

2015 Annual Report



Connecting farmers, food and friends

Greensboro Farmers Market, Inc.

- Formed by Customers, Vendors, & Community
- Nonprofit to serve community and relieve city of operating responsibility
- Organization
 - Board: Community Leaders & Vendor Representatives
 - Customer Advisory Council
 - Vendor Advisory Council
- Executive Director Lee Mortensen



GFM's Responsibility

To manage the Market as a city program offering locally grown, produced, and baked goods with at least 75% rented to farmers.

5 KEY GOALS DEFINED IN CITY CONTRACT:

- Diversify and increase customer base
- Further expand product selection
- Educate the public on local food availability & preparation
- Provide opportunities and business capacity building for producers
- Increase other uses of the building



Diversify and Increase Customer Base

- Customer traffic increased 22% attributed to new marketing strategies and public relation efforts



Instagram



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- Organizes new events to attract diverse audiences



 **Greensboro Farmers Curb Market** shared their event. November 9, 2015 · 🌸

We hope you'll shop with us on Wednesday 8-1...especially if you have the day off for Veterans Day! Vendors will bring a wonderful selection off fresh produce to fruit pies! we'll also be holding interviews for the "sharing the stories" history project, and honoring veterans too!



- Obtained local grants for double SNAP match and new Kids First Saturday program to support food insecure populations



Further Diversify Product Selection

- Recruited New Vendors
- Identified category trends and new products
- Encouraged new and value added products



New Daily Vendors in 2015

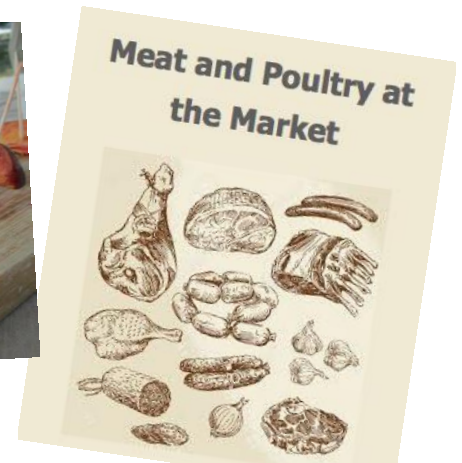


● Welcomed 24 New Daily Vendors in 2015

- Cookie Gurlie
 - Max N Friends
 - Nailah's Shea
 - Feeberts Bakery – Gluten Free
 - Mighty Tendril Farm
 - Piedmont International Bakery
 - That Peanut Guy
 - Spirit Paper Crafter
 - Sweet Morning Farms
 - Two Happy Potters
 - Urban Garden Farm
 - Whimsical Whimsey
 - Kiley's Krunch
 - Amara Nata Jewelry
 - Huckleberry Creek
 - Kennedy Kreations
 - Mama's Secret, Inc.
 - Piemonte
 - Pulley's Sauce
 - Rebecca's Captivations
 - Six Gunn Farms
 - Small Potatoes
 - Timber & Sprout
 - Alba Landscapes
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Educate the Public on Local Food Availability & Preparation

- Monthly events featuring seasonal produce and products
- Free samplings and chef demonstrations
- E-newsletter highlights vendors and fresh items at the Market



Meet Your Vendor: Yonno Press



Educational Opportunitites



Tea Garden Classes



Planting and Harvesting Your Own Tea Garden
 Sat March 12- 9am-11am at Greensboro Farmers Market



Provide Opportunities and Business capacity building for producers



Go green plant sale
Arts, crafts, & pottery shows

Increase other uses of the market building



- Partnered with Triad Local First/Ethnosh
- Hosted community meetings, story time and workshops
- Partnerships with local food advocates/Market tours

GFM performs routine farm and table inspections to ensure Market integrity



Commitment to a Thriving Community Farmers Market

Our Mission

GFM will provide Greater Greensboro with opportunities to purchase and learn about local foods and crafts while interacting with producers and each other in a friendly and diverse social setting.

In so doing, GFM will encourage and support growth of local foods and artisan goods businesses to improve Greater Greensboro's economy, support better health through healthy eating and build social and community connections.



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