

# NAPA FARMERS MARKET



## 2023 Impact Report



[napafarmersmarket.org](http://napafarmersmarket.org)



***I am honored to lead our farmers market into the future as we continue to grow our mission of increasing access to local produce, specialty food, and artisan craft, 100% hand grown, harvested, and made with love.***

*Dear friends,*

I am thrilled to share with you our first Impact Report. The Napa Farmers Market has been operating since 1986 and we've grown tremendously, especially in the last five years. Our mission remains the same: to be the bridge between farm to fork, to create opportunities for small farmers and businesses to thrive, to create space for our whole community to gather around the exquisite joy of local food.

When COVID-19 changed the world, it inevitably changed our farmers market, and, surprisingly, the pandemic changed us for the better. Thanks to support from Napa County Public Health and my previous experience in pandemic preparedness and response, the Napa Farmers Market remained open as an essential food business. This marked a crucial shift in our community's perception of how we operate. No longer were we a leisurely outing, we became recognized as a critical source for fresh, local food, sometimes even besting supplies at groceries stores in the early days of the lockdown.

In the post-pandemic world, the Napa Farmers Market has continued to flourish in our current location at the City of Napa West Street parking lot in the heart of downtown. In December 2023, the Napa Farmers Market board of directors appointed me to the newly created position of Executive Director. I am honored to lead our farmers market into the future as we continue to grow our mission of increasing access to local produce, specialty food, and artisan craft, 100% hand grown, harvested, and made with love.

You may have noticed that all our farmers have "*We grow what we sell*" signage at their stalls. This is part of the long list of California Department of Food and Agriculture requirements for farmers selling at every California Certified Farmers Market. The intent is to make it clear as day to customers that this produce is coming directly from a small farm, not a wholesale warehouse.

As a nonprofit organization, while the Napa Farmers Market does not grow or make products for sale:

- We grow family farmers, small businesses, and the local economy.
- We grow equitable access to local food.
- We grow community around local food.
- And most importantly, WE GROW TOGETHER.

Thank you for your support of the Napa Farmers Market. I welcome your feedback on our first Impact Report, please let me know what you think and how we can improve for next year. Enjoy!

See you at the Napa Farmers Market,

*Cara Mae*

# NAPA FARMERS MARKET would like to thank...

## Local government for helping us operate.



Napa County Agriculture Commissioner 's Office  
Napa County Environmental Health Divison  
Napa County Health & Human Services Agency



City of Napa Parks &  
Recreation Services  
Department

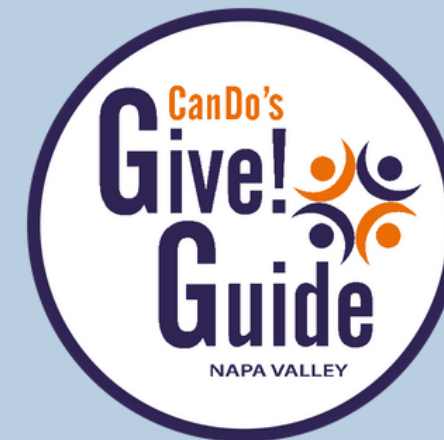
## Business sponsors for supporting our mission in 2023.



