Our annual budget covers operational expenses and costs associated with activities and educational outreach events presented by the market. We receive a portion of funding from vendor fees with the remainder of financial support coming from DONATIONS AND SPONSORSHIPS. We would like to recognize and thank those who contribute to our mission.

INDIVIDUAL DONORS

Elizabeth Bromley
Tato Caraveo
Nancy & Lo Cavazos
Erin Carey
Chad & Anthony Chase
Barbara Diggins
Erica Glaze
Patricia & Mike Hashimoto
Ann Hines
Brian Hines & Thom Barbour
Jenny Ho & Charles Matlin
Michele Jeffery
Rachel & Brandon Lebovitz
James Martinez
Terry Martin
Sara Mclean
Pamela Millendercrump
Anthony Pilny
Flo Ramirez
S & M Consulting
Tammy Sanchez
Mandy & Jeffery Sherman
Rebecca & Matthew Stib
Mary Whitney
Wheaton
John Wike

COMMUNITY PARTNERS

We are extremely grateful to our many collaborators who have helped further CFC’s mission through a variety of partnerships and educational programming throughout the year. We look forward to continuing these vital relationships into the future of the Downtown Phoenix Farmers Market.

Arizona Department of Agriculture
Arizona Master Gardeners
Blue Cross Blue Shield
Boys Team Charity
Downtown Phoenix Inc.
Edible Phoenix
Evans Churchill Neighborhood Assoc.
Grid Bikes
Hands On Greater Phoenix
Instituto De Folklor Mexicano
International Rescue Committee (IRC)
Keep Phoenix Beautiful
Local First Arizona
MPG School of Irish Dance
Native Seeds/SEARCH
Phoenix Police Department
Phoenix Spokes People
Pinnacle Prevention
Recycled City
Roosevelt Row
Vitalant Arizona
Virginia G. Piper Center for Creative Writing-ASU

SPONSORS

$10,000 +

L. D. SCHNEIDER & ASSOCIATES

$5,000 +

LOUTOS CONSULTING

$1,000 +

BooKman’s Entertainment Exchange
Get Your PHX
North Kenilworth Veterinary Care
Resort Stay International
SanTan Brewery
SanTan Distilling

$500 +

Blue Sky Airport Parking
The Breadfruit & Rum Bar
Dig It Gardens
Downtown Phoenix Inc.
FOUND RE
Phoenix Hotel
Local First Arizona
Green Bins
PHX Beer Co.
Rott n’ Grape
Urban Eye Care

$100 +

Price Kong

BECOME A MARKET SUPPORTER

To become a market supporter, please visit us online at DOWNTOWNPHOENIXFARMERSMARKET.ORG and click on GET INVOLVED. The generosity of community members, local businesses, and loyal locals allows us to fund programs and services. Individual donors have the opportunity to make one-time or recurring payments. All donations are tax deductible.
was all about growth! Community Food Connections grew its capacity welcoming an additional full-time staff member, Amanda Wilson, as market manager. The achievements our team accomplished in 2019 surpassed expectations: Saturday markets had record sales from increased vendor membership and customer attendance.

The markets also hosted dozens of community partners and engaged new local businesses while providing free workshops and resources to the community. The POWER OF PRODUCE (PoP) CLUB, an incentive program for children, was one of our most exciting launches this year. The onsite program provides cooking classes and other hands-on activities to promote healthy eating habits for the next generation.

Dedicated to the success of our farmers, Community Food Connections reduced farm fees by 50% in 2019! Thanks to the success of our annual PHX Pheast event, we raised $5,000 for the SMALL FARM FUND. The fund awarded its first grant to Al Hamka Farms for new equipment and will award more in 2020.

All of these successes energized us as we poured our hearts and souls into re-branding the market as the DOWNTOWN PHOENIX FARMERS MARKET. The process included months of research and input from shoppers, community leaders, business owners, and residents. The new name communicates a clear identity and the look celebrates our commitment to genuinely local foods.

We have incredible initiatives planned for the next chapter of Community Food Connections and the work we can accomplish through the Downtown Phoenix Farmers Market. With all of this exciting news, we want to take a minute to THANK YOU. We could not have come this far without your support.

We look forward to a vibrant future as we celebrate our 15th year of the farmers market!

