



# 2020 ANNUAL REPORT

COMMUNITY  
**FOOD**  
CONNECTIONS



## BOARD OF DIRECTORS

**PRESIDENT** Brian Hines (2015), *The Proper Beast*  
**VICE PRESIDENT** Michele Jeffery (2016), *Plexus Worldwide*  
**TREASURER** Barbara Loutos, C.P.A. (2016), *Loutos Consulting, P.C.*  
**SECRETARY** Samantha Jackson (2015), *Downtown Phoenix Inc.*

Bill Coward (2016), *Wells Fargo*  
 Sara Dolan (2020), *Blue Sky Organic Farms*  
 Rachel Galvez (2019), *Arizona Federal Credit Union*  
 Megan Sheldon (2016), *City of Glendale*

## CFC SPONSORS

**\$10,000+** L. D. SCHNEIDER & ASSOCIATES



**\$5,000+**



**\$1,000+**

Lebovitz Law Group  
 Get Your PHX  
 Dogtopia

**\$500+**

Bookmans Phoenix  
 Downtown Phoenix Inc.  
 Green Bin  
 Local First Arizona  
 North Kenilworth  
 Veterinary Care  
 Orange Barrel Media  
 Porch  
 Urban Eye Care

## INDIVIDUAL DONORS

J Banks  
 Michelle Barichello  
 Nancy & Lo Cavazos  
 Thom Barbour & Brian Hines  
 Julia Bausch  
 Karin Boettcher-Hawkins  
 Kathryn Boris  
 Catherine Bowman  
 Monica Bustos  
 Anthony & Chad Chase  
 Sedrick Childress  
 Andrea Coffman  
 Amanda N. Collins  
 Bill Coward  
 Barbara Digges  
 Sara Dolan  
 Allie Dong  
 Gail E. Dunlap  
 Lori Eshleman  
 Polly Foureman  
 Sydney Franke

Alison Gerbens  
 Mavis Harris  
 Teresa Hauer  
 Brian Hedger  
 Malia Hee  
 Phil Hensley  
 Ann Hines  
 Maia Hoelzinger  
 Linda Hurley  
 Kimberly Inglese  
 Samantha Jackson  
 Michele Jeffery  
 Brenda Jimenez  
 Amanda Johnson  
 Ellen Lagerman  
 Wendy Lestarge  
 Robert Llewellyn  
 Barbara Loutos  
 Polly Mann  
 Carolina Marquez  
 Terry Martin  
 James Martinez  
 Jenny & Chuck Matlin  
 Pamela Matlin  
 Lora McFaul  
 Kristen Merrifield  
 Rachael Meyer

Ursula Miller  
 Natalie Morris  
 Geraldine Pavlick  
 Mackenzie Pedersen  
 Bruce Plenk  
 Emma Prejs  
 Amelia Raines  
 Leonard Rogers  
 S & M Consulting  
 Kathleen Salamanek  
 Donna Sellman  
 Eddie Schlee  
 Jon Shaffer  
 Sara Stepnicka  
 Rebecca Stib  
 Kristin Travagline  
 Olga Tsoudis  
 Adrienne Udarbe  
 Anthony & Sarah Vallone  
 Veronica & Jaap  
 Kelley Villa  
 Lisa Wayland  
 Nyssa Weber  
 Judy Whitehouse  
 Brandon Wilson  
 John Wright  
 Erin Yunt

Our annual budget covers operational expenses and educational outreach events for the market. We receive a portion of funding from vendor fees with the remainder supported through **DONATIONS AND SPONSORSHIPS**. Thank you to community members, local businesses, and loyal locals who contribute to our mission. All donations are tax deductible. [CommunityFoodConnections.org](http://CommunityFoodConnections.org)



Community Food Connections (CFC) is the 501(c)(3) non-profit organization which runs the Downtown Phoenix Farmers Market. CFC exists to support small farmers and businesses that strengthen food systems and create healthy products for the local community.

# OUR MISSION







132 VENDORS

**DOWNTOWN PHX FARMERS MARKET**





# FROM <sup>THE</sup> MARKET



**SARA MATLIN**

*Executive Director  
Downtown Phoenix Farmers Market*

dollars while shopping locally. This past year brought challenge after challenge, but the resiliency of our community remained steadfast. We are so grateful for all of the vendors, customers, donors, partners, sponsors, and CFC staff who help make the Downtown Phoenix Farmers Market possible and support us in building a sustainable food system in Arizona. The next few pages offer a glimpse into the progress we accomplished together in 2020 and the work that still lies ahead in the new year!

