



PORTLAND
FARMERS MARKET

SINCE 1992

2025

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: Portland State University (PSU), Shemanski Park, King, Kenton, and Lents International Farmers Markets.

The markets provide a direct connection to 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



Each of our farmers markets is unique in its location, shoppers, vendors, communities, partnerships, and programs.

210 VENDORS



Our markets welcomed 176 returning vendors and 34 newcomers. Regular participation supported 104 farmers, ranchers, fishers, and foragers, as well as 106 food producers, enabling them to sell directly to consumers and grow their customer bases.

513,204 SHOPPER VISITS



Averaging 13,000 visitors each week during the season, our five markets attract local shoppers and people from around the world who come to buy fresh food directly from regional growers and producers, and enjoy the vibrant community atmosphere.

\$12.2 MILLION IN VENDOR SALES



Every dollar spent at our markets directly supports small farms and food businesses, keeping money circulating within the local economy.

PROGRAM IMPACT HIGHLIGHTS

**\$256,459
IN SNAP MATCHING**



Through 12,649 SNAP transactions in which we matched up to \$20 each, we distributed \$256,459 in SNAP matching funds via Double Up Food Bucks and Produce Match, through support from Farmers Market Fund.

**\$23,552 IN OTHER
MATCHING INCENTIVES**



Our partner, SUMA, provided additional funds to shoppers participating in the SNAP program to spend with vendors at King and Lents International Farmers Markets.

26 VOLUNTEERS



We appreciate our dedicated volunteers, who collectively worked an impressive total of 911 hours with us in 2025. They invested 562 hours at our markets and 349 hours in our main office counting market currencies.

**14 SPECIAL EVENTS
AT MARKETS**



A variety of events offered cultural activities and opportunities to learn about seasonal local food at PSU, King, Kenton, and Lents International Farmers Markets. These events included community-led cultural celebrations, chef demonstrations, produce showcases, and more.

COMMUNITY IMPACT HIGHLIGHTS

**3,437 VISITS TO MARKET
NUTRITION EDUCATION BOOTHS**



In partnership with OSU's Food Hero program, weekly nutrition education activities were offered to children of all ages at Kenton, King, and Lents International Farmers Markets.

**29 COMMUNITY GROUPS
AT OUR MARKETS**



Market booth space was provided to local non-profits and community organizations that provide valuable resources and services to surrounding neighborhoods.

**20 OUTREACH
& EDUCATION EVENTS**



We connected with 300 community members at health clinics, affordable housing complexes, emergency food pantries, and elementary schools to share about our markets and the programs and resources they offer. Additionally, we held information sessions at two farm business incubator programs, where 34 farmers learned more about selling at farmers markets.

**\$6,676 DISTRIBUTED
TO SPEND WITH MARKET
VENDORS**



We allocated \$5,236 to kids through our weekly nutrition education activities at Lents and \$1,440 to members of low-income communities during outreach events and special market tours.

VENDOR SUPPORT HIGHLIGHTS

25 NEW FARM & FOOD BUSINESSES HOSTED AT INCUBATOR BOOTHS



We hosted beginning farm and food businesses at PSU and Lents International Farmers Markets through partnerships with Headwaters Incubator Program, Built Oregon's Retail Performance Accelerator Program, and Outgrowing Hunger Farm Accelerator Program. These programs enable their participants to serve as short-term vendors in our markets while providing additional support to remove barriers and enhance learning opportunities.

13 VENDOR SUPPORT GRANTS AWARDED



In loving memory of a former board member, we partnered with the Choi family and Choi's Kimchi Co. for the fourth year of the Matthew Choi Farmers Market Vendor Grant. We awarded \$15,000 in small grants to 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
8:30 am - 2 pm, April through October
9 am - 2 pm, November through March
 Closed Last Saturday in December
SW Park & Montgomery
Downtown Portland

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

2025 Shoppers

360,000 annually;
 6,800 weekly average with a range of 5,000 to 9,200 depending on season and weather.

