



Grant Park Farmers Market. Sundays 9am -1pm



Growing Resiliency. Rooted in Community Strength.

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 Atlanta 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.





Free Produce Market at Toomer Elementary. March 2025

Our approach

CFM has a unique, four-tiered approach to food access through (1) varied and innovative modes of farmers markets; (2) educational outreach programming; (3) vendor education and support; and (4) financial, cultural, and physical accessibility programs.

Through building strong partnerships with mission-critical partners in our communities and the city at large, CFM's markets and outreach models have had an extensive impact on the local food system in Atlanta.



Chef demo at Parkside Elementary Free Produce Market. April 2025

2025 By the numbers

In 2025, Community Farmers Markets operated **59 pop-up markets** and **168 weekly outdoor markets**. Serving as gathering spaces for **200,000 people** and providing over **\$3 million in sales for 140 small businesses**, of which 29% are farmers, 46% are minority owned, and 56% are women-owned. Through our newest market model, we distributed **40,000 pounds of free produce** to people at risk of hunger.

We continued to serve through robust educational programming at schools, community centers, and neighborhood events, as well as digital media. Our outreach team taught **130 classes** and reached over **8,200 community members**. We hosted **215 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 over **75,000 followers**.



Bed Head Herb Farm & Plant Nursery farm visit. March 2025

2026-2028 Strategic Plan - Refining our formula for building resilient local food systems

Reflecting on 15 years of leadership in local food systems, this new strategic plan outlines Community Farmers Markets' priorities and direction for the 2026–2028 period.

We are committed to strengthening our mission, expanding impact, and ensuring long-term sustainability by building on what works.

**Farmers Markets | Accessibility | Community Empowerment
Thriving Vendors | Organizational Health**



Pop-Up Farmers Market at M. Agnes Jones Elementary. August 2025

STRATEGIC PRIORITY 1:

Host varied modes of farmers markets

CFM operates four traditional weekly outdoor farmers markets that serve as important gathering spaces for community building. To reach more people in low-income and limited-access neighborhoods, CFM hosts regular pop-up markets at schools and community centers. Our aggregate market model allows us to purchase directly from local farms and sell on their behalf, reducing staffing and logistical burdens for producers. We also partner with Concrete Jungle to rescue produce from regional farms and distribute it free of charge. Our goal is to operate a clear, cohesive set of farmers market models that reflect community needs and support local producers.

We will strengthen our farmers markets by documenting and standardizing our existing food distribution models, aligning operations, staffing, and partnerships through clear SOPs and communications frameworks. We will ground decisions in community input and data by regularly assessing needs, defining performance and sustainability indicators, and setting clear thresholds for success. To support innovation, we will implement a structured pilot and evaluation process that allows us to test new market models and locations, and scale approaches that deepen impact while remaining aligned with organizational capacity and community priorities.



East Atlanta Village Farmers Market. Thursdays 4-8pm

STRATEGIC PRIORITY 2:

Foster Gathering Spaces that Reduce Barriers and Increase Access to Fresh, Local Food

Our goal is to host gathering spaces that are consistently accessible, welcoming, and inclusive, reflecting community-defined standards for physical, cultural, linguistic, and economic access. Access to fresh, local food is protected and expanded, and policies continue to reduce structural barriers for historically disenfranchised vendors, strengthening equity across the food system.

We will establish clear organizational standards for accessible gathering spaces, informed by community input and reinforced through regular audits and site-specific improvement plans. Decisions will be guided by data and community feedback, with ongoing investments in wayfinding, language and cultural responsiveness, physical and sensory accommodations, and affordability. By maintaining supportive vendor policies, strengthening partnerships, and training staff and volunteers, we will ensure our markets function as inclusive community spaces.



Chef demo at Oakhurst Farmers Market. July 2025

STRATEGIC PRIORITY 3:

Empower Communities Through Educational Programs that Foster Participation in Local Food Systems

Our education and outreach programs aim to increase participation, connection, and long-term engagement with farmers markets. Educational activities, programming, events, and chef demonstrations draw new customers to markets, increase overall market attendance, and strengthen relationships between community members, farmers, and food.

During the next three years, we will focus on creating clear pathways for people to move from first-time participation to deeper involvement as volunteers, donors, and advocates, expanding both our reach and our base of community support.