BANK OF STOCKTON  
ESTABLISHED 1867  
WITHSTANDING THE TEST OF TIME



PETER A. AND VERNICE H.  
GASSER FOUNDATION



market match





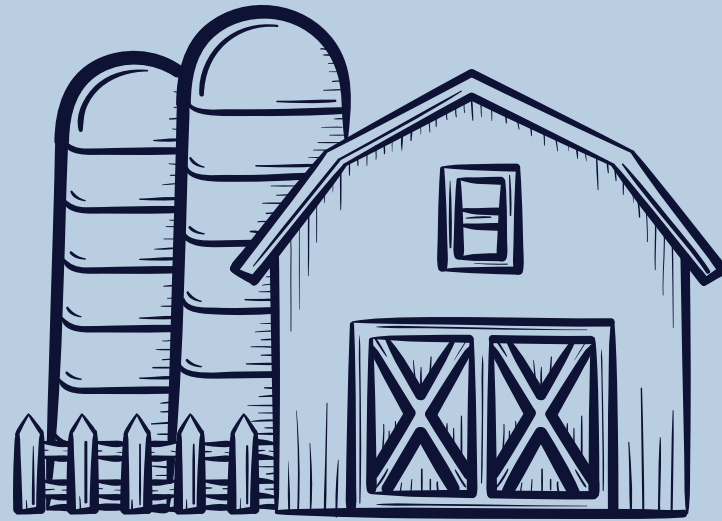
NAPA FARMERS  
MARKET 

**We grow  
family farmers,  
small business,  
and the local  
economy.**

Our market  
was home to

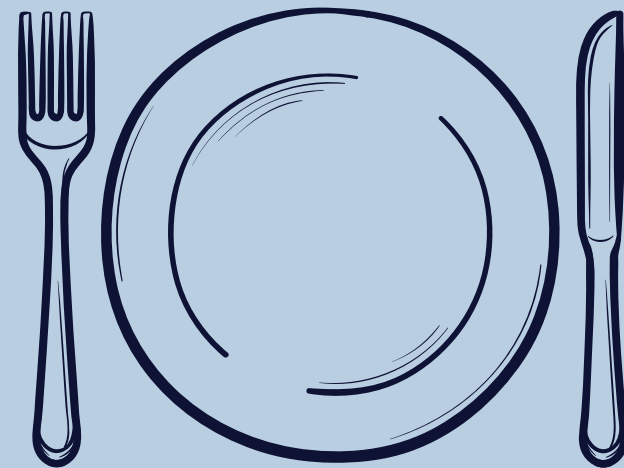
**136**

small farmers &  
businesses  
in 2023.



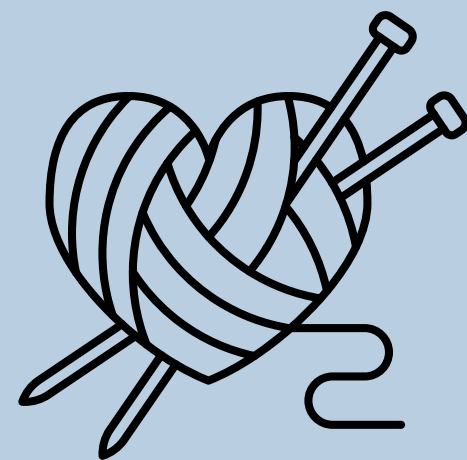
**37** *Farmers*

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**67** *Food Makers*

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**32** *Artisans*

Our **136** sellers  
include

**63**

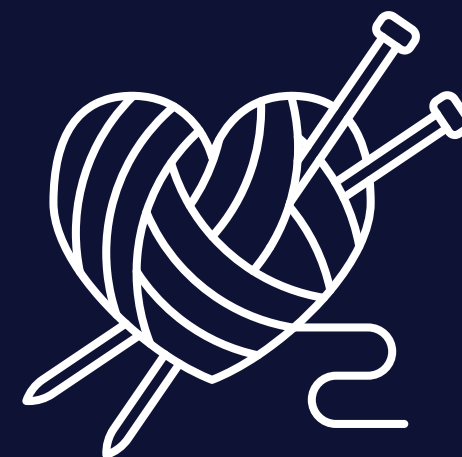
Napa-based  
small farmers &  
businesses  
in 2023.



