

ANNUAL REPORT 2021

A YEAR OF COMMUNITY
RESILIENCE & LEARNING

FARMERS MARKET



PROGRAM DESCRIPTION

Farmers Market

Adelante Mujeres operates the Forest Grove and Cornelius Farmers Markets to strengthen our local food system, build economic vitality, and promote our vision for a diverse and representative community identity.

Just as most Farmers Markets, we are a driving force for economic stimulus, environmental sustainability, and access to fresh produce, but our markets are unique in that they also serve to empower local Latinx business owners through an incubator model and business training.



History

Adelante Mujeres took over the operation of the Forest Grove Farmers Market (FGFM) in 2005, and the Cornelius Farmers Market (CFM) in 2019.

In July of 2005, with only a handful of vendors (4-5), the FGFM began in the Safeway parking lot in Forest Grove, OR. Now, in 2021, it hosts more than 65 vendors and more than 3,000 weekly visitors at its location in the heart of downtown Forest Grove on Main Street in front of Adelante Mujeres' newly renovated building.

In 2019, the City of Cornelius approached Adelante Mujeres with a proposal to operate a Farmers Market in Cornelius, a neighboring rural city to Forest Grove. After consulting with the community on their preferences, we began the CFM during the COVID-19 pandemic in the Summer of 2020 at the Cornelius Public Library.

Financial

The Farmers Market is an organizational priority. Supported by government grants, private foundations, corporations, as well as individuals. Below is our current revenue and expenses for the program.

FY22 Goals

\$157k

\$225k

FARMERS MARKET SUSTAINABILITY

Farmers Markets are essential to the local economy and sustainable growth in our community.

Farmers who choose to use sustainable, regenerative, practices face a challenging economic climate dominated by large, corporate farms. Many find they cannot compete with the massive volume, low market prices, and government subsidies enjoyed by large operations. Farmers markets offer small and mid-sized farmers a low-barrier entry point to develop and establish a thriving business free from the overhead necessary to sell in large retail outlets. But just as important, farmers markets create a space where the focus of food is on quality and farming practices rather than price alone.

Did you know only \$0.15 on the dollar goes to farmers when you buy food at a grocery store? Support your local farmers by shopping at the market, where they keep 100% of those dollars! (Oregon Farmers Market Association)

Keeping Farmers Markets sustainable is essential for the growth of a local community and its access to healthy produce. Adelante Mujeres is proud to have successfully maintained its Forest Grove Farmers Market for over 15 years and launched its Cornelius Farmers Market. This market is not volunteer-run, but by community-driven individuals that are advocating for racial justice through food and climate justice.



KEY ACTIVITIES 2021

78

Total vendors sold in the 2021 Farmers Market season. A total of 60 sold in the FGFM and 18 sold in the CFM.

3,350

On average, total community members visited the Farmers Markets (both the FGFM and CFM combined).

9

Latinx small farm business owners had access to market opportunities. Particularly, the Forest Grove Farmers Market and the Cornelius Farmers Market.



ACCOMPLISHMENT 1



Percentage of vendors from both markets that identify as a Person of Color.



ACCOMPLISHMENT 2

Number of families that redeemed their Supplemental Nutrition Assistance Program (SNAP), Women, Infants, and Children (WIC), or their Senior Farm Direct Nutrition Program (FDNP) vouchers at the farmers' markets.

ACCOMPLISHMENT 3



During 2021, over \$52,000 of the COVID-19 Fresh Food Vouchers were distributed to families. These vouchers were redeemable at the farmers markets.



LOCALLY-OWNED, COMMUNITY-DRIVEN



Farmers Markets are essential to the local economy and sustainable growth in our community. Adelante's Farmers Markets community impact are shown below.

