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)

Corporate Sponsors

Community Food Connections

Individual Donors

Blue Sky Organic Farms
Nancy and Lo Cavazos
Lisa Collier
Bill Coward
Barbara Digges
Sara Dolan
Eleanor and Ed Dziuk
John Farrell
Dawn Ference
Victoria Fodale
Samantha Frazier
Ann C. Hines
Brian Hines
Samantha Jackson
Michele Jeffery
Layla and Joseph Lebovitz
Sven Lenkewitz
Marissa Levenda
Loutos Consulting PC
Julie Mardian
Sara Matlin
Pamela Matlin
Lora McFaul
Nancy Parker
Geri Pavlick
The Proper Beast
Charcuterie, LLC
Edward Schlee
Carolyn Sechler and Family
Rachel Shapiro
Mandy and Jeff Sherman
Lisa Spahr
Katie Stoeeller
Sarah Tyree
Leanne Van camp
Judy Whitehouse
Anonymous

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 Master Gardeners
Arizona State University
City of Phoenix
Coronado Neighborhood Association
Downtown Voices Coalition
Evans Churchill Community Association
International Rescue Committee (IRC)
Keep Phoenix Beautiful
Local First Arizona
Phoenix Police Department
Phoenix Spokes People
Pinnacle Prevention
Proxsea
Recordbar Radio
Recycled City
Roosevelt Row
Storytellers Project
Vitalant Arizona

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
2021 has been the year of gratitude. After the challenge of 2020, the Downtown Phoenix Farmers Market (DTPFM) survived and flourished. All of this has only been possible because of our partners, sponsors, farmers, small business entrepreneurs, community, leadership, and team.

In July 2021, Sara Matlin, the executive director decided to move on from the market. For six plus years, Sara has been a leader for the Downtown Phoenix market, as well as for farmers markets across the state. She fostered an alliance of Arizona food system leaders and created a statewide campaign showcasing the importance of farmers markets, which strengthened our viability. For the DTPFM, Sara increased the size and impact of the market year after year, led a rebrand campaign, launched the new website, created an online store, and lobbied for the importance of all farmers markets during a pandemic. Thank you Sara for steering the market and the team in building a vibrant and successful farmers market. We are forever grateful for your brilliant leadership.

A huge thank you to our partner and supporter, Kurt Schneider. Since the market was created in 2005, Kurt has been the biggest supporter of the market in all of its forms. He generously allowed the market to use the land and buildings on his property in exchange for the care and improvement of the spaces. The DTPFM is very fortunate to have Kurt's patronage of space as we built this community. Although our time at Central and McKinley will soon come to an end, none of this would have been possible without Kurt's generosity. We are so very grateful for his support of our group of locals dedicated to supporting small farms and creating greater food access in the Phoenix community.

Massive appreciation to our board of directors and president Brian Hines and our team of Colin, the farmers market manager, Sven, Lisa, and Bobby. In 2021, there was a short period of time when the farmers market was without an executive director. The dedication of the board, Brian, Colin, and the team kept the market running every week and made sure agreements with partners and sponsors were honored and supported. When I joined Community Food Connections and DTPFM from Local First Arizona, I joined a well-oiled machine working better than the day it started. Everyone has been so patient with this new executive director and extremely supportive as we planned and implemented a successful and fun Phoestivus in two months time.

We are grateful to all of our partners and supporters and the community without whom this market would not have survived the pandemic. Now that we are past the initial shock, we see who has got our backs, and it is all of you. THANK YOU to everyone who has continued their support of this market and the community. THANK YOU to the farmers, small businesses, and artists. More change is coming. Knowing that we have your support makes that change exciting rather than scary.

We are looking forward to strong partnerships with the City of Phoenix, Phoenix Bioscience Core, and ASU at our new location at 5th Street and McKinley. This is a chance to take everything that we have learned over the years, redesign our market, and open with a fresh new perspective. The next few years will be even better as we continue our work on food sovereignty through our seed library, planting classes, and upcoming food and nutrition education.
OUR MISSION
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.
I see memes and .gifs celebrating the end of a year pop up on my phone every January. Then the new year gathers steam, events happen, and I realize those same memes and .gifs are about appear yet again. 2021 was a challenge but Community Food Connections (CFC) and the Downtown Phoenix Farmers Market (DTPFM) have much more to celebrate than stress over. We are an organization that has always embraced challenges and found ways to make lemonade out of local lemons. Here are a few of the challenges we embraced in 2021.

**COVID-19**

Year two of the global pandemic kept all our vendors, staff, and shoppers masked up and socially distanced. One of the big challenges during this time was ensuring our sponsor commitments. To do this, we worked with each sponsor to find creative ways to ensure their investment remained beneficial. While many small AZ food and retail businesses suffered, DTPFM businesses and farmers continued to see strong growth in both sales and customers. We expect that trend to continue in 2022.