**7** *Farmers*

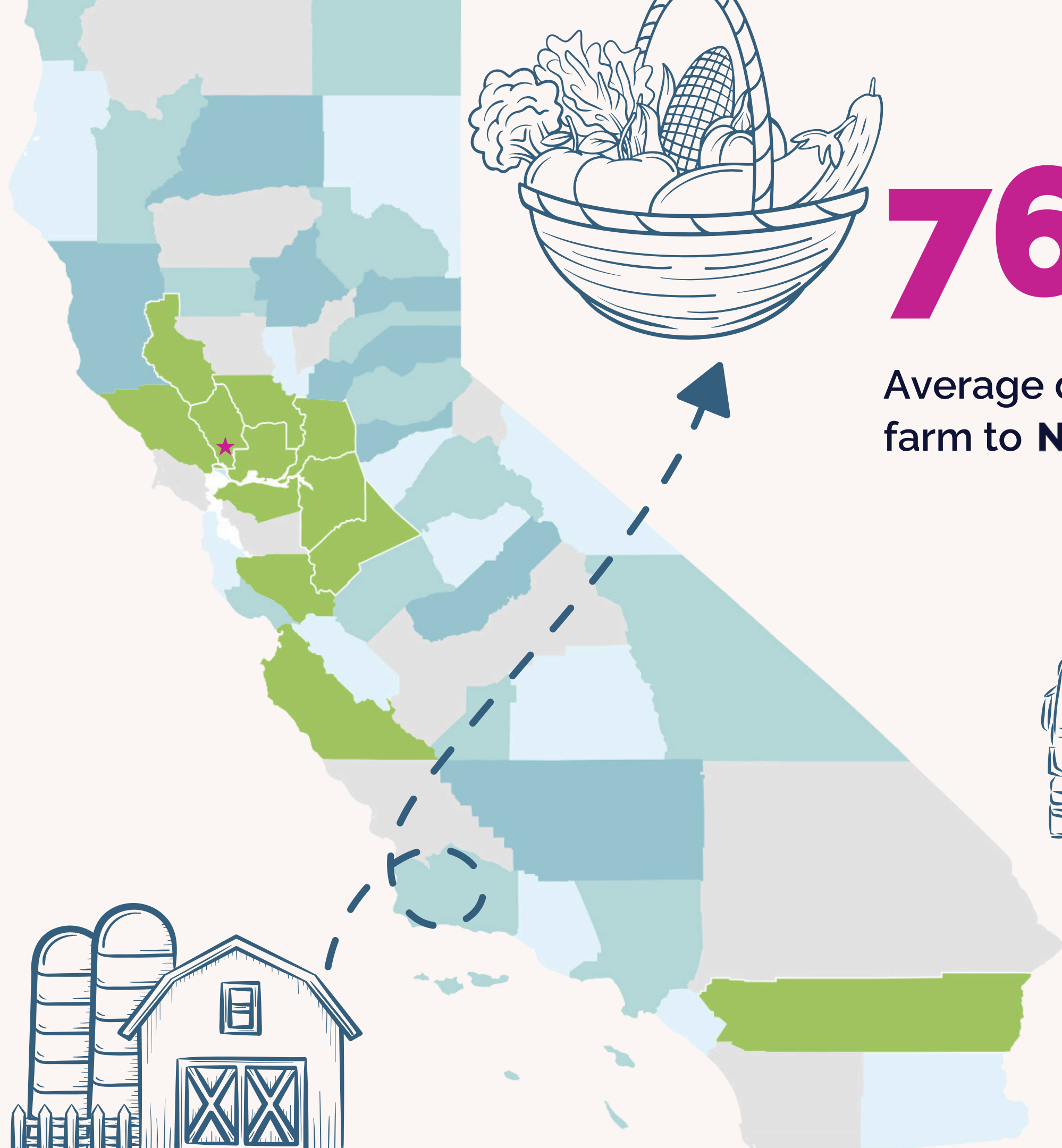


**24** *Food Makers*



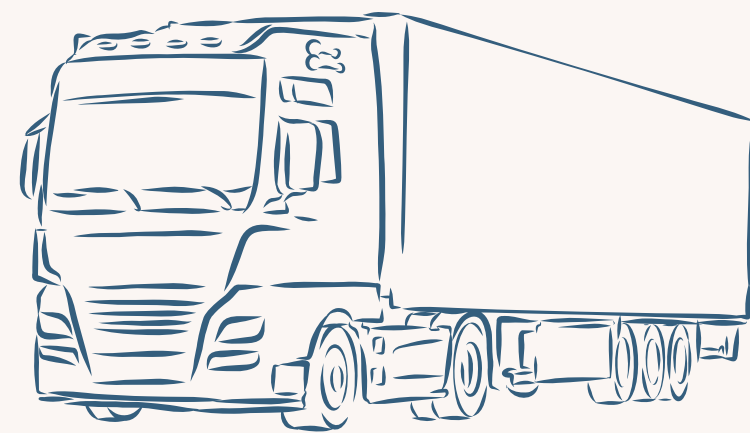
**17** *Artisans*

County	Farmers
Napa	7
Sonoma	7
Santa Clara	4
Yolo	4
Contra Costa	2
Fresno	2
Monterey	2
Sacramento	2
Solano	2
Stanislaus	2
Lake	1
Riverside	1
San Joaquin	1
<b>TOTAL</b>	<b>37</b>