SARA MATLIN
Executive Director
Downtown Phoenix Farmers Market

OUR MISSION

Community Food Connections is a 501(c)(3) non-profit organization that runs the Downtown Phoenix Farmers Market. We exist to create a downtown community gathering place by supporting small farmers and businesses that strengthen sustainable food systems and produce healthy products for the local community.
FARMING WITHIN A 50 MILE RADIUS
FARM LAND ACRES: 1,453
FARM TOURS: 11

TOTAL VENDOR SALES $1,669,883.28

REVENUE
$234.1 THOUSAND

80% FARMERS MARKET FEES
10% SPONSORS/DONORS
10% SPECIAL EVENTS

EXPENSES
$270.1 THOUSAND

45% GENERAL/ADMINISTRATIVE
26% FACILITIES/EQUIPMENT
21% MARKET OPERATIONS
8% FARM FEE REDUCTION

$19,568 SPONSORSHIPS
$22,112 FARM FEE REDUCTION
$9,943 DOUBLE UP DOLLARS GIVEN
$13,063 SNAP DOLLARS GIVEN

2,000 HRS. = $50.8K
VOLUNTEER VALUE AT $25.43/hr. (The Nonprofit Times)
398 HRS. DONATED BY BOARD MEMBERS

THIS IS US
DOWNTOWN PHOENIX FARMERS MARKET

EXECUTIVE DIRECTOR
Sara Matlin

MARKET MANAGER
Amanda Wilson
Lisa Collier

MARKET STAFF
Sven Lenkewitz
Bobby Northcutt

OUR AUDIENCE

TWITTER
45 THOUSAND

INSTAGRAM
42.8 THOUSAND

FACEBOOK
40 THOUSAND

E-NEWSLETTER
16 THOUSAND

Females aged 25-44 within Phoenix proper represent 44% of our following. This core audience is interested in traveling, home/garden improvements, employment consulting services, real estate, books, and apparel. They are cooking enthusiasts focused on lifestyle and hobbies, with a strong interest in value shopping, quality products, food/dining, 30-minute chefs, and fitness.

*Data collected from Google Analytics and Social Metrics

Locally Sourced Ingredients
Vendors offering products with MORE THAN 50% LOCALLY-SOURCED INGREDIENTS are awarded a market-approved badge to place on their booth. In addition to the nutritional and health benefits, choosing these vendors keeps more money in the local economy, leading to a healthier, sustainable community.

Full financials available upon request.
VENDORS
131 SMALL BUSINESSES 11 FARMS
Abby Lee Farms
Absolutely Delightful Honey
Ahimsa Essentials
Al Hamka Farms
Alley Cat Art Studio
Amedio Ranch
Arizona Bread Company
Arizona Farms Cheese
Arizona Mantel Works
Art Awakenings
AZ Farms Cheese
AZ Gardens A-Z
AZ Lavender Co.
AZ Mantel Works
B Naked Chocolate
B. Luxe
Balloons By Wade
BAMBOX Produce
Bao Bar
Beetanical Garden
Beignet Babe
Belinda’s Pickles
Blue House
Coffee Goods
Blue Sky Organic Farms
Botanicals In Clay
Breezypop
Butcher’s Choice
Cactus Bird
Cactus Kelly
Cantaguas
Carefree Spice
Carolyn’s Classics
Casa Maya
Chef Roy the Great
Food Guy
Chile Acres Farm
Clay Madness
Cole + Co.
Community Exchange Table (CET)
Cotton Country Jams
Crooked Sky Farms
Custom Stichery
Cutino Sauce Co.
Doctor Hummus
Dogs Eating Cake
Double Check Ranch
Dye-nasaur
Fallen Wood Turnings
The Fig & The Knife
Fiscalini Cheese Company
Fluffy Vegans
Garden Goddess Ferments
GO Wasteless
Golo Family
Organic Farms
H2e Aromatherapy
Habbouz Tunisian Cuisine
HATUN Olive Oil
Heavenly Bites
Hmong Embroidery
Holiday Farms
 Horny Toad Farm
Hotko Bread Co.
Iconic Cocktail Co.
International Rescue Committee (IRC)
Jojoba Beef Company
Jules
Local First Arizona
Los Muertos Salsa
Lotus and Lava
Lotus Gypsy Tea
Loyal Bird
LuLa Lu Catering
Ma Taylor’s Truck
Made In Argentina
Main Squeeze Lemonade
Marcel Waffles
Mafa’s Farm
Med Magik Food Truck
Mi Catering
Michael William Mosaic Jewelry
Midtown Microgreen
MRS Pinata
MW Mosaics
My Bazaar Car
Naturally Sweet
Noble Bread
The OKB
One More Bite Bakery
Original Whippery
PachaMama
Pam’s Snacks
Pat on the Back
Peanut Butter Americano
Peppermint Jim
Phoenix Microgreens
Phoenix Pretzel
Pickled Perfection
Polish Goodies
Poppa Maize
Pour Jo Coffee
Practical Art
Prindle Design
Proof Bread
The Proper Beast
Psychedelic Succulents & Botanicals
QuesoAZ
RA Seasonings
Radish
Recycled City
Redemption Market
Revolution Creperie
Rodin’s Syrian Kitchen
Ruff Life Dog Bones
Rusty Spoke
Bicycle Collective
Ryan Poolequaptla
Saffron Jak
Salud Eats
Saucy Lips
Save My Blades
Sharp Van
Shrubwell
Sonoran Pasta Co.
Southwest Designs in Jewelry
Southwest Mushroom Steadfast Farm
Studio Eleven Soap
SW Herb
Symphony Jun-Kombucha
Tavo Art
Thank You God Bless
Think Positive Apparel
Top Grain Reclaimed Woodwork
Tortirika
Urban Grounds Coffee Co.
Wicked City Kitchen
Wild Sun Wellness

