



PACIFIC COAST  
FARMERS' MARKET  
ASSOCIATION

## DEAR DEB – AUGUST 2024



Dear Deb: What is Farmers' Market Week and why do we celebrate it? –JC, Concord, CA

We're celebrating National Farmers' Market Week to recognize all the hard work that goes into making these weekly community events happen! From the farmers who grow our food to the market managers who keep things running smoothly, to the communities that welcome us, there are so many people to thank for making farmers' markets possible.

This year, [National Farmers' Market Week](#) is celebrating its 25th anniversary highlighting the vital role farmers markets play in our nation's food system from August 4th to August 10th. It has grown from “a little-known proclamation declared by the United States Department of Agriculture to a widely anticipated event and effective tool for promoting and advocating for farmers markets. In addition to promoting their market, farmers market leaders nationwide recognize the celebration as an opportunity to connect with their communities, build relationships with local, state, and federal officials, secure sponsorship and grant funding, encourage data collection and research, and more.”\*

Allen Moy, Executive Director of the Pacific Coast Farmers' Market Association (PCFMA) says, “[Farmers' Market Week](#) celebrates the contributions of everyone whose efforts make farmers' markets possible – from farmers to farmers' market managers. Farmers' Market Week also recognizes the unique role that farmers' markets play as not just essential sources of fresh and healthy food, but also as community gathering spaces. For those of us who love farmers' markets and are committed to their long-term sustainability, Farmers' Market Week also provides a great opportunity to share that love with our friends and neighbors, inviting them to experience what makes farmers' markets special.”

Farmers' markets are so important to the nation's local food system that we want to thank the farmers and customers who make them successful as they help support the local communities of which they are a part. It is the manager of each market who keeps the markets running every week, working with the farmers, assigning them to markets, and generally keeping the market operating. They solve problems, work with city and state agencies, answer customer questions, and keep the markets running smoothly.

The farmers' market is also a very important source of healthy fruits and vegetables for those who accept CalFresh/EFT. With the Market Match program, customers are allowed to match their purchases of health foods up to \$15. This match was almost lost due to government budget cuts but thanks to the efforts of farmers' markets and food advocates from around California, state funding for the [California Nutrition Incentive Program](#) (CNIP) which is an essential part of the federal-state-local funding formula, [Market Match](#) has been [retained](#).

Please continue to support your local farmers' markets and fight with us to keep them operating. The markets would not succeed without those who frequent their favorite farmers or vendors each week. Next time you visit your local farmers' market, stop to thank the market manager, the farmers, and the volunteers who work hard each week to make sure your market is up and running!

TAGS