**76** Miles

Average distance farm to **NAPA FARMERS MARKET**



In the US, most food travels **1,500 miles** to get to your plate



**“We rely on the Napa Farmers Market as our place to connect directly with customers and share in their excitement around the unique crops we grow that you can’t find in the grocery store.”**

**- Andrew Imbach,  
Lone Oak Farms, Napa**



In 2023, our customers spent around

**\$8 million**

supporting small farmers & businesses  
at the Napa Farmers Market.

*Customer Average: \$533 Saturday \$336 Tuesday*

In 2023, our customers spent around

**\$14 million**

at businesses in Napa before or after shopping at the market.

*Customer Average:* **\$95** *Saturday* **\$75** *Tuesday*

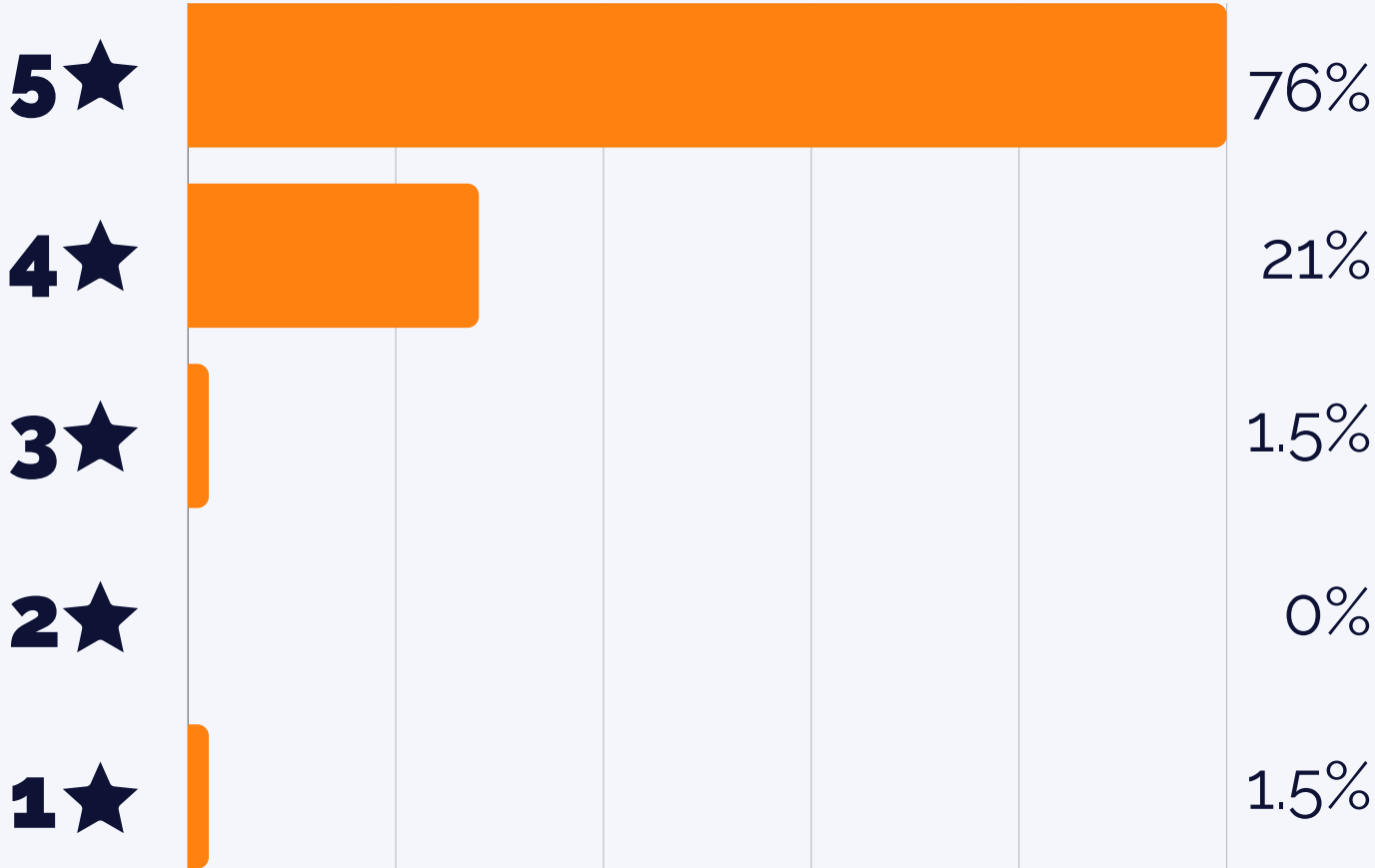
# 2023 Vendor Survey Feedback

Management Excellent local  
Staff organized  
environment friendly vendors location  
Communication helpful  
Community socialmedia Marketing  
support organization wonderful

