



Celebrating 40 years of local food, farmers, and friends.



Cara Mae Woledge,
Executive Director



Mimi Adams,
Market Manager



Carmen Briwa,
Assistant Market Manager

Dear friends,

This year we're celebrating "Forty Years Fresh" of the Napa Farmers Market, but the reality is people have been gathering around local food for thousands of years.

The seed of the Napa Farmers Market was actually planted in 1983 when then City Council-member Brad Wagenknecht posted in the Napa Valley Register: *"Group meeting to form Napa's Farmers Market at the home of Ruth von Uhlit. Interested persons invited."* Growth takes longer in the City of Napa, and the first official California Certified Farmers Market started at the Napa Valley Expo on Tuesday, August 16, 1988.

For forty years, through many changes in location and management, the Napa Farmers Market sprouted as a shared vision and blossomed into a place for our neighbors to gather around the joy of local food. Our small farmers grow plants that nourish us, our small business entrepreneurs innovate and create, while our small nonprofit organization cultivates the space to grow authentic relationships and community connection.

Since the pandemic, we have expanded our mission to increase equitable food access to all our neighbors through diverse and robust food assistance programs. This is important now more than ever: in Napa County 57.5% of adults with low-income report not being able to afford enough food.

You can help us continue to grow and nourish our neighbors by donating to support this unique space in Napa rooted in real farmers, real food, and real friendship.

Cara Mae

Donate now!



NAPA FARMERS MARKET 2026 Board of Directors



Wendi Moore,
Chair



Ben Horne,
Vice Chair



Caroline Wiegardt,
Secretary



Laurie Corona,
Treasurer



Jolie Baumgardner,
Member



Imane Hanine,
Member



William Henpenn,
Member & Farmer



Jonathan Jones,
Member & Farmer



Tina Morse,
Member



Chris Vecera,
Member & Vendor



Molly Moran Williams,
Member



Donate now!



napafarmersmarket.org/donate

NAPA FARMERS MARKET would like to thank...

Local government for helping us operate.



Napa County

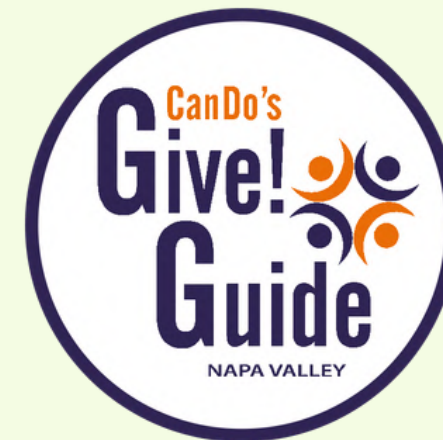
- Agriculture Commissioner's Office
- Environmental Health Division
- Health & Human Services Agency



