



NAPA FARMERS MARKET 

2024 Impact Report



“Place matters and having the gift of being in the heart of downtown Napa since June 2, 2020 allowed the Napa Farmers Market to show our community what we are all about, and in turn you showed up for us.”

Dear friends,

Dinah Washington’s song “What a Diff’rence a Day Makes” plays in my mind, however instead of “24 little hours” I reflect on the momentous difference the last five years made to the Napa Farmers Market.

Place matters and having the gift of being in the heart of downtown Napa since June 2, 2020 allowed the Napa Farmers Market to show our community what we are all about, and in turn you showed up for us.

We saw a **155% increase in customer visits since 2019**, and in 2024 we welcomed over 168,000 customers, **75%** of them from the city of Napa. Every single visit matters because it shows people are gathering around the joy of local food and supporting the very best we have to offer: our 138 small farmers and small business vendors.

As we look forward to the next five years, we are actively strengthening connections with local government and community partners to ensure the Napa Farmers Market finds a home for the next fifty. Although our current location is not in immediate jeopardy, we are taking a proactive approach to find our permanent home.

Thank you for taking time to look back on the incredible accomplishments highlighted in our 2024 Impact Report. I truly hope we inspire you to make a donation today to support our work now and for the future of the Napa Farmers Market.

See you at the market,

Cara Mae

Cara Mae Woledge, MPH (she/her/ella), Executive Director

Email: caramae@napafarmersmarket.org

Cell: (707) 699-8482

*Donate
now!*



napafarmersmarket.org/donate

As the new Chair I am thrilled to lead our volunteer board of directors for the next two years as we steward our mission, support our organization's staff, operations, and programs, and ensure our financial security and stability now and for decades to come.

The Napa Farmers Market is a thriving “third place”, meaning a social surrounding that is separate from the home (“first place”) and the workplace (“second place”). What makes our third place unique is the broad spectrum of people gathering at the market around the shared love of fresh, local food and craft. This means Napa neighbors and tourists, customers with low-income and top chefs, and liberals and conservatives can mix, interact, and all feel a sense of place.

I want to take this opportunity to share important values the Napa Farmers Market holds as an organization while sustaining this third space:

- **We value diversity, equity, inclusion, and belonging of our whole community.** In fact, we believe this is one of the greatest strengths the Napa Farmers Market has to offer.
- **We value our immigrant neighbors and community members.** As a partner with the Napa Valley Together initiative, we are committed to fostering a community where every individual is valued, empowered, and supported.
- **We value standing up against all types of hate** including racism, sexism, homophobia, transphobia, antisemitism, islamophobia, xenophobia, ableism, ageism, and classism.

If you would like to connect, please reach out to Cara Mae for my contact information or don't hesitate to stop me for a chat when you see me at the market.

Thank you for your support: every shopping visit, every donation makes a big difference!



Wendi
Wendi Moore
Chair, Napa Farmers Market Board of Directors

NAPA FARMERS MARKET

2025 Board of Directors



Ben Horne,
Vice Chair



Imane Hanine,
Member



Caroline Wiegardt,
Secretary



Carine Hines,
Member



Grant Smith,
Treasurer



Tina Morse,
Member



Laurie Corona,
Member



Molly Moran Williams,
Member

Market & Operations Staff



Mimi Adams,
Manager



Carmen Briwa,
Assistant
Manager

NAPA FARMERS MARKET would like to thank...

Local government for helping us operate.



Napa County

- Agriculture Commissioner's Office
- Environmental Health Division
- Health & Human Services Agency



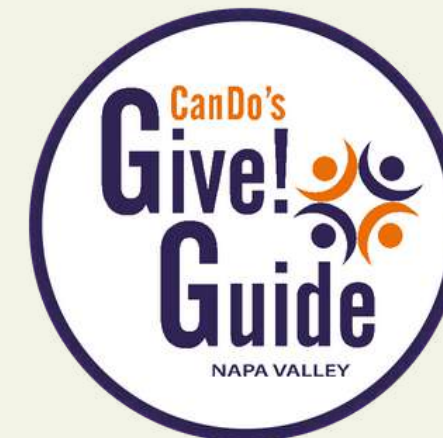
City of Napa

- Parks & Recreation Services
- Economic Development Division

Business sponsors for supporting our mission in 2024.



Food assistance funding partners for helping us nourish our whole community in 2024.