ACHIEVEMENTS
Thank you to all who shop with us at the Downtown Phoenix Farmers Market. This year, we saw a significant increase in not only sales but also in the number of customers coming out to support local. We are ever grateful for the dedication of shoppers, local growers, producers, artisans, community partners, volunteers and sponsors. We’re honored to coexist among such hard-working, local food champions dedicated to the success of AZ farming and healthy communities.

FOOD TRANSPARENCY
With a growing interest to know where food comes from, and greater food transparency, Community Food Connections (CFC) continues to make every effort for customers to trust the authenticity of the products for which they shop at the market. Before a small business is accepted into the market, a vendor committee conducts an interview and completes background work to verify the quality of products. Staff and board members routinely conduct site visits and farm tours, documenting what they see and asking questions to learn more about our farmers and their farms.

SMALL FARM FUND
As a farmers market, the core of our mission is focused on preserving Arizona’s rural livelihoods and farmland. Small farm grants provide funding to local farms for on-site projects that make positive impacts on Arizona food systems, agricultural diversity, and the environment. We believe providing small, manageable grants make a big impact on the local food system. Al Hamka Farms was the first recipient of a small farm grant to purchase new equipment. “The Small Farm Fund allowed us to purchase a much needed till. The new farm equipment has helped me work more efficiently with reliable tools for this season and seasons ahead.” says farmer Hussein Al Hamka.

32% ADORED-VALUE FOODS 31% AGRICULTURE 19% READY-TO-EAT
12% ARTISAN GOODS 6% HOME/WELLNESS

MORE
FULL-TIME HIRE
Community Food Connections expanded its capacity and hired Amanda Wilson as Market Manager to oversee the operations and functions of the weekly farmers market. Amanda came to CFC from the Flagstaff Downtown Business Alliance, where she worked providing resources for small businesses and planning community events.

PoP CLUB
The Power of Produce (PoP) Club is a farmers markets incentive program for children. PoP Club engages children at the farmers market and empowers them to make healthy food choices. PoP Club seeks to teach children about fruits and vegetables, local food systems, and healthy food preparation. Families engage in the full farmers market experience by tasting new foods, having conversations with farmers, and learning about local produce.

SMALL BUSINESS SUPPORT
With low overhead costs and valued contact directly with customers, the market is an innovative and responsive community to build businesses. Weekly newsletters provide community updates and resources to over 150 local businesses. CFC continues to support its market community with quarterly small business grants.

2019 RECIPIENTS: Arizona Bread Company, Pam’s Snacks, Habboz Tunisian Cuisine

ACCESS TO HEALTHY FOOD
Double Up Food Bucks doubles the value of SNAP/EBT (formerly food stamps) benefits used at our farmers market, enabling families to bring home more healthy fruits and vegetables while supporting local farmers. The program continues to expand with $10,000 directly benefitting our 2019 farmers.