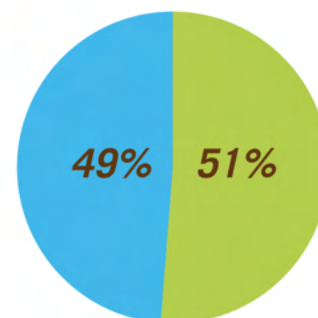
2025 Programs

Double Up Food Bucks, Small Farm & Food Business Incubator Booths, Special Events, Cultural Celebrations, Storytime at the Market

2025 Vendors

160 total, 107 weekly average

Farmers, Ranchers, Fishers & Foragers
 78



Farm-Direct Food Producers
 82



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

**SHEMANSKI
 PARK
 FARMERS MARKET**

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

2025 Shoppers

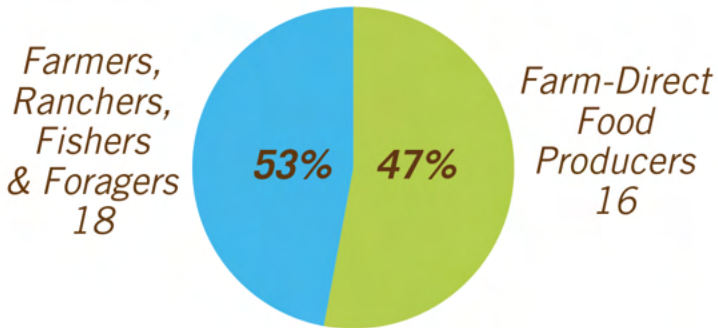
55,200 annually; 2,000 weekly average

2025 Programs

Double Up Food Bucks, Special Events, Market Tours

2025 Vendors

34 total; 24 weekly average



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

**KING
 FARMERS MARKET**

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

2025 Shoppers

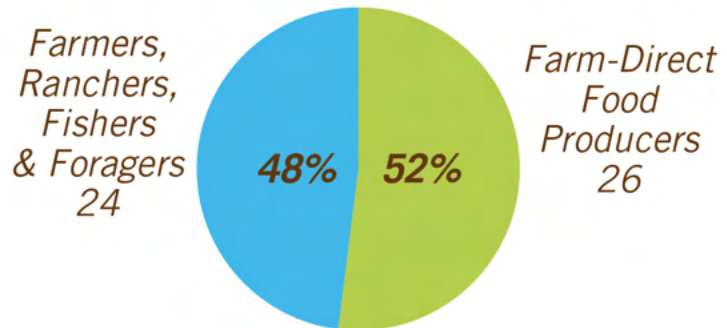
67,300 annually; 2,300 weekly average

2025 Programs

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

2025 Vendors

50 total; 34 weekly average





KENTON FARMERS MARKET

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

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

2025 Shoppers

18,500 annually; 1,100 weekly average

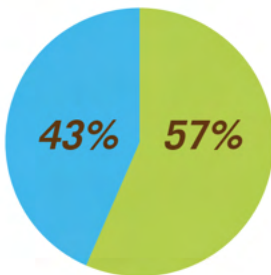
2025 Programs

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

2025 Vendors

23 total, 14 average per week

*Farmers,
 Ranchers,
 Fishers
 & Foragers*
 10



*Farm-Direct
 Food
 Producers*
 11



LENTS INTERNATIONAL FARMERS MARKET

Sundays, 9 am - 2 pm
June through November
SE 92nd & Reedway
Southeast Portland

Opened in 2006, this unique market offers a diversity of fresh produce and culturally relevant foods from vendors that many identify as immigrants and refugees.