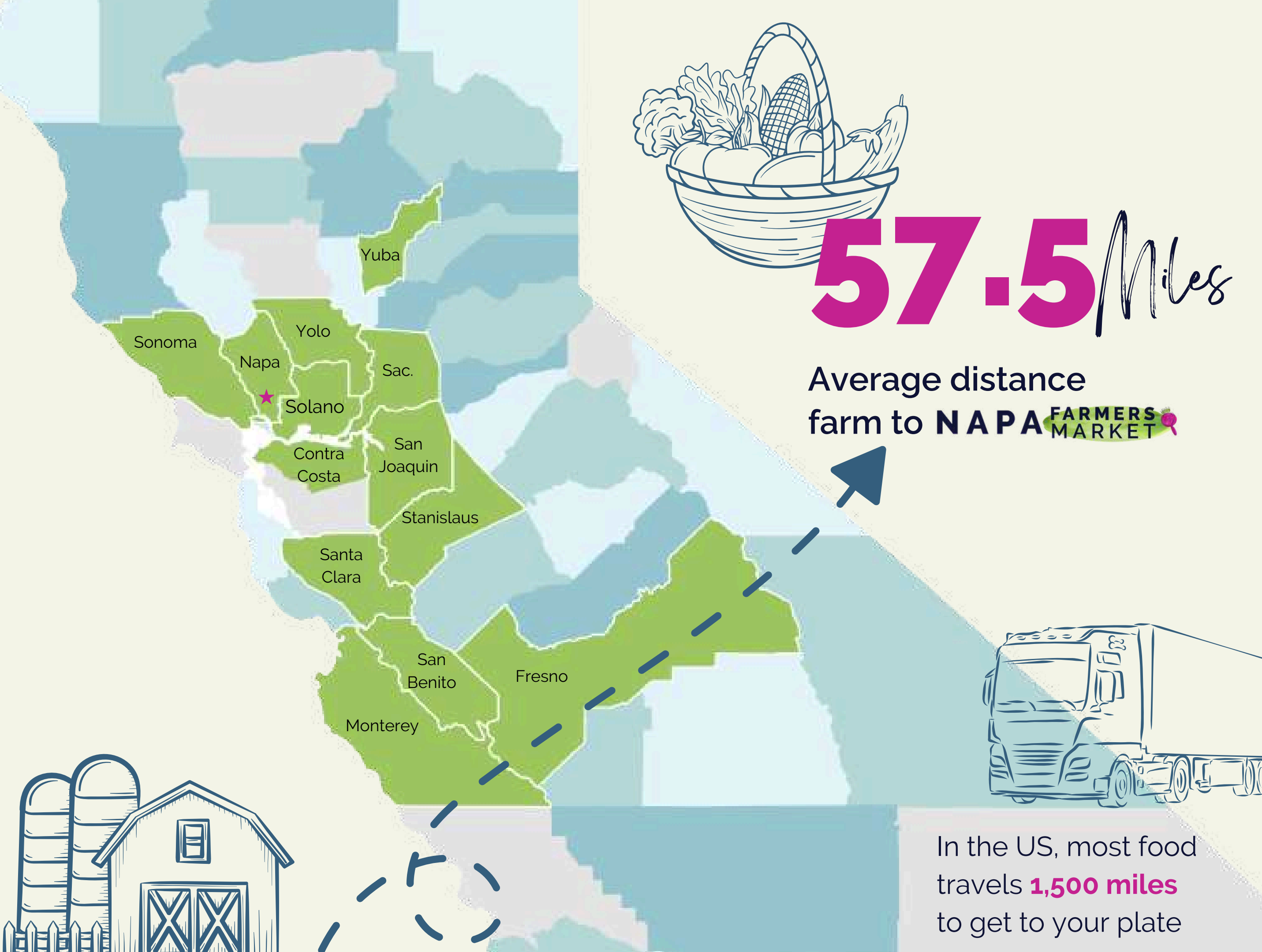


NAPA FARMERS MARKET



We grow small, sustainable farmers.

County	Farmers
Napa	9
Sonoma	7
Solano	4
Yolo	3
Fresno	2
Monterey	2
Sacramento	2
Santa Clara	2
Stanislaus	2
Contra Costa	1
San Benito	1
San Joaquin	1
Yuba	1
TOTAL	37





Sun Tracker Farm: 10 years of growth

Here at Sun Tracker Farm, we are starting our tenth growing season, and our tenth season as vendors of the Napa Farmers Market. A decade of our lives, including building a family, is now intertwined with the soil we steward as much as the bonds we created with the community of Napa. I can say personally that Sun Tracker Farm would not be the thriving business it is today without the Napa Farmers Market as our partner.