City of Napa

- Parks & Recreation Services
- Economic Development Division

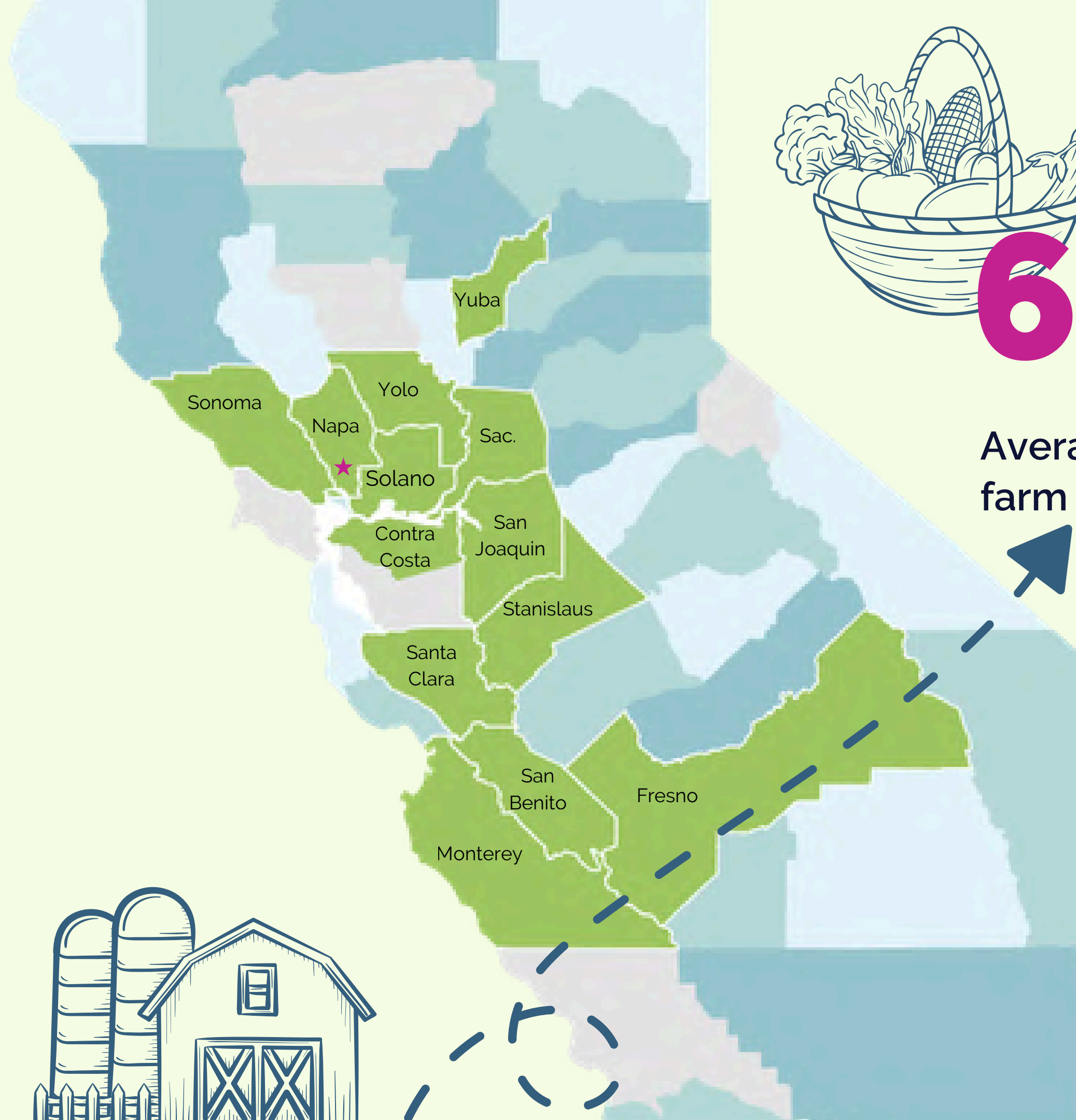
Business sponsors for supporting our mission in 2025.



Food assistance funding partners for helping us nourish our whole community in 2025.

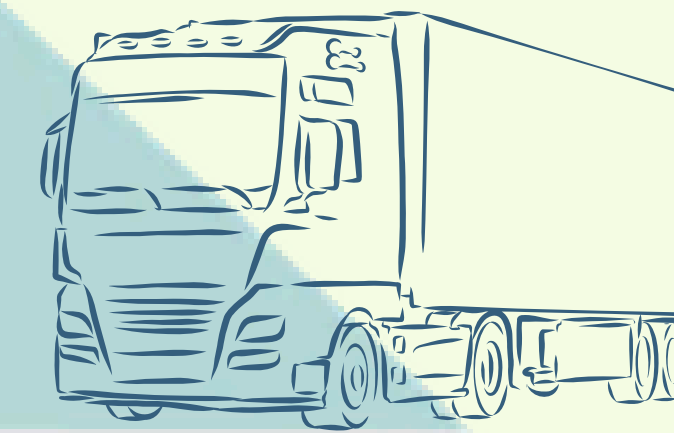


County	Farmers
Sonoma	9
Napa	4
Solano	4
Yolo	3
Monterey	3
Fresno	2
Sacramento	2
Santa Clara	2
Stanislaus	2
Contra Costa	1
San Benito	1
San Joaquin	1
Sutter	1
Yuba	1
TOTAL	36



65.3 Miles

Average distance
farm to **NAPA FARMERS MARKET**



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

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





**We grow
the local
economy.**



Our market
was home to

139

small farmers &
businesses
in **2025.**



36 *Farmers*



69 *Food Makers*



34 *Artisans*



Our **139** sellers
included

58

Napa-based
small farmers &
businesses
in **2025**.

In **2025**, our customers spent around

\$10.6 million

supporting small farmers & businesses
at the Napa Farmers Market and

\$19.2 million

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





We grow community connection.

With over **180,000 annual visits**, the Napa Farmers Market is one of Napa Valley's most active and accessible community destinations.