SUSTAINABILITY AT THE MARKET
The farmers market runs multiple waste reduction programs throughout the year; including neighborhood trash clean up, clothing collection, plastic bag recycling, and community drives. Through all of our efforts combined, we’ve diverted nearly 10,000lbs of waste from our local landfills.

COMMUNITY PROGRAMMING
CFC continues to provide free resources and engaging activities (in person and online) to promote healthy, sustainable living. In 2019, the farmers market hosted free, weekly workshops on topics from gardening to cooking. To celebrate our diverse community, the market also hosted a variety of live performances including music, dance, and cultural traditions.

MARKET RE-BRAND
The creation of our new branding included months of research and development along with input from diverse shoppers, community leaders, business owners, and residents. The research revealed the priorities of the community when it comes to shopping for local foods and products. Downtown Phoenix Farmers Market’s fresh brand encompasses the values of the organization, the diverse community it serves and the welcoming atmosphere of the farmers market.

PHX PHEAST
CFC expanded its second annual PHX Pheast by inviting an additional 100 guests, introducing a VIP rum tasting experience (hosted by Danielle Leoni of the Breadfruit and Rum Bar), and coordinating a locally-inspired silent auction which collectively raised $5,000 for our Small Farm Fund. Thanks to the passionate support of event guests and sponsors, the event sold out! Guests included Congressman Ruben Gallego, top industry leaders, and community members dedicated to the sustainability of a healthy, local food system. It was a unique opportunity to pair DPFM farmers with a dozen of our finest local chefs that helped our social media outreach grow by 12,872 organic and 3,201 paid users this year (from the previous high of 6,063). Be sure to #PHEASTWITHUS this fall!

Thank you to participating restaurants and chefs, including:
Chef Charleen Badman, FnB Restaurant
Chef Nabila Bajrangi, Habboz Tunisian Cuisine
Chef Aaron Chamberlin, Café at Phoenix Public Market
Chef Chris Coglio, SanTan Brewing
Chef Austin Croft, Butcher’s Choice
Chef Lori Hassler, The Farish House
Chef Joe Hobson, Jjobt Coffee
Chef CJ Kahley, Welcome Diner
Chef Danielle Leoni, The Breadfruit and Rum Bar
Chef Jeff Kraus, Crêpe Bar
Jon Przybly, Proof Bread
Chef Tamara Stanger, Cotton & Copper

PHOESTIVUS
Our 10th annual, two-night holiday market hit record numbers: 200 vendors each night and attendance of close to 15,000 people! Thanks to the success of the event, Phoestivus raised $20k for 2020 programs at the farmers market.
2020 GOALS

For those seeking a farmers market truly committed to seasonally-grown, local foods and products, Downtown Phoenix Farmers Market creates a weekly, urban event for residents and visitors to gather and socialize among a diverse crowd of community farmers, small businesses and shoppers. As we expand into the new year, we continue to find additional ways to support the long-term feasibility of the market and the small businesses it supports.

STRENGTHEN COMMUNITY IMPACT THROUGH EDUCATIONAL PROGRAMS

- PoP Club to engage youth and families
- Free educational workshop series
- Cooking demonstrations
- Sustainability initiatives and activities

PROVIDE ADDITIONAL SMALL BUSINESS RESOURCES AND TOOLS

- $1,000 Vendor scholarships
- $5,000 Small Farm Fund (February + August)
- Farm food safety training opportunities
- Free marketing tools and consumer education
- Business development opportunities and workshops.

CALL TO ACTION

- Shop with us every Saturday and spread the word.
- Make a one-time or recurring donation or join PHX businesses in becoming a market sponsor at any level: DOWNTOWNPHOENIXFARMERSMARKET.ORG/DONATE

- Volunteer your time at the market and be part of the LOCAL tsunami taking over Phoenix and strengthening our food system for everyone.
COMMUNITY FOOD CONNECTIONS

CommunityFoodConnections.org

DOWNTOWN PHX FARMERS MARKET

EVERY SATURDAY
8AM–12PM (MAY thru SEP)
8AM–1PM (OCT thru APR)

721 N CENTRAL AVENUE
PHOENIX, AZ
PHONE: (602) 625–6736

DowntownPhoenixFarmersMarket.org