Going back in time to Sun Tracker Farm's first market day, all we had to sell were kale bunches, baby kale, and chard bunches. As the season progressed, our offerings increased, and we began the slow process of creating a customer base. While the Napa Farmers Market in 2016 was a lovely and friendly market, it was still small and finding its stride.

Today, the Napa Farmers Market and Sun Tracker Farm are vibrant and flourishing partners in the local food system. **The Napa Farmers Market is the only farmers market we attend and accounts for over 65% of our annual gross income.** Over the last ten years, this farmers market became the sales outlet we can always count on, whose sales grow each year, and whose customers are joyful advocates and supporters of all our hard work as farmers.

“Sun Tracker Farm would not be the thriving business it is today without the Napa Farmers Market as our partner.”

Looking to the future, we will always be here, and we will grow together with the Napa Farmers Market. Sun Tracker Farm will continue bringing thousands of pounds of organically grown, seasonal produce to feed you and your children. We will capture countless pounds of carbon with the power of photosynthesis and dump it into our soils to feed our microbiotic co-workers.

In this moment, **something you can do is support the Napa Farmers Market with a donation** that will allow it to continue growing its vision, its community, its farmers and small businesses, its non-profit partners, its healthy customers, and most importantly, every meaningful friendship that starts on a market day!

Love,
Carine Hines
Co-owner of Sun Tracker Farm

Donate
now!



napafarmersmarket.org/donate





**NAPA FARMERS
MARKET** 

**We believe
everyone
should have
access to fresh,
local food.**

In 2024 at the Napa Farmers Market

\$199,670 was spent
in food assistance dollars serving

(CalFresh + Market Match + Fruit & Veggie Bucks)

685 households with
low-income during

3,133 market visits.

Help us feed people



napafarmersmarket.org/donate

2024
compared to
2023:

+14%
Dollars

+22%
Households
served

Food Assistance \$: Fresh Market Match

What is CalFresh?

CalFresh are federal Supplemental Nutrition Assistance Program benefits (formerly known as “food stamps”). People with low-income can receive CalFresh benefits through the Napa County Health & Human Services Agency and spend the money on groceries.

What is Market Match?







At the Napa Farmers Market, **we match 100% of CalFresh benefits** (with no maximum) with Market Match dollars to purchase fruits and vegetables from our farmers.

How does it work?

Customers with CalFresh swipe their EBT card at the Info Booth to receive CalFresh & Market Match vouchers to spend like cash on produce and groceries at the market.

Why is this important?

In addition to doubling CalFresh food budgets, Market Match is a nutrition incentive program because funds can only be used to purchase produce. Also, this means farmers benefit because of increased sales through Market Match.

<div>NAPA FARMERS MARKET</div> <h2>2024 Market Match Funding</h2>		
	\$28,488	38%
	\$14,703	20%
	\$14,094	19%
	\$9,500	13%
	\$5,000	7%
	\$3,000	4%
	\$74,785	100%

In 2024 Market Match funds doubled

\$74,785

in CalFresh benefits serving

525 low-income households

which made an estimated

149,570

servings of fruits & vegetables.

Dollars

+7%

Households

+19%

Servings

+7%



Food Assistance \$:



Fruit & Veggie Bucks

What are Fruit & Veggie Bucks?

Fruit & Veggie Bucks are food access dollars for low-income Latine families in need of support to buy food.

How does it work?

Puertas Abiertas Community Resource Center identifies families in need of support to buy food. **Families receive \$300 over 6 weeks** (\$50 per week) to shop at the Napa Farmers Market for fresh produce using Fruit & Veggie Bucks vouchers just like cash.

How is this different from Market Match?

Fruit & Veggie Bucks, funded by a Napa County MSA grant, support families that may not have access to CalFresh and thus don't qualify for the Market Match program.

Why is this important?

Our partnership with Puertas Abiertas is essential because they are trusted messengers and have relationships with Latine individuals and families that may otherwise not shop at the Napa Farmers Market.

In 2024 we distributed

\$50,100

Fruit & Veggie Bucks serving

160 Latine households w/
low-income

which made an estimated

100,200

servings of fruits & vegetables.

Dollars

+39%

Households

+34%

Servings

+39%



Food Assistance: Food Rescue

26,915 lbs.

of fresh produce donations were collected in 2024
and given directly to people and families at
community housing sites, churches, and schools at

87 distributions which made an estimated 22,429 meals.

“Getting fresh produce donations is a challenge. Without the Napa Farmers Market, we wouldn’t be able to offer an abundance of fresh fruits and veggies to supplement the deli, dairy, and protein received from other sources.”