**Question:**

*As a vendor, how would you rate your experience at the Napa Farmers Market?*

★★★★★ **4.7** out of **5**





NAPA FARMERS MARKET 

**We grow  
community  
around  
local food.**

We welcomed

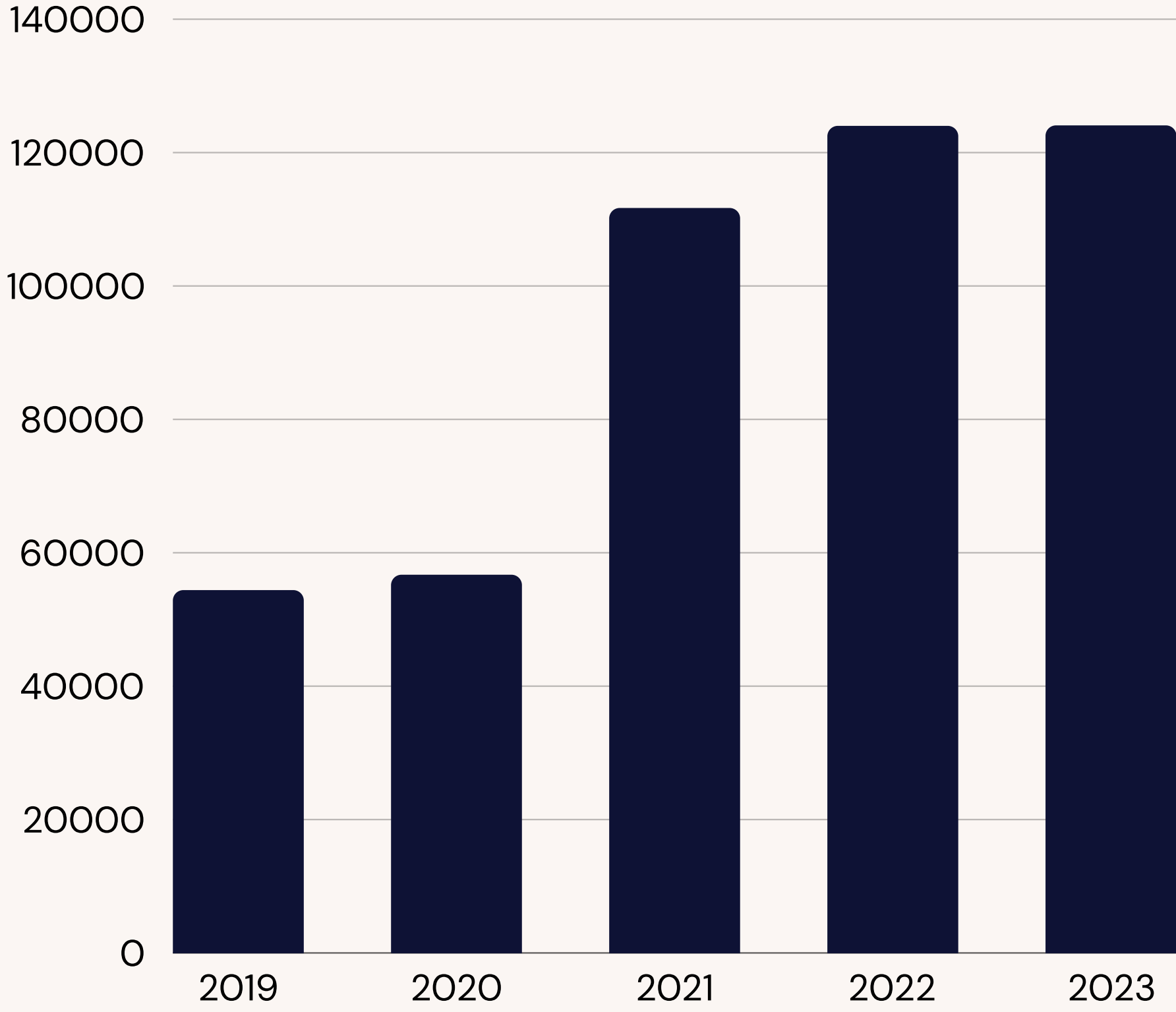
**162,844**

total customer visits,  
including **124,646** visits  
