



Decatur Farmers Market. Wednesdays 4-7pm.



Digging Deeper. Sustaining the Future.

Since 2011, Community Farmers Markets (CFM), has been building Atlanta's local food infrastructure for meaningful community impact and long-term sustainability.

The mission of Community Farmers Markets is to develop a local food infrastructure for long term sustainability and meaningful community impact.

We envision a future in which Atlanta will be home to a diverse, interconnected food system that promotes healthy food, sustainable ecosystems, and living wage working conditions.

CFM is a leader in this system, leveraging the power of communities by providing resources, educational programs, and sustainable modes of food distribution for farmers, producers, chefs, and consumers.





Grant Park Farmers Market. Sundays 9am-1pm.

2024 By the Numbers

In 2024, Community Farmers Markets operated **228 pop-up markets** and **168 weekly outdoor markets**. Serving as gathering spaces for **200 thousand people** and providing over **\$3.1 million** in sales for **160 small businesses**, of which 29% are farmers, 46% are minority owned, and 56% are women-owned.

We continued to serve through robust educational programming at schools, community centers, and neighborhood events, as well as digital media. Our outreach team taught **87 classes** and reached over **7,500 community members**. We also hosted **196 educational demos** at our markets, teaching folks how to cook seasonally while supporting their local farmer and distributed the recipes digitally to an audience of **70 thousand followers**.



Farm visit at Bed Head Plants. Feb. 2024

2025 A New Chapter for a Rooted Organization

CFM entered its 15th year under new leadership. With an aim to harness the talent that has driven the organization's success, CFM established a Leadership Circle, which positions four seasoned team members to collectively steer the organization forward.

As the organization continues to grow, this unique leadership structure strengthens CFM's commitment to both sustainability and innovation, serving as a new model for non-profit leadership centered on cooperative, community-based work to face challenging times.



Casey Hood



Jenna Mobley



Ana Maria Páramo



Judith Winfrey



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Free Produce Market at Benteen Elementary. April 2024

Our Approach to Innovation

In close work and reflection with our communities, CFM recognizes the need to evolve market structures that ensure food access beyond our current models. We are excited to introduce new initiatives to meet our communities where they are and offer fresh food in a convenient way.

CFM Market Meals | **Free Produce Markets** | **Westside Pop-up Markets**

Free Produce Markets

Initially piloted in the fall of 2024, CFM formed partnership agreements at three Title 1 Atlanta Public School locations to, on a monthly basis, provide free produce, educational programming, and financial incentives to shop at a nearby farmers market. The Free Produce Markets are intentionally scheduled before vacation time to fill the gap when school lunches are unavailable. Each week of market programming serves 300 to 400 unique families with over 4,500 pounds of fresh, local produce. CFM works with Concrete Jungle, a food rescue organization, to source excess produce from local farmers and reduce food waste. CFM secured funding from United Way of Greater Atlanta to provide 10 months of this program in 2025.

Westside Pop-Up Markets

Through years of experience with the MARTA Markets, CFM sought to expand this model to increase its impact and reach more people in low income/low access neighborhoods. In partnership with the Atlanta Falcons Youth Fund, we are bringing our aggregate market model to the Home Depot Backyard, early learning centers, local YMCAs, and schools in the Westside neighborhood of Atlanta.

Each market provides locally sourced produce from hyper-local farms. Customers using SNAP/EBT receive a 50% discount through our match program with Wholesome Wave Georgia. Kid-friendly chef demos provide a fun learning experience to try new produce, and families receive a free produce item to recreate the recipe at home.

CFM Market Meals

Through a grant from Drawdown Georgia aimed at scaling climate solutions and improving access to fresh, healthy produce, CFM developed a series of recipes that turn leftover produce from local farmers into plant-forward meals. In 2024, our focus was on research and development. Incorporating customer feedback, in 2025, we narrowed it down to ten recipes that we produce in partnership with Open Hand Atlanta and distribute for free on a monthly basis at our new pop-up markets. To further our goal of sustainability, all meals are packaged in compostable serveware from Better Earth.





CFM Market Meals: Sweet Potato Chili processing and distribution at Toomer Elementary. March 2024



Recommendations & Funding Priorities

CFM is currently seeking general operating funds to continue with the established programming, which includes four weekly established markets, the new and expanding pop-up model, and our Vendor Support Program. This program offers educational and financial opportunities to foster growth for the small businesses we serve. Ensuring the success of these programs not only benefits the community at large but also allows CFM to continue to invest in the next generation of leaders in local food and sustainable agriculture. In the near future, CFM plans to develop initiatives that promote food as medicine through vegetable prescription programs and double down on efforts to reduce waste and increase composting at our markets.