



15 years
and counting!

Our Mission...

...is to support local farmers and artisans for the benefit of our community.



Sustained Growth

2025 - 2030

- Tuesday Market @Greenvale
- Farm Scholarship
- Fully fund Farm to Families

2020 - 2025

- Built back after the pandemic
- RMF added food access programs
- Bread People opened

2015 - 2020

- Farmers, more food vendors and crafters joined RMF
- Continued growth
- Little Joy opened
- Pandemic hit

2010 - 2015

- RMF began as an art market.
- Grew and moved to Bridge Square
- Food vendors joined
- Martha's opened in Dundas

Looking Ahead



- 1 Growth and Expansion
- 2 RMF Food Access
- 3 Farm to Families
- 4 Opportunities
- 5 Challenges
- 6 Highlights

Growth and Expansion

“What you do makes a difference, and you have to decide what kind of difference you want to make.” —Jane Goodall

Sustainability

Partnering with Northfield Curbside Compost to encourage vendors to use compostable packaging and offer compost receptacles at RMF.

Greenvale Market

Adding a 4th Tuesday market by Greenvale to connect with that side of town and provide better food accessibility.

Winter Markets

Partnered with the Northfield School District to offer a fantastic winter market at the Middle School.

Farmer Scholarship

Bringing more vendors to the market and teaching them about market programs through the new RMF scholarship program.

Growing the markets

Aim to have more vendors, more often this year in order to draw more customers and make Saturday mornings busier than ever!

Strengthening Our Staff

RMF has expanded the roles and responsibilities of its employees and seen dividends in greater marketing capacity, more funding sources, better community building and increased vendor satisfaction!

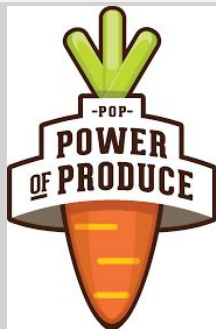


Betsy Wentz
Market Manager

Derek Meyers
Market Director

Having both employees allows for great collaboration, time off when needed and sharing of responsibilities.

Food Access



Power of Produce Club

We aim to expand and bolster POP through better marketing and increasing the value of POP tokens so children and families can buy more produce.



Farmers Market Nutrition Program

We'll bring more awareness to this underutilized program for low-income seniors and mother's with infants and children.



SNAP and Market Bucks

Expanded the program last year and will do so again this year while also offering more education at the RMF for potential participants.

Food Access: Outreach

For 2025, because we're seeing so many reductions in programs that address food insecurity ([federally](#) and [locally](#)), RMF is highly focused on doing more outreach to educate people about the programs available at the market. Reducing hunger in our community is good for families and children, society, the economy, and our local farmers!



Farm to Families

- ❖ Last year, RMF's work with the Community Action Center to provide fresh produce to their food shelves under the Local Food Purchasing Assistance (LFPA) program was highly impactful for farmers, food shelf customers, the market and the environment.
- ❖ Over 5,000 lbs of fresh produce went to the CAC and small, local farmers made approximately an additional \$15,000.
- ❖ The program has been cut by the federal government, but we want to keep something similar going, which we're calling "Farm to Families."
- ❖ Under current contracts, federal funding will disappear in mid to late August.

Farm to Families

- ❖ We've begun fundraising to make up the shortfall for September and October (peak harvest season) and will hold an in-person fundraising event in July.
- ❖ We believe we need to raise \$10,000 in 2025.
- ❖ For future years, RMF will need about \$25,000 each season to keep the program going and we are asking for the EDA's help.
- ❖ Farm to Families feeds the hungry (stable nutrition has been shown to improve educational and economic outcomes), reduces food waste, supports small local farmers, and strengthens our market and the local economy all at once.

Opportunities



Bridge Square

- Using more of the space
- Building a more useful space



Vendor Growth

- # of vendors continues to increase year over year
- Vendors keep developing new strengths and skills



Partnerships

- CAC
- SOR
- Arts Guild
- School District
- LEDC
- Local Businesses



Stability

- In our satellite spaces
- In our programming
- In our mission and personnel

Challenges



Funding

- Reductions and uncertainty
- More pressure on local funding sources and the community



Location

- If/When Bridge Square is under construction RMF will need some strategies to maintain momentum



Staying Focused

- Staying true to our mission & goals
- Excellence in what we do before taking on new projects



Funding for Artisans

- Artist funding is more difficult to come by
- Need all types of vendors to keep RMF vibrant

Thank you...



...for helping us reach our goals!