Margaret Perry
Feeding It Forward Napa Valley

**Thanks
to our
partners**





Food Assistance: Shelter Meals

Chefs Todd Humphries (Kitchen Door) **and Ken Frank** (La Toque)
shopped with food assistance funds to purchase

\$3,148 vegetables and fruit from
our farmers to make around

2,623 meals

**for people experiencing homelessness and receiving
services from Abode at the South Napa Shelter in 2024.**



Food Assistance: Community Coalition

In June of 2024, Napa Farmers Market, acting as lead for the Napa County Food Security Coalition, was awarded a three year grant from Napa County MSA to support economic stability by developing, implementing, and evaluating a **local food security systems initiative** to ensure all Napa County residents have regular access to affordable and nutritious food.

We will lead this work together with our members **(26 community organizations, local government, and funding partners)** to realize our vision that the Coalition will be utilized by the community as the go-to source for comprehensive, accurate, timely, and easily accessible information about food assistance resources.



NAPA COUNTY
**FOOD
SECURITY
COALITION**





**NAPA FARMERS
MARKET** 

**We grow
the local
economy.**

Our market
was home to

138

small farmers &
businesses
in 2024.



37 Farmers

65 Food Makers



36 Artisans



Ohm Coffee Roasters: A cup full of dreams

Combining my two passions of coffee and rock & roll, Ohm Coffee Roasters was launched as a craft roaster in 2016. During my career in and around the wine industry, coffee had been calling to me for years, and I was struck by the parallels between coffee and wine—terroir/origin, flavor profiles, sensory analysis, and many other topics have remarkable similarities. Eventually curiosity led to obsession, and I decided it was time to heed the call. After writing a business plan and learning the basics of roasting and the industry from some mentors and consultants, Ohm Coffee Roasters was ready for its debut.

One of the first questions to address was how to find a customer base. **Without the budget for an expensive retail buildout, the Napa Farmers Market was an obvious choice to connect with a community of craft-minded consumers.** Ohm applied for the 2016 season and was accepted three weeks before opening day. The joy of acceptance quickly turned to panic—how was I going to outfit a mobile espresso booth in that amount of time, in a form that wouldn't take hours of setup and breakdown? The answer was a truck, which I found on craigslist and miraculously was able to outfit and roll into opening day on May 3, 2016.

Ohm was an instant hit with Napa Farmers Market shoppers, and nine years later is still at almost every Tuesday and Saturday market.

“Ohm has become a part of the Napa Farmers Market morning ritual for shoppers and vendors alike, and we wouldn't have it any other way.”

We opened our own roastery in 2023 (offering tours by appointment) and our first two cafes in late 2024. Today our beans are brewed by many of the top cafes, restaurants, wineries, and hotels throughout Wine Country. We have subscribers nationwide, do mobile coffee for major events like BottleRock Napa Valley, and have won accolades including Best Local Roaster (North Bay Bohemian, seven years running!) and Small Business of the Year (Napa Chamber of Commerce).

But through all of the growth, one of the foundations of Ohm's business remains our connections with the local community. Ohm has become a part of the Napa Farmers Market morning ritual for shoppers and vendors alike, and we wouldn't have it any other way.

Your support of the Napa Farmers Market helps turn small business dreams into reality in a big way,

Derek Bromley
Founder, Ohm Coffee Roasters

Donate
now!



napafarmersmarket.org/donate



Our **138** sellers
included

64

Napa-based
small farmers &
businesses
in 2024.