Farmers markets have deep roots in history and are among the best places to find local food and community connections. Since the first tents were pitched in 2005, Community Food Connections, Inc. (CFC) has operated a vibrant and diverse farmers market in downtown Phoenix—bringing folks together through food. In its 15th year, the Downtown Phoenix Farmers Market (DPFM) continued to provide vital access to fresh food and locally grown produce while supporting Arizona small business owners.

From navigating the pandemic, advocating policymakers to declare farmers markets as an essential service, to co-hosting our first state-wide campaign, to developing new and innovative partnerships, CFC had quite a year! We have continued to build a robust network of resources for our farms and businesses to meet increasing demands. As more people face new economic realities, the farmers market is ready to provide essential programs to access fresh food and stretch

## OUR COMMUNITY PARTNERS

We are extremely grateful to our collaborators who help further our mission through partnerships and educational programming throughout the year. We look forward to growing these vital relationships along with the Downtown Phoenix Farmers Market.

*Arizona Department of  
Agriculture  
Boys Team Charity  
Downtown Phoenix Inc.  
Edible Phoenix  
Evans Churchill  
Neighborhood Assoc.  
Hands On Greater Phoenix  
HAPI Agency  
International Rescue  
Committee (IRC)  
Keep Phoenix Beautiful  
Local First Arizona  
Native Seeds/SEARCH  
Phoenix Police Department  
Phoenix Spokes People  
Pinnacle Prevention  
Recycled City  
Roosevelt Row  
Vitalant Arizona*



## COMMUNITY FOOD CONNECTIONS

### REVENUE

**\$218.5K**

66% farmers market fees  
22% grants  
8% sponsors / donors  
6% special events

### EXPENSES

**\$220.5K**

65% general administration  
27% market operations  
5% facilities  
3% charitable contributions

### \$5,000 SMALL FARM FUND RECIPIENTS

Hadley Farmship / Horny Toad Farm  
Steadfast Farm / Wild Green Roots

### VENDOR SCHOLARSHIP RECIPIENTS

Bnaked Chocolate / Pachamama  
Pam's Snacks / Habbouz Tunisian Cuisine  
Rodain's Syrian Kitchen / Al Zoubani Sweets

## THE FARMERS MARKET IMPACT

All farming done within a **50-MILE RADIUS**, creating 1,260 acres of diversified Arizona farmland by market vendors.

**14 ARIZONA FARMS**  
**128 ARIZONA BUSINESSES**

Women Owned: 67 New: 30

**LOCAL VENDOR SALES**  
**\$1,625,999**

Full financials available upon request.

## ONLINE ENGAGEMENT

**51k**  
INSTAGRAM

**44k**  
TWITTER

**42k**  
FB

**10k**  
EMAIL

**WOMEN: 65% • MEN: 35%**

25-34 (16%) 35-44 (25%) 45-54 (18%) 55+ (14%)  
**79%** come from the greater Phoenix area including Phoenix, Scottsdale, Mesa, Tempe, and Gilbert.

# BY THE NUMBERS

## DOWNTOWN PHX FARMERS MARKET

**EXECUTIVE DIRECTOR** Sara Matlin

**MARKET MANAGER** Colin Dueker

**STAFF** Lisa Collier, Sven Lenkewitz, Bobby Northcutt

Downtown Phoenix Farmers Market provides both local farmers and consumers with a reliable, regulated marketplace where they can directly exchange high-quality and safe food. By facilitating this relationship, the market can provide additional resources to both customers and local businesses while encouraging a sustainable food system in Arizona.

## NEW! ONLINE SHOP



**\$44.1K** LOCAL VENDOR SALES  
**\$63** AVERAGE PURCHASE  
**250** PRODUCTS OFFERED  
**30K+** SITE SESSIONS





**SALES BY CATEGORY**

PREPARED FOODS  
**15%**

**31%**  
AGRICULTURE

**6%** ARTISAN

**4%** WELLNESS

**34%**  
VALUE-ADDED FOODS

AGRICULTURE+ **10%**

Agriculture: Arizona-grown vegetables, fruits, fresh herbs, plant starts.

Agriculture+: local honey, goat cheese, dairy.

Value Added: baked goods, sweets, prepared snacks, beverages.

