FARMERS MARKETS OF MINNEAPOLIS: DEVELOPMENT OF A COLLABORATIVE MODEL

Tamara Downs Schwei
Place-Based Food Systems Conference– August 10, 2018
MINNEAPOLIS
SNAPSHOT

- Minneapolis population ~400,000
- Hennepin County, Twin Cities Metro Area, Minnesota
- City of Lakes, on the Mississippi River

- 3+ incubator kitchens
- 29 farmers markets & mini markets
- 2 mobile grocery stores
- 7 food retail co-op locations (Highest # in U.S.!)  
- 95 backyard beekeepers
- 141 food trucks
- >300 chicken coops
- 295 community gardens
- ~60 on City-owned lots
HOW IT CAME ABOUT

- More than 100 years of farmers markets
- 20-40 farmers markets without coordination; today 29 markets with 800+ vendors
- Homegrown Minneapolis
- Happy Hours
- Intl. Public Markets Conference; delegation and report back
- Farmers Market Coalition project
- Leadership team
- Community-City-University partnership
- Strategic Plan
- Funding: in-kind and grants
METRICS PROJECT

- Vendor survey
- Customer dot surveys
- Visitor counts
- Manager survey
- Vendor lists
- Other data
Plan Development with General Mills Foundation
Logo, Website, Facebook page
Social Media, Radio and Transit Ads supported by City funds
8000+ Reusable Bags
Pollinator Week Seed Distribution
FOOD ACCESS & HEALTH PROGRAMS

- Power of Produce (POP)
- Market Bucks & SNAP-EBT
- Healthy Savings
- Vegetable Prescription
- Minneapolis Employee Wellness Walks
- Farmers Market Nutrition Program
TRAINING SUPPORT

- Food finance,
- Food safety
- Cottage food vendor training and certification
- FMNP vendor certification
- Deployment of targeted technical assistance for food access program implementation
# Scope of Minneapolis Metrics Participation

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>#markets</td>
<td>11</td>
<td>24</td>
</tr>
<tr>
<td>#vendors in vendor lists</td>
<td>587</td>
<td>798</td>
</tr>
<tr>
<td>#vendors completing survey</td>
<td>183</td>
<td>139</td>
</tr>
<tr>
<td>#dot survey participants</td>
<td>2,602</td>
<td>3,675</td>
</tr>
</tbody>
</table>
## SELECTED HIGHLIGHTS

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>%farmers</td>
<td>41%</td>
<td>38%</td>
</tr>
<tr>
<td>Median years of farming experience</td>
<td>12</td>
<td>18</td>
</tr>
<tr>
<td>Median acres operated</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Estimated total acres operated</td>
<td>10K</td>
<td>10K</td>
</tr>
<tr>
<td>by farmers at Farmers Markets of MPLS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
$12M Vendor Sales 2016

REDEEMED $150K for SNAP-EBT and $10 Market Bucks matches

5000 Jobs Supported

50 Varieties of Fruits & Vegetables 2017

10K Agricultural Acres

were owned, leased or managed by Farmers Markets of MPLS vendors
USING THE METRICS: MAKING THE CASE

- Market level
- City level
- Regional level
- State level
- Bridging communities

- Vendor needs & opportunities
- Customer needs & opportunities
- Market needs & opportunities
- Market system needs & opportunities
1.2M VISITORS

45% OF MARKET CUSTOMERS WALKED, BIKED OR TOOK PUBLIC TRANSIT

KEYS TO SUCCESS

- Relationship maintenance, visits to markets and coffee chats with market staff
- Informal happy hours for social network and relationship building among market community
- Providing acute and higher support to markets where needed for training or operations
- Support from City, University, local and national funders (USDA, United Way, MN SHIP, General Mills, Funders Network and in-kind support from others)
- Shared vision, shared sense of benefit from collaboration and project activities, 100% commitment from leadership team
Long-term governance structure
Long term operational structure and funding for metrics and marketing
Funding for Power of Produce (and/or other health programs) at all interested markets
Fundraising and development of Citywide market management and vendor portal for any interested markets
Fundraising for shared office space
Seeking additional staffing support
Continue structured collaborative meetings and activities and informal gatherings
THANK YOU! QUESTIONS?
WWW.FARMERSMARKETSOFMPLS.ORG