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