FluffyVegans.com #FluffyVegans





EMPLOYEES ONLY



CAUTION  
SECURE ALL  
DOOR AND GATE  
LOCKERS BEFORE  
MOVING TANKER



JUST WASH YOUR HANDS

PHOENIX NEW TIMES  
2020 BEST FARMERS MARKET



# SELLERS

118 LOCAL BUSINESSES 14 LOCAL FARMS

- Absolutely Delightful
- Al Hamka Farms
- Alley Cat Art Studio
- Al Zoubani Sweets
- NEW** Andy Brown
- Arizona Bread Co.
- NEW** Arizona Desert Shrimp
- NEW** Arrandale Farms
- Art Awakenings
- AZ Cheese
- AZ Gardens A-Z
- AZ Lavender Co.
- AZ Mantel Works
- B. Luxe
- NEW** Bagelfelds
- Bam Box
- Bao Bun Bar
- Beetanical Garden
- Beignet Babe
- Belinda's Pickles
- Blue House Coffee
- Blue Sky Organic Farms
- Bnaked Chocolate
- Botanicals in Clay
- NEW** Botanist and the Bees
- BreezyPop
- Buenos Aires Empanadas
- Cactus Birds
- Cactus Kelly
- Cantaguas
- Carefree Spice
- Chef Roy
- Chile Acres
- NEW** Chilte
- Clay Madness
- Clay Madness II
- NEW** Coleman Anderson
- Comm. Exchange Table
- Côté + Co.
- Cotton Country Jams
- Crooked Sky Farms
- NEW** Culinary Gangster
- NEW** Culture Clash
- Custom Stitchery
- NEW** Do Me A Flava
- Dogs Eating Cake
- Double Check Ranch
- Dr. Hummus
- NEW** Eden's Garden
- Fallen Wood Turnings
- NEW** Fat Man & the Redhead
- Fig and the Knife, The
- NEW** Finer Art By Nada
- Fluffy Vegans
- Garden Goddess
- Go Wasteless
- Golo Family Organic Farms
- H2E Designs
- Habbouz Tunisian Cuisine
- HATUN Fine Olive Oils
- NEW** Herbology Shop
- NEW** Hilali Jewelry
- Hmong Clothing
- Holiday Farms
- Horny Toad Farm
- NEW** Hypha Foods
- Iconic Cocktail Co.
- International Rescue Committee (IRC)
- Jenson's Art
- NEW** John's Amish Country
- Jobba Beef Company
- Jules
- NEW** Los Compadres
- Los Muertos Salsa
- Lotus & Lava Bracelets
- Lotus Gypsy Tea
- Loyal Bird
- Lua Lua
- NEW** Mamma Letizia
- NEW** Maya's Cajun Kitchen
- Maya's Farm
- Mi Catering
- MRS Pinafore
- MW Mosaics
- Naturally Sweet
- Noble Bread
- NEW** Obviously AZ
- OKB, The
- One More Bite Bakery
- Pachamama
- Pam's Snacks
- Pat on the Back
- Peanut Butter Americano
- Peppermint Jim
- NEW** Phx Past & Present
- Polish Goodies
- Poppa Maize
- Pour Jo Coffee
- Practical Art
- NEW** Project Pasta
- Proof Bread
- Proper Beast, The
- Pyschedelic Succulents
- RA Seasoning
- Recycled City
- Redemption Market
- Reef's Kitchen
- Rodain's Syrian Kitchen
- Ruff Life Dog Bones
- Rusty Spoke
- Saffron Jak
- Save My Blades
- Sharp Van
- Shrubwell
- Silver Linings
- Sonoran Pasta Co.
- Southwest Designs in Jewelry
- Southwest Mushrooms
- Steadfast Farm
- Studio 11 Soap
- SW Herb
- Symphony Jun Kombucha
- NEW** Tamale Store
- Tavo Art
- NEW** Ted the Incense Man
- Thank You
- God Bless Baskets
- Top Grain Reclaimed
- NEW** Trini's Kitchen
- Urban Grounds Coffee Co.
- NEW** Waffle Crush
- NEW** Wellzona
- Wild Green Roots
- NEW** Wild Shrimp Co., The

## ACHIEVEMENTS

### FOOD ACCESS

In 2020, Downtown Phoenix Farmers Market provided \$23,489 worth of Double Up Food Buck tokens to buy Arizona-grown produce, matching the \$24,309 EBT/SNAP benefits spent at the farmers market on fresh groceries.

### ESSENTIAL SERVICE

When the pandemic came to our city, we pivoted our priorities to focus on the safety of our staff, vendors, and shoppers while still providing nutritious food to the community. Our team jumped into action, lobbying our policymakers to remain open as an essential service and adapting the weekly market to offer a healthy place to access fresh food.

### FOOD TRANSPARENCY

With a growing interest to know where food comes from, and greater food transparency, Community

MORE ▶



## ACHIEVEMENTS (CONT'D)

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.

## NUTRITION PROGRAM

The Downtown Phoenix Farmers Market (DPFM) Nutrition Program provided an additional \$3,300 for WIC families and seniors to shop Arizona produce.