by our Napa City and  
County neighbors

**↑25%**  
on Tuesdays



# Saturday Customers



# 124,077

Total Customer visits

Peak: **3,510**  
August 19, 2023

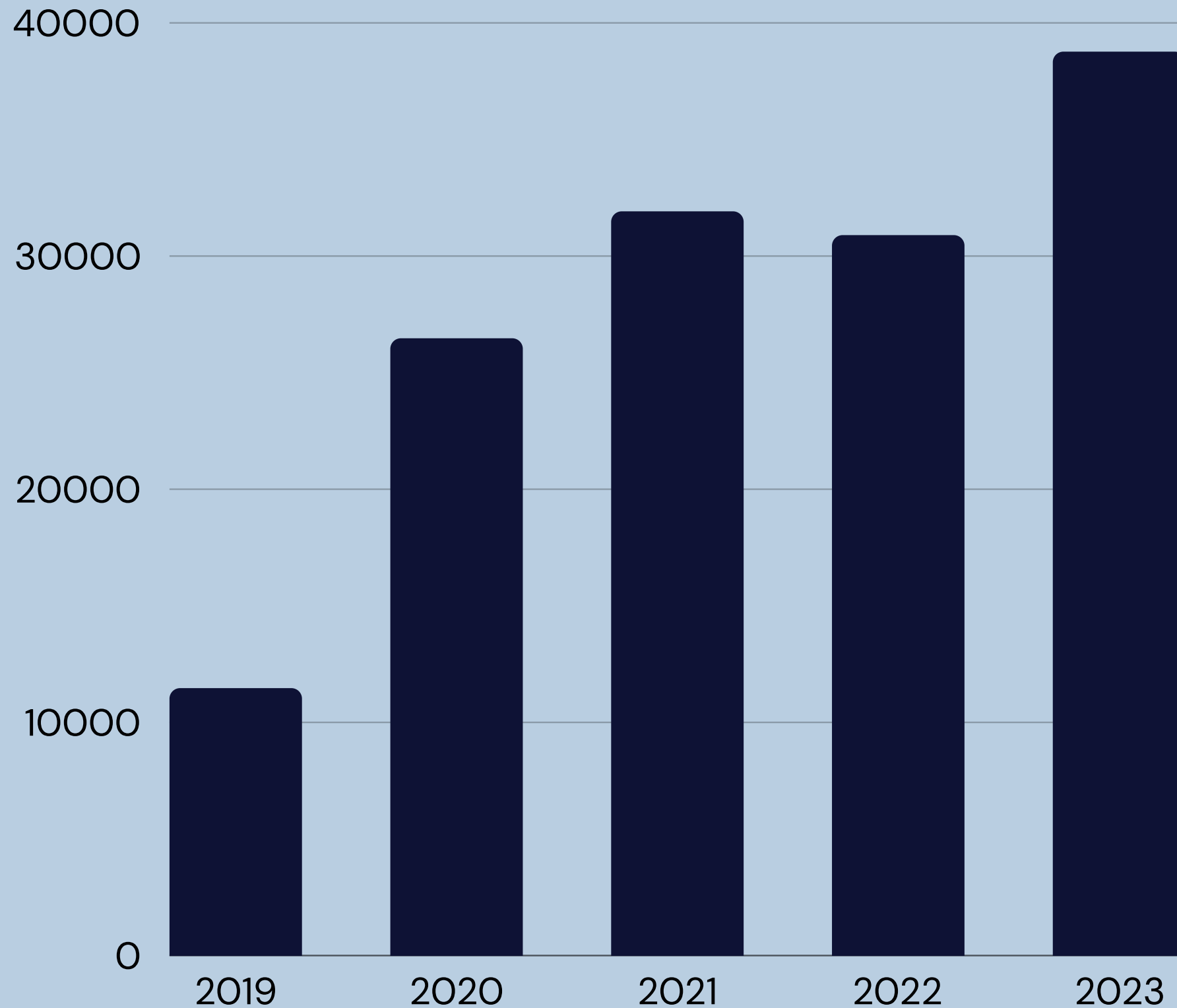
Quarter	Average / Market
January - March	1,987
April - June	2,652
July - September	3,235
October - December	2,146