In 2024, our customers spent around

\$9.6 million

supporting small farmers & businesses
at the Napa Farmers Market and

\$17.6 million

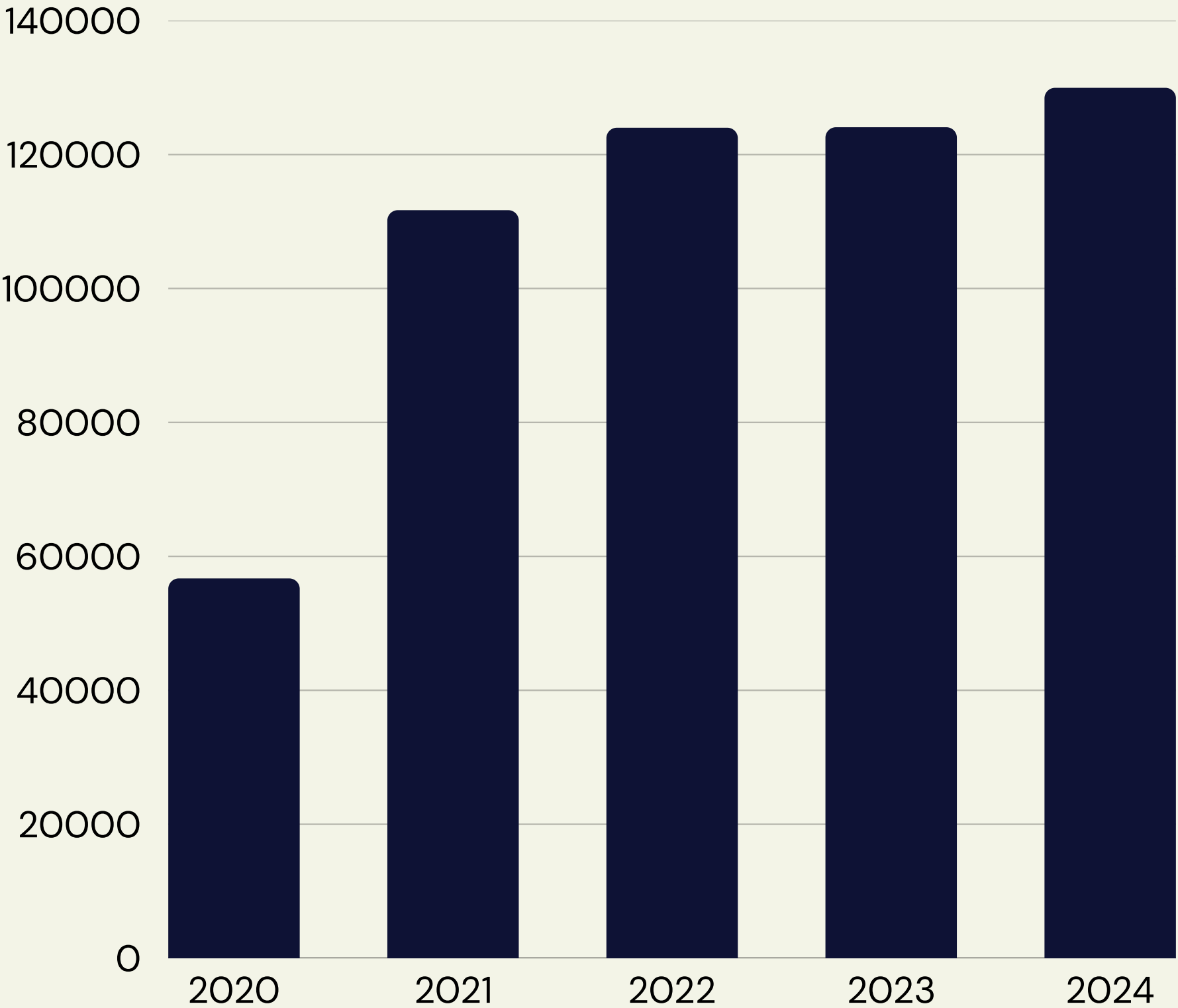
at businesses in Napa before or after
shopping at the market.

We welcomed
168,275
total customer visits,
including **120,206** visits
by our Napa City and
County neighbors.