These programs not only ensure that everyone in our community has access to healthy foods, but also supports the sustainability of our local farmers.

## CONNECTING

The DPFM executive director attended the week-long New Mexico Farmers Marketing Conference learning and collaborating with our southwestern food network partners leading to the launch of Arizona's state-wide farmers markets initiative: Fresh Healthy Arizona Farmers Markets.

## ONLINE SHOPPING

DPFM launched the valley's *first* farmers market webstore, allowing customers to purchase groceries while socially distanced. The online platform sold nearly

\$14,000 in Arizona produce this year. The new ordering system continues to get fresh food into families' hands by providing curbside pick-up for those who are not comfortable shopping during market hours.

## SMALL FARM FUND

CFC awarded \$5000 in small farm grants to Horny Toad, Hadley Farmship, Steadfast Farm, and Wild Green Roots. The grants funded five projects ranging from a new urban irrigation system at Hadley Farmship to caterpillar tunnels for Steadfast Farms. Downtown Phoenix Farmers Market is working directly with our local growers to support their farm's individual needs.

## PHX PHEAST

The 3rd annual PHX Pheast transitioned to an at-home celebration of local farms

who produce quality foods for the community. It was an opportunity to slow down, show gratitude, and share a meal in support of Arizona growers. 75 guests dined on a four-course meal prepared by a collaboration of local chefs. The event helped to raise \$2500 for our 2021 small farm fund. **#PHEASTWITHUS** again this fall!

## PHOESTIVUS

In its 11th year, Phoestivus hosted a first-ever virtual holiday market to promote the spirit of shopping locally, making it simple to support and shop local from anywhere. Throughout December, Phoestivus showcased local vendors sharing and selling handmade and unique products in an exciting new way and featured handcrafted gifts from 100+ Arizona small businesses.



## LOCAL SUPER-SPREADERS

Many vendors express their love for local by sourcing ingredients for their products from independent, small businesses here in Arizona. Vendors offering products with **MORE THAN 50% LOCALLY-SOURCED INGREDIENTS** are identified with signage. **LOOK FOR THIS SIGN AT BOOTHS TO KEEP MORE OF YOUR MONEY IN THE LOCAL ECONOMY.** In addition to nutritional and health benefits, prioritizing these vendors at the market leads to a healthier, sustainable community.



# WHAT NOW?

## 2021 GOALS

- Increase local food consumption and production through educational engagement. Establish a network of virtual programs to promote and educate Arizonans on how to obtain, grow, store, and prepare nutritional, local food.
- Improve access to healthy, local foods and provide food producers with a growing number of market outlets.
- Expand benefit programs including SNAP/EBT, Double Up Food Bucks and Farmers Market Nutrition Program.
- Ensure that our local food and farming industry is viable and diversified.
- Provide equitable business support and resources to generate small business incubation and sustainability.

## CALL TO ACTION

As the market sees an increase in demand for services, your support is critical as we experience a decrease in funding and volunteer capacity in the coming year. Revenue from within our community empowers us to build more and lasting infrastructure around bold plans every year. Like you, we believe all people deserve good food, regardless of their wallet, neighborhood, or experience in the kitchen. We value all types of contributions.

**DONATIONS OF ANY AMOUNT** support small, sustainable farms and food producers providing critical food access for the community.

- Make a one-time or recurring donation at any level: [DOWNTOWNPHOENIXFARMERSMARKET.ORG](http://DOWNTOWNPHOENIXFARMERSMARKET.ORG) or text FARMERSMARKET to **88793** to donate.

We hope you will shop with us every Saturday and spread the word to others in your circle. With your support, we can continue to provide:

- essential food access to local, healthy products for everyone, including for low-income customers with SNAP/EBT who rely on their purchases to be matched with a dollar-for-dollar program;
- support to Arizona farmers and small businesses who produce healthy, fresh food for the community;
- supportive infrastructure and encouragement for AZ small business incubation that otherwise may not survive.







STRENGTH

ENLIGHTENMENT

COURAGE



**DOWNTOWN PHOENIX FARMERS MARKET.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

|          |      |          |
|----------|------|----------|
| BRANWATE | WOLF | THULE    |
| LANS     | ROCK | ICE BLUE |
| ROCK     | ROCK | DM       |
| ROCK     | ROCK | ON       |
| ROCK     | ROCK | LANSBY   |
| ROCK     | ROCK | INFINITY |
| ROCK     | ROCK | INFINITY |
| ROCK     | ROCK | INFINITY |
| ROCK     | ROCK | INFINITY |