We will align education, outreach, events, and marketing through coordinated annual plans, consistent messaging, and reliable tracking systems that measure participation and conversion into market attendance and engagement. We will strengthen systems that support volunteer engagement, donor cultivation, and ongoing communication, using a clear ladder of engagement to deepen relationships and grow a resilient community invested in local food systems.



Bee Wild Honey at the Decatur Farmers Market

STRATEGIC PRIORITY 4:

Support Local Farmers and Small Businesses to Thrive

Our goal is for local farmers and small businesses to experience Community Farmers Markets as a stable, reliable sales outlet that helps them meet their individual goals. Whether it's sustaining their current operations, strengthening their businesses, or exploring new opportunities, resulting in long-term participation and measurable economic impact.

We will strengthen vendor success by tracking and reporting sales, satisfaction, and impact metrics, using this data to inform continuous improvement and organizational decision-making. Through marketing support, professional development programming, and direct reinvestment in vendors, we will support business viability and stability.

By maintaining clear standards, refining vendor selection tools, and expanding programs that build relationships and opportunity, we will create a supportive market environment where farmers and small businesses can thrive.



Educational outreach at Benteen Elementary. Sept. 2025

STRATEGIC PRIORITY 5:

Steward a financially-stable, collaborative, and resilient organization

Community Farmers Markets seeks to operate with strong governance, transparent management, and the financial stability needed to sustain our mission over time.

We will strengthen governance and leadership by intentionally building board composition, deepening board engagement, and fostering regular communication and accountability. Internally, we will prioritize transparent financial management, clear operating procedures, and consistent feedback and professional development for staff.

We will diversify and stabilize revenue by strengthening individual donor and community engagement programs, using clear targets, tracking systems, and relationship-centered approaches. By investing in strong systems, shared decision-making, and meaningful engagement across stakeholders, we will steward an organization that is collaborative, financially sound, and that can operate with consistency and strength, independent of volatility at the national or global level.



Heirloom tomatoes at the Oakhurst Farmers Market

Recommendations and Funding Priorities

What success looks like: Community Farmers Markets is an organization that operates with clarity, consistency, and purpose across every market model — where decisions are guided by documented standards, shared knowledge, and real data. It means every gathering space is measurably accessible, welcoming, and culturally responsive, shaped by regular audits and community feedback. It looks like steady, year-over-year growth: more people finding their way to markets through outreach and signature events, rising attendance, expanding volunteer and donor participation, and sustained vendor success

In line with our strategic plan's growth goals, **by 2028, we will serve roughly 266,000 annual visitors**, reflecting consistent 10% year-over-year increases in attendance and engagement. Vendor sales expand from more than \$3 million to nearly **\$4 million in annual revenue**, strengthening small-business viability and farmer income. Educational and outreach participation rises in parallel, with **community reach expanding from 8,200 to approximately 10,900**, while digital communications grow from 75,000 to **nearly 100,000 annually**.

CFM is currently seeking general operating funds to build on our established programming, which includes four weekly established markets, the new and expanding pop-up model, and our Vendor Support Program. Ensuring the success of these programs not only benefits the community at large but also enables CFM to continue investing in the next generation of leaders in local food and sustainable agriculture.

"The first day we opened our brick-and-mortar, we had a line around the corner because we already had people who knew us. Being able to sell at the farmers markets allowed us to reach a lot more people to get our name out there. So when we made the leap here, we had an established customer base."

-Morgan Perkins, Galette

"I look forward to every Sunday, going to the Grant Park Farmers Market. Our customers are basically family. It's very vital to each of us; it's our lifeline. Without it, I don't know what I would do."

- Tamita Brown, Co-owner of Caribe United Farm

"We love the Free Produce Markets because they allow my kids to pick the produce that they want and try something new. We always get to try a sample of a recipe. Today was the broccoli salad, and I have to say it was very good. I'm glad we have the recipe card because now I can go home and make it. "

-Parent at a Free Produce Market

"Community Farmers Markets' work enhances cultural exchange, ensures access to fresh produce, and promotes eating well. By providing space to support local farmers and small businesses, CFM helps to build a resilient food system and aids in boosting our economy."

- Lindsey Caldwell, CFM Board of Directors