↑3.3%
above 2023



Saturday Customers



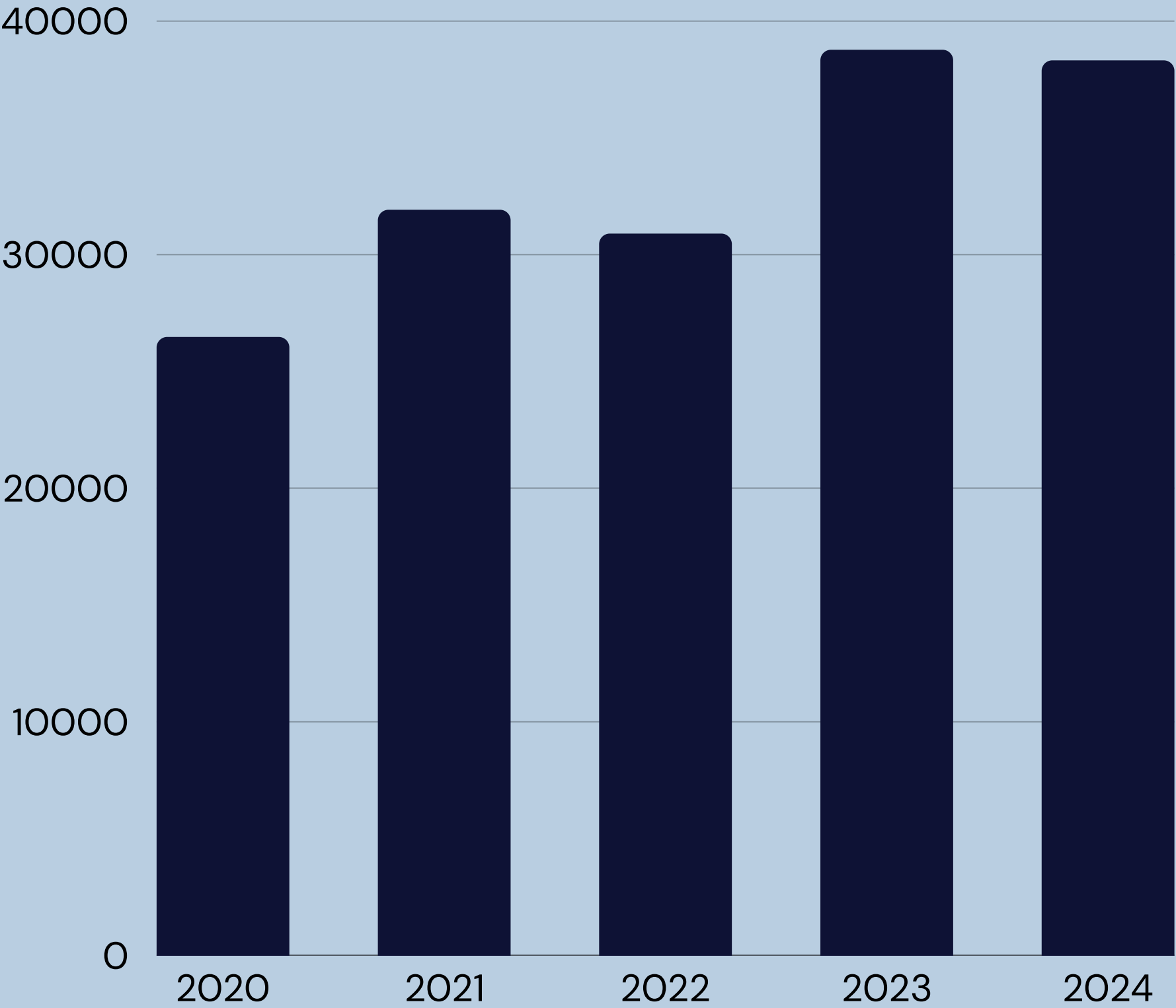
129,962

Total Customer visits

Peak: 3,594
July 27, 2024

Quarter	Average / Market
January - March	1,946
April - June	2,757
July - September	3,225
October - December	2,504

Tuesday Customers



38,313

Total Customer visits

Peak: 1,315
July 23, 2024

Quarter	Average / Market
January - March	Closed
April - June	970
July - September	1,172
October - December	847

We work for you to make **87 markets** happen year-round, rain or shine.

Board of Directors

(volunteers)



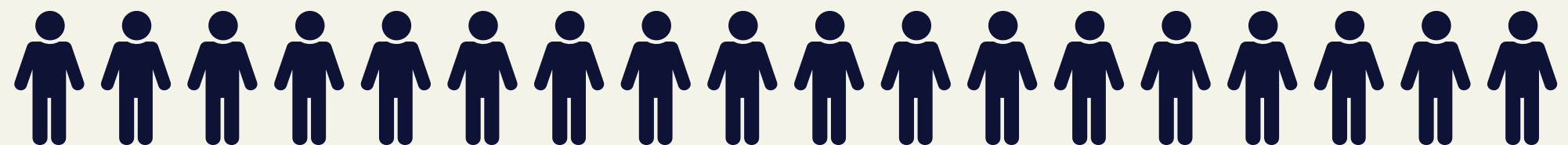
Full-time staff



Part-time staff



Volunteers





**NAPA FARMERS
MARKET**



**We
grow
together.**

Business Sponsors help us grow.



Friends of the market donors help us grow.

In 2024 we raised

\$39,030

from 109 of our friends to support the Napa Farmers Market where funds are needed most, including food assistance program management and market operating costs.