**EXECUTIVE DIRECTOR SEARCH**

As Tanya mentioned in her letter, CFC and DTPFM were lead by Sara Matlin for over six years. She started with us as the market manager and successfully developed, and took on, the role of executive director leading into the pandemic. In July, she made the decision to transition to a different career and left us as she lead us, on a course for success. Working with Sara was insightful, rewarding, and a joy. We thank her for her commitment to local farms and businesses.

Throughout the interview process, Tanya Chakravarty continually shined as a natural fit for the executive director position. She came to us from Local First Arizona in October and immediately jumped into planning the return of an in-person Phoestivus fundraiser with great enthusiasm. Under her leadership, **Phoestivus 2021 experienced more shoppers, sales, and fundraising than any event in CFC history.** She also ensured that local and corporate sponsors (such as Shopify and Dogtopia) saw the benefits to giving to our organization. Is it too early to be excited for the two-day Phoestivus event in 2022?

**MARKET ON THE MOVE**

Pandemic not withstanding, our impending move is perhaps the greatest challenge CFC has ever tackled. The logistical planning and involvement of community partners, the City of Phoenix, the Phoenix Bioscience Core, and ASU make this transition another challenge to embrace.

The CFC mission is to provide support to small businesses and farmers. In the last several years, we've accomplished that through our vendor and farmer grant programs, allowing us to reduce market fees for farmers by half. **These grants are impossible without the support of individual donors and corporate sponsors.** A recurring monthly donation of $10 might seem insignificant but can afford new branding or equipment to a vendor grant winner when combined with other donations—enabling businesses to become more competitive and profitable. A corporate sponsorship of $20,000 would enable the market to do away with farm fees all together, allowing our farmers to focus on ensuring they can stay on their land or invest in new farming technology. Our farmers market is YOUR farmers market and together we are going to remain amazing long into the future!
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.

**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**

**123 ARIZONA BUSINESSES**

Women Owned: 67 New: 30

**LOCAL VENDOR SALES**

$1,625,999

Double-Up Food Bucks purchased $49,422
EBT purchased $49,423
Farmers Market Nutrition Program redeemed (Seniors and WIC combined) $9,635

**OUR CUSTOMERS**

WOMEN: 76% • MEN: 24%

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.
SALES BY CATEGORY

- **33%** Value-Added Foods
- **22%** Agriculture & Agriculture+
- **20%** Ready-to-Eat Foods
- **16%** Artisan
- **9%** Wellness

SELLERS

123 LOCAL BUSINESSES  14 LOCAL FARMS

3rd Floor Smoke
Absolutely Delightful
African Everything
Andy Brown
Arepa Babe
Arizona Bread Co.
Arrandale Farms
AZ Cheese
AZ Desert Shrimp
AZ Lavender, Co.
B Naked Chocolate
Bagelfelds
Basin Beard, Co.
BD Designs
Beetanical Garden
Beignet Babe
Better Than Provisions
Blue House Coffee
Blue Sky Organic Farms
Botanicals in Clay
Botanist and the Bees
Breezypop
Broom Bush Tea
Buenos Aires Empanadas
Chef Roy
Chile Acres
Chilite
Classic Country Rugs
Coleman Anderson
Comm. Exchange Table
Crisp US Thrift
Crooked Sky Farm
Culture Clash
Dalwat’s Handcrafted Soap
Desert Dog Treat Bar
DNA Chocolate
Double Check Ranch
Dr. Hummus
Everest Momo
Everythang Vegan
Farmi
Fat Man & the Redhead
Finer Art By Nada
Fluff Pillows
Fluffy Vegans
Focaccia Florentina
Garden Goddess
Garden with Janet
Golo’s Organic Farm
Growers Choice
Guac Girl
H2E Designs
Habbouz Tunisian Cuisine
HATUN Olive Oil
Heartquist Hollow
Herbology Shop
Hilali Jewelry
Hmong Embroidery
Horny Toad Farm
House of Hee
Hussein Alhamka
Hypha Foods
In Wheel Life
International Rescue Committee (IRC)
IRC Community Booth
John’s Amish Country
Julz Gemz
Los Compadres
Los Muertos
Lotus and Lava
Lua Lua
Mamma Letizia’s
Maya’s Cajun Kitchen
Maya’s Farm
Merry Poppins
Milk of Life
Mi Catering
Mr. K’s Cookies
MW Mosaics
Naturally Sweet
Noble Bread
Nouveau Quiche
One More Bite Bakery
Pachamama
Pam’s Snacks
Pastry Unicorn
Pat on the Back
Peppermint Jim
Polish Goodies
Poppa Maize
Pour Jo
Practical Art
PRIKLY
Project Pasta
Project Roots
Proof Bread
Proper Beast, The
RA Seasoning
Raul’s Cocina
Redemption Market
Rodain’s Syrian Kitchen
Saffron Jak
Sharp Van
She Bakes For Rainbows
Sonoran Pasta, Co.
Southwest Designs in Jewelry
Southwest Mushrooms
Steadfast Farm
SW Herb
Sweet Genevieves
Tavo
Ted the Incense Man
Top Grain Reclaimed
Trail Light
Trini’s Kitchen
Trolley Llama
Urban Grounds
Wellphora
Wild Chickpea, The
Wild Shrimp Co., The
Wild Tonic
YoBro
PHOESTIVUS LIVE AND OUTSIDE