- Enhance the livelihoods of Local Farmers: Provide access to market and training for inspiring and beginning Latinx farmers.
- Economic Vitality: Help sustain/create jobs and boosts economic activity for local business owners. This will provide an economic multiplier effect.
- Increase access to affordable, fresh, and nutritious foods: Accept purchases with Supplemental Nutrition Assistance Program (SNAP), Women, Infant, Children (WIC), and the Senior Farm Direct Nutrition Program (FDNP) benefits. Provide matching dollars for SNAP, WIC, and FDNP purchases to incentivize purchases of fresh fruits and vegetables. Offer vouchers to some of our program participants to purchase fresh fruits and vegetables at the Markets.
- Support healthy communities: Provide a safe and vibrant place where farmers and neighbors from diverse backgrounds come together to buy and learn about nutritious foods. They also support an increase in the consumption of fruits and vegetables.
- Promote Sustainability: Provide an avenue for farmers and local business owners who will sell sustainable produce. This incubator model for sustainable food and products helps protect the natural environment, public health, human communities, and animal welfare.
- Promote Diversity, Equity, and Inclusion: In all the Market does, from hiring practices to community outreach efforts, to delivering programs, we are culturally responsive, inclusive, and equitable.

LATINX FARMER VENDORS

We were successful in recruiting 23 total vendors to sell at the Cornelius Farmers Market (CFM). Of the 23 vendors, 13 identify as Latinx, reflecting the demographics of the Cornelius community. At the CFM we hosted 4 farm businesses, three of which are graduates of the Adelante Mujeres Regenerative Agriculture Certificate program and identify as Latinx.

Mata Family Farms is a Latinx woman-owned business that focuses on fruit and vegetables. This year Mata farms had their first experience of selling out at the Cornelius Farms Market. Through our strategic vendor selection, the CFM created a platform where Mata Farms would become a top seller, this is compared to other markets that host larger farm businesses with more experience that would normally outcompete businesses like Mata Farms. The whole family was seen celebrating as they cleaned their booth and prepared to close the day.



Reyes Family Produce is a Latinx woman-owned business that successfully sold at the CFM focusing on mixed vegetables, herbs, and strawberries. This business quickly became one of the most popular booths at CFM, making Reyes Family Produce the top selling farmer this season.

Real Fresh Mex sold produce and value-added prepared foods for the first time ever. This was a completely new business. Real Fresh Mex demonstrated to have a creative edge in their ability to sell produce and value-added prepared food that were culturally relevant and focused on healthy eating. They are most excited about returning to the CFM this year.



THE FUTURE

**"We will rebuild,
reconcile, and
recover"
-Amanda Gorman**

The only way to bring about lasting, adaptive, and meaningful change to food insecure communities and thus health disparities is to involve those most impacted by ethnicity, gender, and class-related inequities: food systems are localized by building knowledge and skills. The Farmers Market team alongside the Regenerative Program is doing this: building new and beginning Latinx business owners, and more importantly-changing the existing agriculture paradigm.

As our planet continues to be ravaged by the climate crisis, there remains hope through regenerative agriculture methods. Each market season, the Farmers Market team is sharing local produce and products to a growing immigrant community and changing the way we grow and eat our food.

We do not know the extent of the impact the pandemic has had or will have on our BIPOC community, or our Latinx farmers and growers, who cultivate the land. Our communities are no stranger to rebuilding, but with the lesson learned from our past generations, the community will be rebuilt with community-based solutions at the forefront. Adelante will continue to exist through its core focus on education, microenterprise, and leadership. Our organization is part of the infrastructure to rebuild our community at the local, state, and national levels. We ask you to join us in uplifting the voices of those most impacted by racial injustice to become our current and future leaders.

GRACIAS GRACIAS GRACIAS

This past year has been a challenge for all of us, and particularly for our Black, Indigenous and People of Color (BIPOC) communities. We have been tested mentally, emotionally, and physically by the disproportionate impact of COVID-19 to our BIPOC communities. To have partners that invest directly to BIPOC communities is critical for the long-term sustainability of community-based organizations.

As community-based organizations have taken bold steps to advocate for racial equity, it is needed for funders to make bold, courageous action as well. We are incredibly grateful for the partnership with our funders who have supported us in this past year and more importantly, advocated for a more just society.