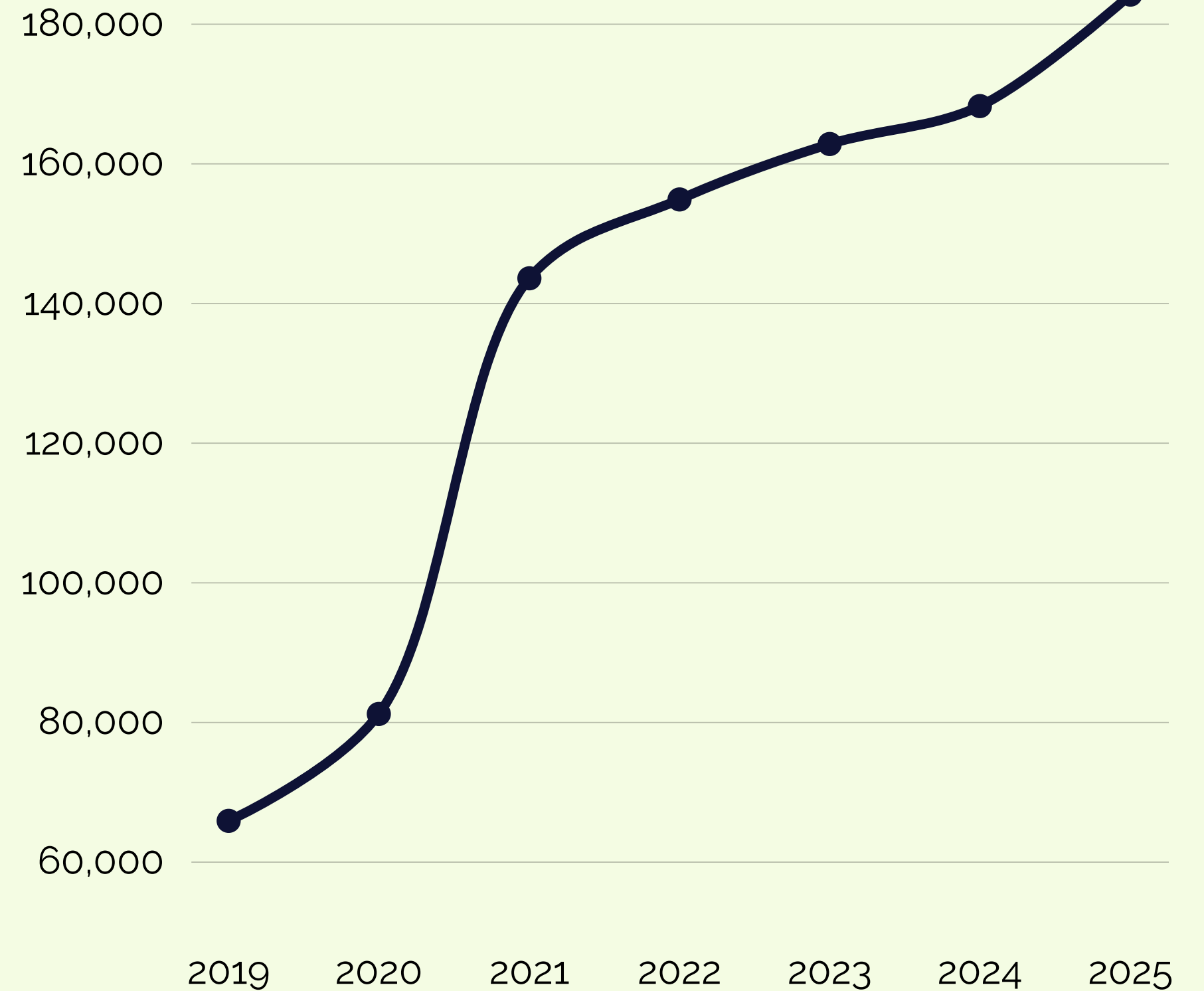


Since returning to Downtown Napa in June 2020, our customer counts have grown **180%**.

Over the past six years we have brought **871,065 people** to Downtown Napa, including **688,141 visits** by our Napa City and County neighbors.



Customer Counts





In **2025**, we welcomed

184,239

total customer visits, including

145,548 visits by our Napa City

and County neighbors, which

represents a **9.4% increase** over

2024.





In **2025** we welcomed **35** nonprofit, government, and community organizations to connect with our customers and promote their causes.





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

Since 2012, we have provided over **\$687,450** in food access dollars.

This grows sales for our small farmers and makes over **1.3 million servings of locally grown fruits and vegetables** for thousands of Napa neighbors.



Food Access Program

2025 Key Metric

Impact

CalFresh Market Match

\$85,106 (matched)

616 households

Fruit & Veggie Bucks

\$36,450

72,900 fruit & veggie servings

Produce Donations

34,237 lbs.