# Tuesday Customers

# 38,767

## Total Customer visits

Peak: **1,493**  
July 4, 2023



Quarter	Average / Market
January - March	Closed
April - June	921
July - September	1,236
October - December	850



In 2023 we welcomed  
**41** nonprofit,  
government, and  
community  
organizations to connect  
with our customers and  
promote their causes.



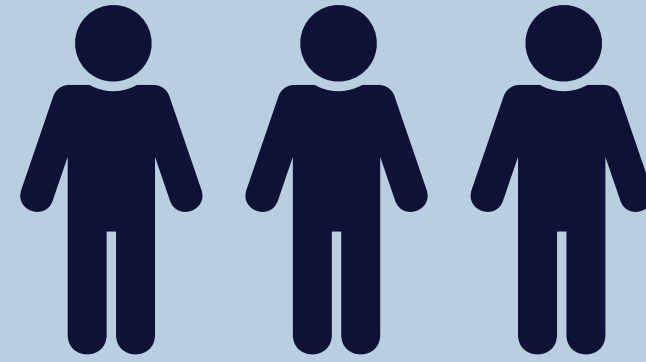
# We work for you to make **89 markets** happen year-round, rain or shine.

**Board of Directors**

(volunteers)



**Full-time staff**



**Part-time staff**



**Volunteers**





**NAPA FARMERS  
MARKET** 

**We grow  
equitable  
access to  
local food.**

In 2023 we matched

**\$69,603**

in food assistance benefits  
to purchase fresh fruits &  
veggies for CalFresh  
customers, serving

**440** households w/  
low-income





**“My son and I always come once a week and it’s our family time together. He makes dinner on Saturday nights, so we go shopping and he picks a new veggie or ingredient to try.”**

**- Melinda, CalFresh Customer**



We partnered with Puertas Abiertas CRC to distribute

**\$10,100**

of Fruit & Veggie Bucks to **27 Latine families** in need of food assistance to buy fresh produce from our farmers over **4 months**.



# 26,373 lbs.

of fresh produce and food donations were collected and distributed to people and families in need of assistance by our partners:



Tuesdays: **15,464 lbs.**  
Saturdays: **10,809 lbs.**



NAPA FARMERS  
MARKET 

**We  
grow  
together.**



**Business sponsors  
help us grow.**

**F&M BANK**

Where Banking is Easy!