2024 Expenses:

\$469,314

\$60,883

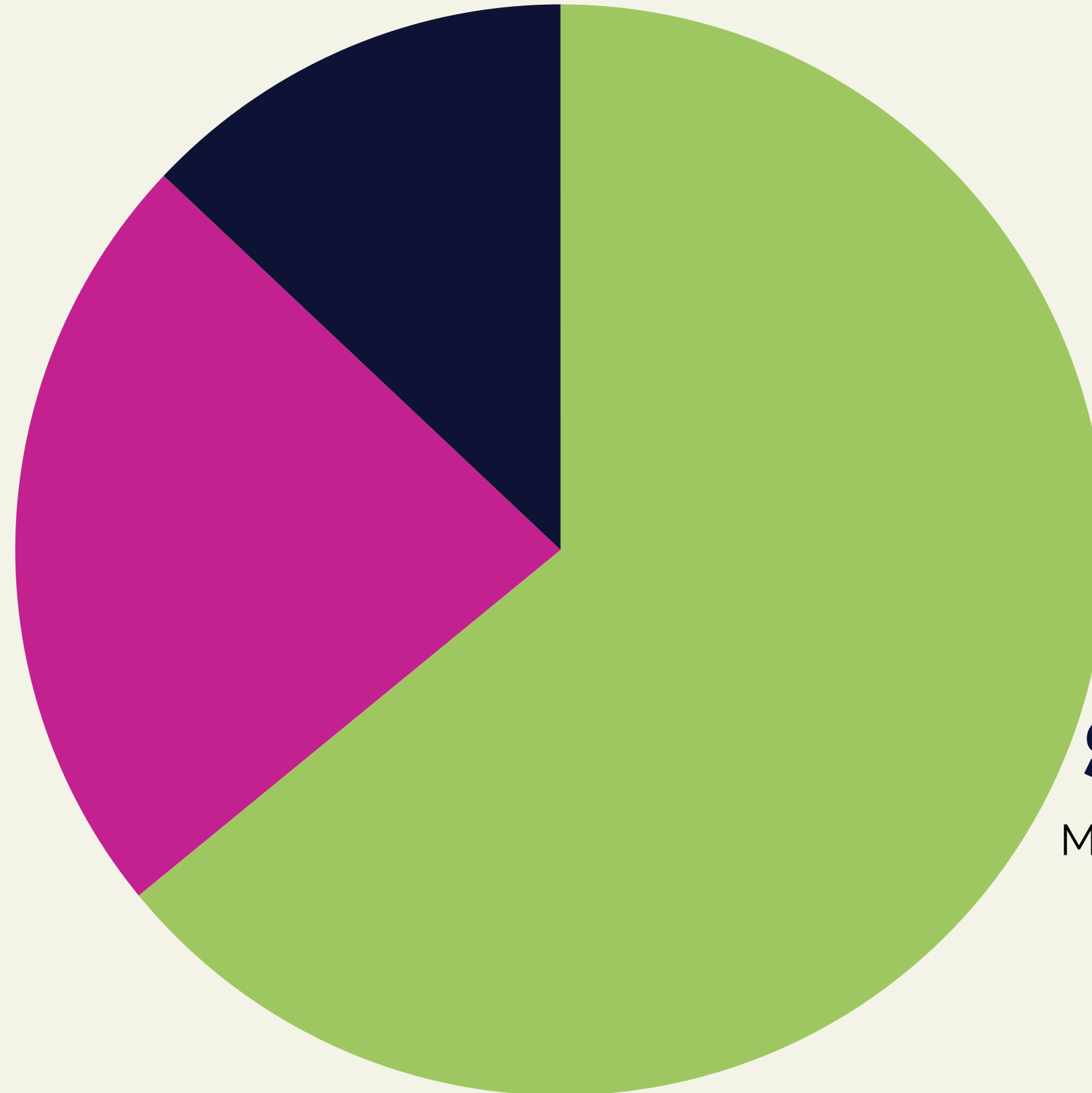
Admin & Fundraising
13%

\$107,709

Food Assistance Services
23%

\$300,722

Market Operations
64.1%



Revenue:

\$502,702

\$183,986

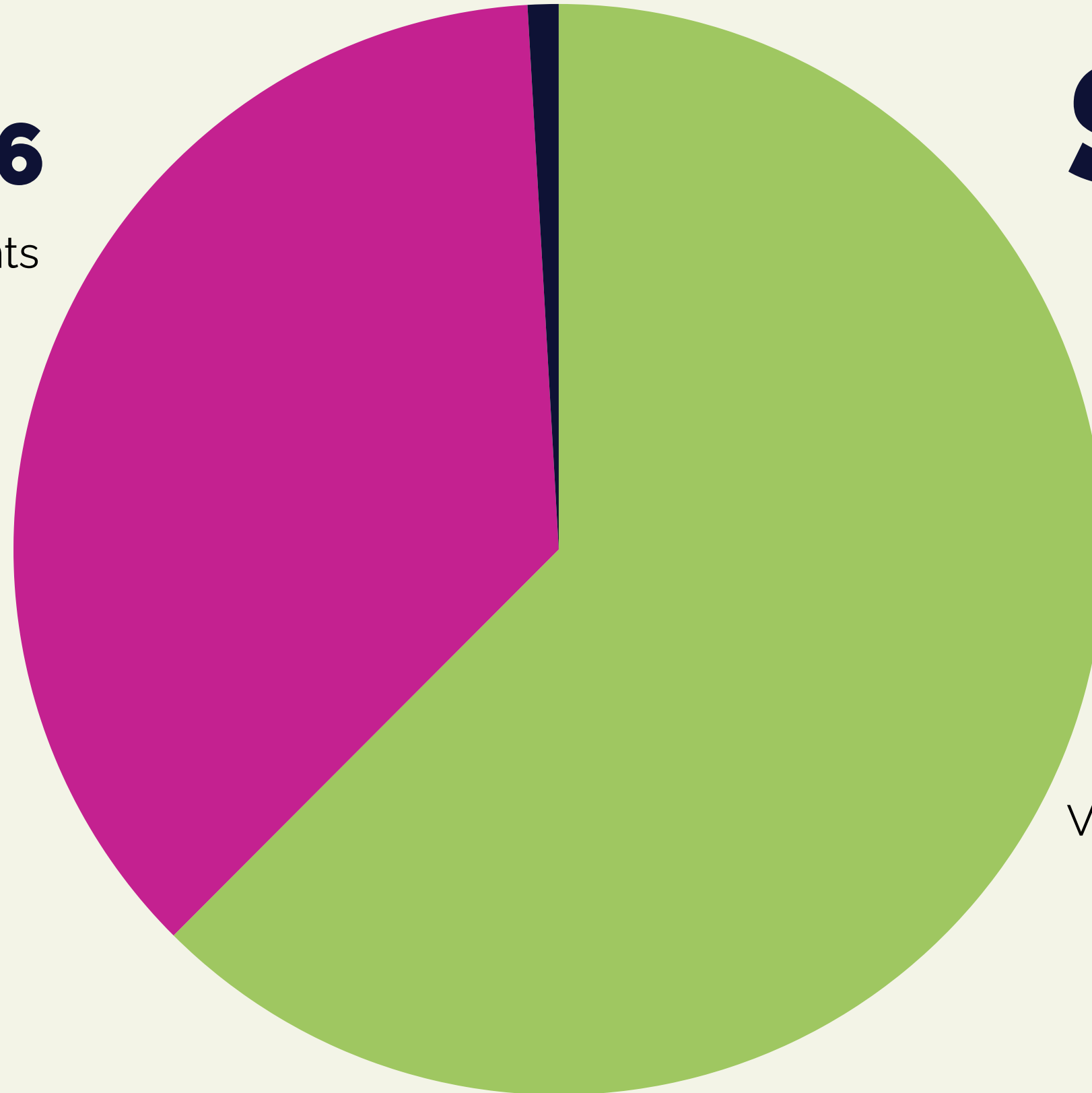
Donations & Grants
36.6%

\$4,599

Interest
0.9%

\$314,117

Vendor Stall Fees, etc.
62.5%





Statement of Financial Position

As of 12/31/24 & 12/31/23

ASSETS	2024	2023	Change
Cash	463,613	382,991	80,622
Receivables (Net)	25,789	21,110	4,679
Prepays and Deposits	1,250	1,250	-
Inventory	8,841	9,536	(695)
Equipment (Net)	1,975	-	1,975
TOTAL ASSETS	\$501,468	\$414,888	\$86,580
LIABILITIES			
Accounts Payable & Accrued Expenses	40,339	29,171	(11,168)
Deferred Revenue	29,636	-	(29,636)
TOTAL LIABILITIES	\$69,974	\$29,171	(40,803)
NET ASSETS			
Without Donor Restrictions	\$410,103	\$312,153	\$97,950
With Donor Restrictions	21,391	73,564	(52,173)
Total Net Assets	\$431,494	\$385,717	\$45,777
TOTAL LIABILITIES & NET ASSETS	\$501,468	\$414,888	\$ (86,580)

Note: Financial reports available upon request



Thank you!

Your tax-deductible donation helps sustain the Napa Farmers Market, ensuring we can continue operating a world-class market and directing support where it's needed most.

napafarmersmarket.org/donate



**We grow
together!**