28,531 meals

Shelter Meals

\$3,562

7,124 fruit & veggie servings

Food Access Partners



Need food?

Find food support at
napafoodaccess.org

Get the food you need.



Community Leadership



Since June 2024, Napa Farmers Market has managed a three year grant funded by Napa County to support economic stability by implementing a local food security systems initiative.

We lead this work together with 26 partner organization members of Napa County Food Access Coalition to ensure all Napa County residents have the information they need to access nutritious food.

In November 2025, www.napafoodaccess.org was officially launched as the first multi-lingual website with comprehensive food access resources in Napa County.





**We
grow
together.**



Business Sponsors help us grow.



Redwood
Credit Union



Friends of the Market donors help us grow.

In 2025 we raised

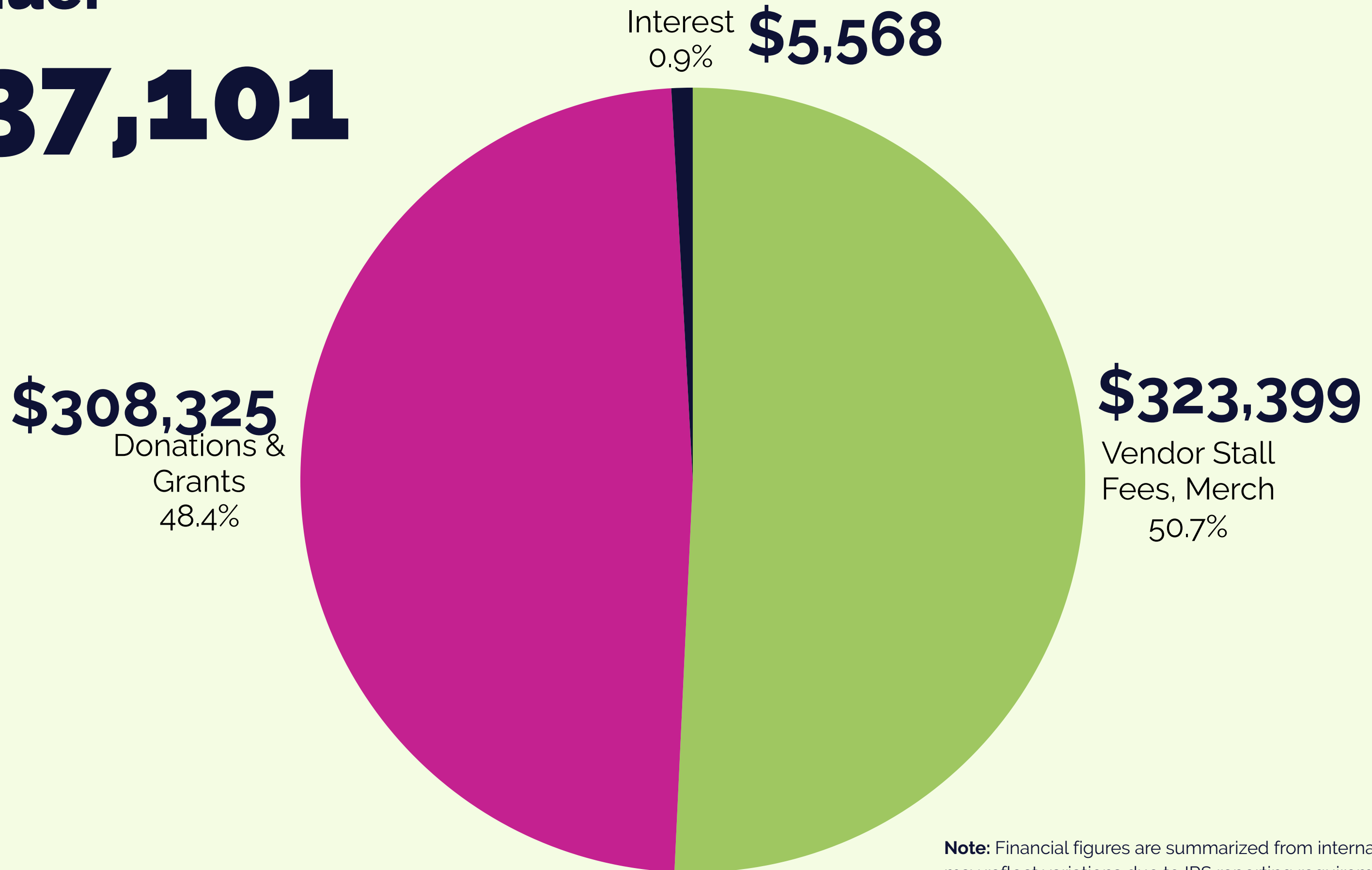
\$66,709

from nearly 200 donors to support the Napa Farmers Market where funds are needed most, including food assistance program management and market operating costs.