**BANK OF STOCKTON**  
ESTABLISHED 1867  
WITHSTANDING THE TEST OF TIME



**Redwood  
Credit Union**

**ITTO**  
AUTO BODY INC.



# Napa Farmers Market 2023 Expenses:

**\$352,934**

**\$31,793**

Admin & Fundraising

9%

**\$107,116**

Food Assistance Services

30.4%

**\$214,025**

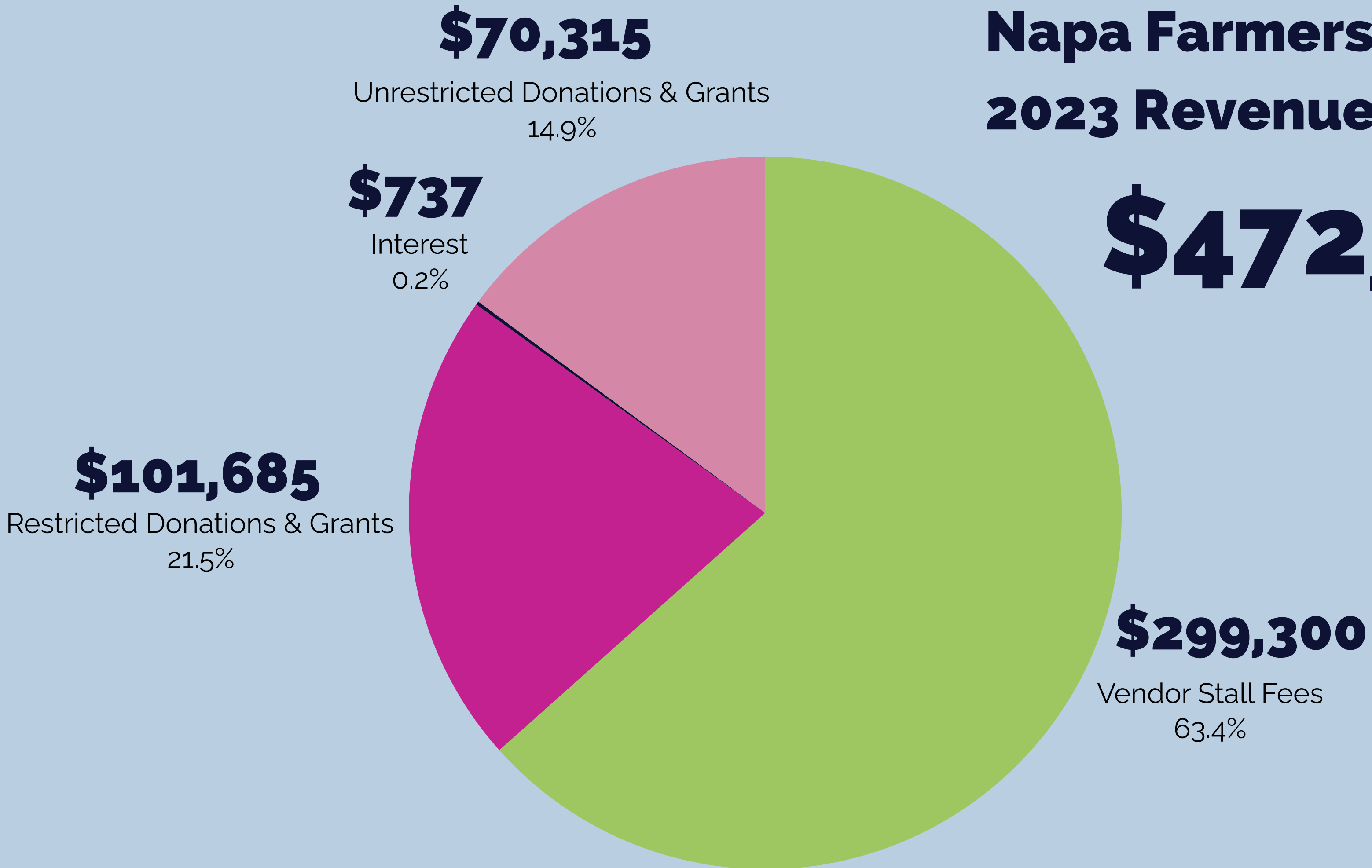
Market Operations

60.6%



# Napa Farmers Market 2023 Revenue:

## \$472,037



# **Restricted Funds: Food Assistance**

Reserved for food assistance programs and services, including funds for customers with low-income to buy fresh produce, staff time, and administration.

## **Why?**

Required to address food insecurity and increase equitable access to local food by all our neighbors.

# **Unrestricted Funds: Market Operations**

Supports all costs of the Napa Farmers Market where funds are needed most, including facilities, supplies, marketing, staff time, and administration.

## **Why?**

Required to keep stall fees low so farmers & vendors maximize their income, while providing the highest quality market experience for both sellers and customers.

# Thank you!



**NAPA**  
**FARMERS**  
**MARKET**

Your tax-deductible donation to the Napa Farmers Market provides funds to support the cost of operating our world class farmers market where they are needed most.

[napafarmersmarket.org/donate](http://napafarmersmarket.org/donate)



**We grow  
together!**