENTS
INTERNATIONAL
FARMERS MARKET**

Sundays, 9 am - 2 pm
June through November

Farmers & Makers Market
2nd Saturday in December
SE 92nd & Reedway
Southeast Portland

Opened in 2006 and located at the newly redeveloped Lents Plaza, this unique market offers a diversity of fresh produce and culturally relevant foods from vendors that many identify as immigrants and refugees.

2024 Shoppers

14,500 annually; 600 weekly average

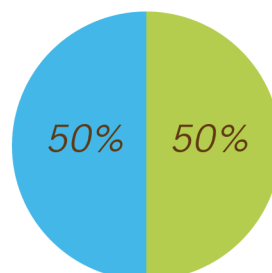
2024 Programs

Double Up Food Bucks, SUMA, Kids' Program, Live Music, Community Group Booth, Special Events, Cultural Celebrations

2024 Vendors

20 total, 10 average per week

Farmers,
Ranchers,
Fishers
& Foragers
10



Farm-Direct
Food
Producers
10



2024 FINANCES

Revenues

Vendor Fees	\$777,543
Merchandise	\$31,991
Contributions & Sponsorships	\$30,385
Grants	\$13,923
Events, Programs & Other	\$53,815

TOTAL \$907,656

Expenses

Market & Vendor Operations	\$120,714
Marketing & Events	\$30,216
Payroll	\$618,290
Other	\$142,040

TOTAL \$911,260



THANK YOU to our supporters and partners!

We could not do it without you.

SPONSORS

Annual: Dave's Killer Bread
Neighborhood: Garden Fever

FISCAL SPONSOR

Farmers Market Fund

PARTNERS

- Built Oregon
- Choi's Kimchi Company
- East Portland Collective
- Farmers Market Fund
- Green Lents
- EMSWCD Headwaters Incubator Program
- Lents Grown Business Association
- Oregon State University Extension Service - Food Hero and Master Gardeners
- Palindrome Communities
- Portland Bureau of Transportation
- Portland Parks & Recreation
- Portland State University
- Sisters of the Road
- SUMA
- Urban Gleaners
- The ZED

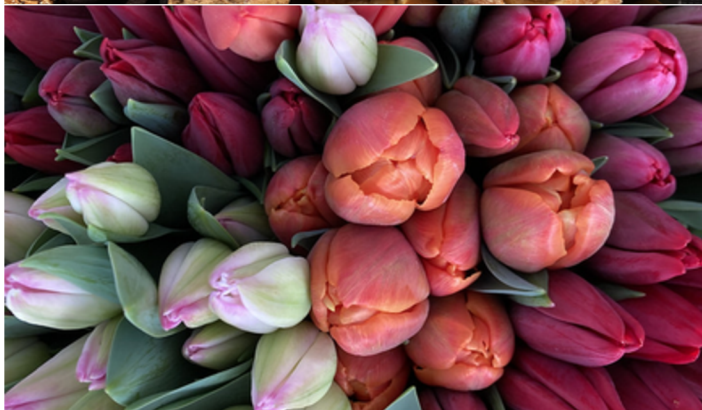
COMMUNITY GROUPS

- 350PDX
- CareOregon
- City of Portland, Bureau of Planning & Sustainability
- Do Good Multnomah
- Explore Washington Park
- Food and Water Watch
- Friends of Trees
- Green Lents
- Interstate Bridge Replacement Program
- Interstate Firehouse Cultural Center
- Irvington NET
- Kenton Neighborhood Association
- Kindness Farm
- League of Women Voters
- NOMA PDX
- Our Just Future
- PNW CSA
- Portland Fruit Tree Project
- Portland Metro, Ombudsperson Auditor Office
- Portland Reading Council
- The Xerces Society
- Zenger Farm

DONORS

- Amanda Rybarczyk
- Anna Goldrich
- April Barrett-Kelly
- Ara Serjoie
- Barb Foulke
- Beth Bown
- Brock Benson
- Carol Sorenson Zaworski
- Chenin Carlton
- Dan Rodgers
- Doug Keyes
- Elanor O'Brien
- Francis Kungu
- Holly Ong
- Katherine Bullock
- Lisa Sedlar
- Lynn Susan Taylor
- Marti Dion
- Matthew Brown
- Melinda G Petersen
- Michael Jonas
- Nancy Chapel
- Nikki Guerrero
- Peter Pappas
- Rich Schwartz
- Robert Lewis
- Ross Plambeck and Joan Baucus
- Ross W Plambeck
- Sabina Urdes
- Sandra Vizina
- Sean Gunn
- Susan McCormick
- Wallace Lai





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