

Portland Farmers Market Strategic Plan 2012-2015



Vision

PFM is a catalyst for the nation's most prosperous, healthy and sustainable food system.

- Food producers thrive and expand
- All residents have access to farm fresh food
- Farmer's markets build, nourish and inspire community

Mission

PFM operates world class farmers markets that contribute to the success of local food growers and producers, and create vibrant community gatherings.

Values

- Nourishment: food is the heart and soul of our lives. Access to fresh nutritious food is a foundation for health and human dignity.
- Sustainability: our markets and operations model social, economic and ecological sustainability.
- Relationships: positive personal connections and cooperation underlie our contributions to the community.
- Excellence: by combining innovation and industriousness we achieve our best while making farmer's markets fun, functional and beautiful.
- Organizational Integrity: we maintain financial strength and professional fulfillment in a lively team environment.
- Authenticity & Transparency: we are accountable to our shoppers by requiring our vendors to produce and source what they sell with integrity.

Goals & Strategies

Goal 1 - Farmers and food producers at our markets are successful.

- A. Develop a plan for each neighborhood market to increase shoppers and sales
- B. Provide individual guidance and support to vendors
- C. Ensure each market is meeting criteria for appropriate product mix and lively atmosphere
- D. Evaluate expansions and taking on of existing markets to create more opportunity for farmers to sell

Goal 2 - Residents access local healthy food through farmer's market vendors.

- A. Increase awareness and opportunity for people with limited incomes to access locally grown food from our vendors

- B. Educate public about value and benefits of farmers markets
- C. Explore new ways for vendors to reach customers

Goal 3 - PFM markets are vibrant gatherings that reflect surrounding neighborhoods.

- A. Cultivate ownership and support for our markets in surrounding communities
- B. Expand community participation and shopper engagement in our markets

Goal 4 - PFM is a sustainable operation with the organizational structure and resources to accomplish our mission.

- A. Provide a safe, healthy, fun work environment that offers professional development
- B. Maintain a stable base of financial support
- C. Maintain an engaged, high-functioning board of directors that reflects our community
- D. Continue and enhance environmentally sustainable operating practices

Goal 5 - PFM works with community partners to strengthen farmers markets and the local food system.

- A. Position PFM as a leader in representing the interests of agriculture-only farmers markets
- B. Build and maintain relations with farm-direct advocates to enhance local food systems
- C. Advocate viability of local food economy with public agencies and elected officials
- D. Support the success of the Farmers Market Fund (FMF), financially and operationally