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Contact: Ana Maria Páramo
anamaria@cfmatl.org
404-919-3619

Fresh Food on the Move: MARTA Markets Enter New Era of Leadership Signaling Growth for Atlanta's Local Food Movement

ATLANTA (June 17, 2025) – After eight impactful years of managing the MARTA Markets, Community Farmers Markets (CFM) is proud to pass the torch of market operations to fellow food justice organization, Retaaza. Marking not only a natural evolution of the program but also a deepened shared purpose between two mission-aligned organizations working to strengthen Atlanta's local food ecosystem.

The MARTA Markets are the nation's first food access solution, pairing public transportation with hyper-local produce. CFM's stewardship of the MARTA Markets laid a strong foundation for making fresh, local food more accessible to thousands of transit riders across the city. As CFM now shifts focus to expanding pop-up farm stands in schools, Boys and Girls Clubs, and other community-based sites, the organization celebrates Retaaza's capacity to build on the momentum and grow the reach of the MARTA Markets.

"After nearly a decade of growing this program from the ground up, we're thrilled to hand it off to Retaaza, whose team brings both new energy and integrity to this work," said Ana Maria Páramo, Co-Executive Director of CFM. "This is a continuation of shared values and vision of equitable food access across Atlanta—an opportunity to deepen our collective impact."

The partnership between CFM and Retaaza is rooted in a strong spirit of cooperation and a shared goal: to ensure all Atlantans have access to fresh, healthy, locally-grown food. The two organizations already collaborate in impactful ways, including an initiative that transforms unsold farmers market produce into meals for hospital patients in partnership with Slow Food Emory. Both groups also have space in the 970 building, a collaborative food hub, and partner with organizations such as Wholesome Wave Georgia and FoodWell Alliance to strengthen local food access networks statewide.

During CFM's tenure, the MARTA Markets became a nationally recognized model for increasing access to local produce in transit corridors, offering affordable, nutritious food in high-traffic locations. With Retaaza's leadership, the program is poised for continued innovation and growth, reaching even more communities with culturally relevant, nutrient-dense food.

"This is what food justice looks like: collaboration, trust, and shared leadership," said Judith Winfrey, CFM Co-Founder and Director of Leadership. "Together, we're building the resilient food system Atlanta deserves."

As a food impact company, Retaaza brings deep expertise in hyper-local food distribution, procurement, and circular economy principles. The organization is committed to expanding the MARTA Markets and building upon the community trust and relationships CFM helped build.

“Our partnership with CFM is rooted in shared purpose,” said Kashi Sehgal, Founder and CEO of Retaaza. “We have both worked to make healthy, local food more available, and this transition allows Retaaza to do even more—meeting Atlantans where they are and where they need us.”

Under Retaaza’s leadership, MARTA Markets will continue to provide fresh, affordable produce in high-traffic transit stations while continuing to operate their mobile and pop-up markets around the city and state.

“CFM and Retaaza are building toward different pieces of the same vision,” said Judith. “This transition is about scale, trust, and shared responsibility for the health of our communities.”

Retaaza is a Georgia-based, woman-founded B corp and social enterprise focused on local agriculture, food access, and sustainability. Retaaza increases access to affordable, local food by supporting local farmers and reducing their food waste. By building sustainable food systems that connect communities to their food source, Retaaza helps create a more equitable and resilient food future for all Georgians.

Community Farmers Markets is a 501(c)(3) nonprofit organization based in Atlanta, Georgia. Since 2011, CFM has developed a local food infrastructure designed for long-term sustainability and meaningful community impact. Through farmers markets, education, and food access programs, CFM works to create a more equitable and vibrant local food system.

For more information, please contact Ana Maria Páramo at anamaria@cfmatl.org or Kashi Sehgal at press@retaaza.com.