2025 Shoppers

14,100 annually; 500 weekly average

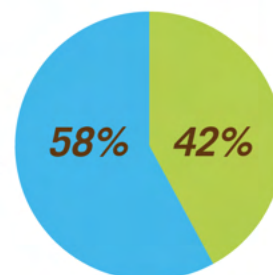
2025 Programs

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

2025 Vendors

19 total, 14 average per week

*Farmers,
 Ranchers,
 Fishers
 & Foragers*
 11



*Farm-Direct
 Food
 Producers*
 8



2025 FINANCES

Revenues

Vendor Fees	\$844,370
Merchandise	\$37,078
Contributions & Sponsorships	\$30,545
Grants	\$312,940
Events, Programs & Other	\$107,908

TOTAL \$1,332,841

Expenses

Market & Vendor Operations	\$129,793
Marketing, Events & Programs	\$325,305
Payroll	\$680,460
Other	\$136,337

TOTAL \$1,271,895



THANK YOU to our supporters and partners!

SEASON SPONSOR

Dave's Killer Bread

NEIGHBORHOOD MARKET SPONSORS

- Garden Fever
- Leach Botanical Garden
- Columbia Bank

PARTNERS

- Built Oregon
- Choi's Kimchi Company
- East Portland Collective
- EMSWCD Headwaters Incubator Program
- OSU Extension Service - Food Hero
- Outgrowing Hunger
- Palindrome Communities
- Portland Bureau of Transportation
- Portland5
- Portland Parks & Recreation
- Portland State University (PSU)
- SUMA
- Urban Gleaners
- The ZED / Zoiglhaus

DONORS

- Acorn Marketing
- Advance Automotive
- Aija G Kanbergs
- Anna Goldrich
- Barbara Foulke
- Barbara Traver
- Beth M Bown
- Bruce Morrison
- Carl Lewis
- Charlotte Ann Navarre
- Chelsea Ellavsky
- Cheryl J. McDowell
- Cindy Evans
- Corinne Purtell
- Courtney Giordano
- Dan Rodgers
- Dianna & Kevin Smiley
- Douglas MacDougal
- Elanor O'Brien
- Holly Ong
- Kathleen Birch
- Kimber Ritz
- Kyenne Williams
- Leonard Cogan
- Liesl B Sieger
- Lynn Taylor
- Matthew Brown
- Megan Baird
- Michael Jonas
- Mike McCurdy
- Mio Asaka
- Nancy Chapel
- Nikki Guerrero
- Rich Schwartz
- Robyn Galbos
- Sean Gunn
- Susan McCormick
- Susan Sater
- Wallace Lai

GRANT FUNDERS

- Farmers Market Fund
- Matthew Choi Memorial Fund
- New Seasons Market
- Oregon Farmers Market Association
- US Department of Agriculture

501(c)3 SISTER ORGANIZATION & FISCAL SPONSOR

Farmers Market Fund

COMMUNITY GROUPS

- Food & Water Watch
- Friends of Noise
- Friends of the Multnomah County Library
- Friends of Trees
- Green Lents
- Interstate Bridge Replacement Program
- Multnomah Library - Kenton Branch
- Kenton Neighborhood Association
- KSMoCA
- OSU Extension Services - Master Gardeners
- Multnomah County Auditor's Office
- North Portland Soccer League
- Open Space Dance
- Oregon Contemporary
- Oregon Food Bank, DUFEB promotion
- Pacific NW CSA Coalition
- Paid Leave Oregon
- PBOT Bike
- Portland City Elections Division
- Portland Fruit Tree Project
- Portland Neighborhood Emergency Teams - King
- PSU Berry Seed Bank & Plant Conservation Program
- Ronald McDonald House: Portland East
- Safe Indoor Air For Oregon Schools
- Street Roots
- Sustainability at PSU
- The Shadow Project
- The Xerces Society for Invertebrate Conservation
- University of Portland's Student Led Unity Garden





PORTLAND FARMERS MARKET

240 N Broadway, Suite 129
Portland, Oregon 97227
(503) 240-0032



portlandfarmersmarket.org



@portlandfarmers
@lentsfarmersmarket



contact@portlandfarmersmarket.org