December 2021 was the perfect time for Phoenix to come together after a long period of isolating in our homes. Almost 200 Arizona small businesses and artists witnessed record numbers of attendance and sales for their handcrafted goods. For the first time, Phoestivus was organized as a consecutive two-night event with an expanded footprint. The entertainment lineup included a Coronado Porch Concert Series, RecordBar Radio DJ sets, Hipster Santa, and Phreddie the Yeti along with live mural painting, glass blowing, and pottery throwing. Beverages came from Phoenix-area providers like Big Marble, Superstition Meadery, Wild Tonic, Hidden Track Bottle Shop, PHX Beer Co., Greenwood Brewery, Arizona Wilderness Brewing, Co., Walter Station Brewery, and Wren House Brewery. Thank you to our supporting sponsors and the community for celebrating this incredible return to downtown in a big way.

URBAN FARMS

DTPFM encourages smaller farmers (often growing on less than one acre) to bring their produce to market. As the amount of land dedicated to agriculture in Maricopa shrinks, more growers are adjusting and a new style of urban farming is emerging. This novel style of farming aims to increase production using less water and land. In 2021, DTPFM brought back two urban growers, YoBro and Project Roots, that grow produce using this modern approach. The DTPFM team toured the Project Roots growing area at Spaces of Opportunity and that action brought them back to downtown. While at Spaces of Opportunity, the team connected with other small growers and encouraged them to collaborate and join us at the market in 2022.

FRIENDS ON FIRST

In April, the DTPFM pulled together a small business incubator program that set up 15–20 artisan vendors near the market on First Street. The program went until Mother’s Day and all the vendors were then invited to continue selling inside the Saturday market. Broom Bush Tea, Dalwat’s Handcrafted Soaps, In Wheel Life, BD Designs, Julz Gemz and Merry Poppins all started at Friends on First and have since joined the Farmers Market full time.

SMALL BUSINESS INCUBATOR

DTPFM has been leading the way as a small business incubator and we are so proud to see our stable of businesses grow in 2021. Chilte Tacos started as a tent, graduated into a truck and will soon serve their delicious tacos at the historic Egyptian on Grand Ave. Pachamama, a brilliant husband and wife team, paved the way for plant-based Mexican food in one of our 10’X10’ spaces and opened their location on 19th Ave and Indian School this year. One More Bite Bakery found a new owner and grew so much that it moved into a small bakery kitchen after graduating out of the Local First Arizona shared kitchen space. Maya’s Cajun Kitchen nestled its vegan offerings under the shade of a tree, and has been able to expand its menu after setting up a trailer. Hila was making jewelry out of a home studio, and now has a beautiful studio at the Pemberton Hotel. These businesses started with a dream, and with love and support from the DTPFM, were able to realize their aspirations and expand.

GROWTH

The DTPFM’s farms and vendors experienced record growth each month this year. The farmers market footprint grew as we created a dedicated food court area, allowing the market manager to add on new vendors and shaded dining.

LOOKING FORWARD

The DTPFM is moving to a new location in 2022. Partnership with the City of Phoenix and the Phoenix Bioscience Core will help us expand and grow as we add on additional vendors, connect with more urban growers, and offer more nutritionally healthy food options to the community. Strengthening partnerships such as these help us envision a future where Phoenix has a permanent world-class destination worthy of representing AZ agriculture.
Downtown Phoenix is rapidly growing as new residences are filled before building is even completed. We are looking for partners who are passionate about Downtown Phoenix and tapping into our network. Moving forward we have huge plans for creating a permanent market location that is sustainable; connecting our small businesses with resources that help them outgrow our market; increasing education around composting and recycling so that we can reduce the market’s landfill waste; providing a seed library and composted soil and increase food sovereignty amongst our community. Like you, we believe all people deserve good food, regardless of their wallet, neighborhood, or experience in the kitchen. We value all contributions.

**WAYS TO SUPPORT OUR GROWTH**

MAKE A DONATION Donations of any size support small, sustainable farms and food producers providing critical food access for the community. [DOWNTOWNPHOENIXFARMERSMARKET.ORG](http://downtownphoenixfarmersmarket.org)

MAKE IT RECURRING! Make it a monthly gift and provide year-round critical support.

MAKE A GRANT THROUGH YOUR DONOR-ADvised FUND

Now, more than ever, the DTPHX Farmers Market needs your support. If you have a donor-advised fund, please consider recommending a gift to Community Food Connections.

LEAVE A LEGACY! Protect the future of AZ’s dwindling farmlands by making a legacy gift to Community Food Connections.

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.

BECOME A CORPORATE VOLUNTEER! Get your colleagues outside while improving the community and supporting our mission. Scan the QR code with your mobile device to send an email to discuss how you can support our efforts.
EVERY SATURDAY
7:30AM—11:30AM (MAY thru SEP)
8AM—1PM (OCT thru APR)
720 N 5TH STREET–PHOENIX, AZ
PHONE: (602) 625–6736