NAPA FARMERS MARKET 2025 Financials

Revenue:

\$637,101

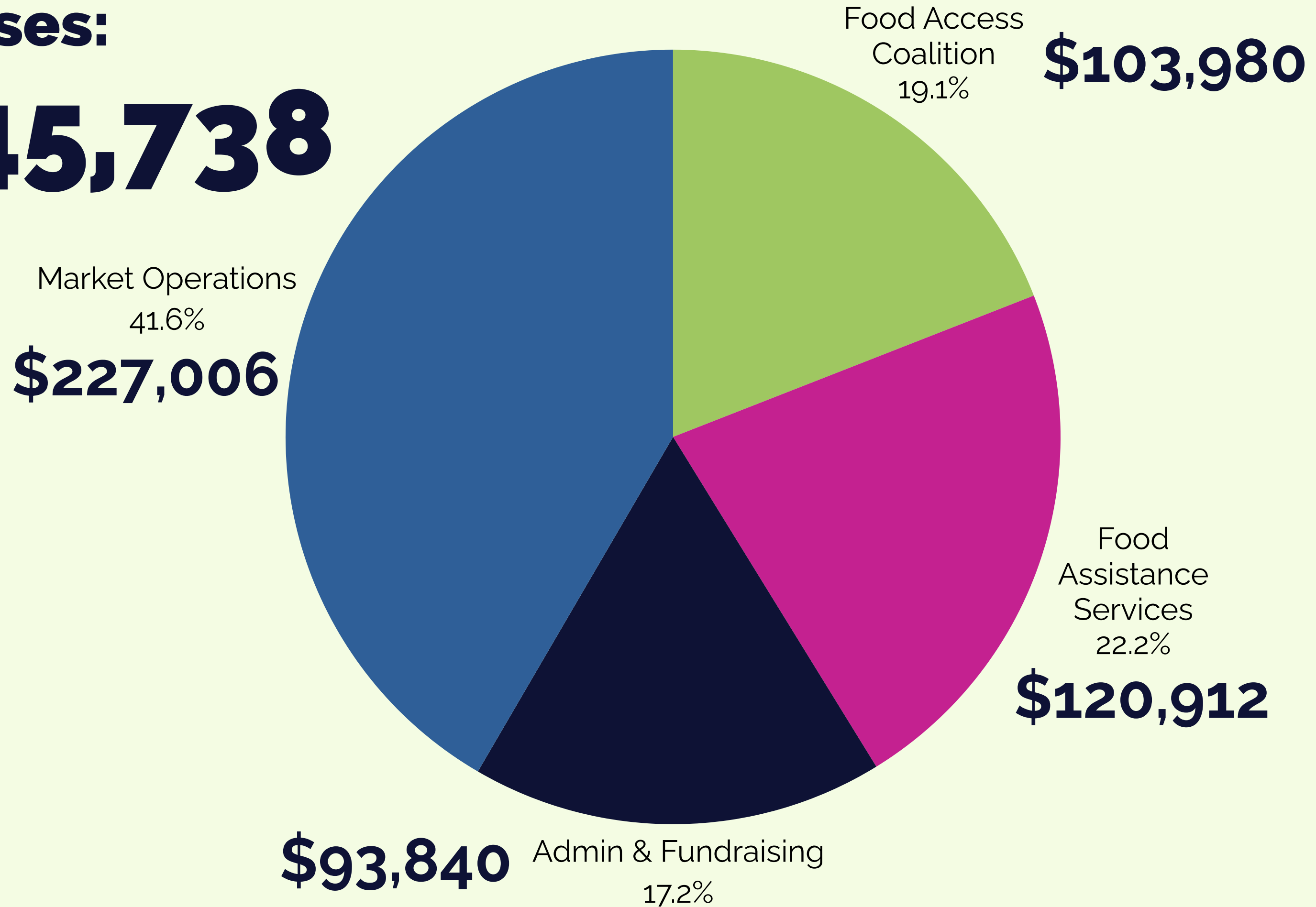


Note: Financial figures are summarized from internal reports. Form 990 filings may reflect variations due to IRS reporting requirements.

NAPA FARMERS MARKET 2025 Financials

Expenses:

\$545,738





Statement of Financial Position

As of 12/31/25 & 12/31/24

ASSETS	2025	2024	Change
Cash	\$461,712	\$463,697	(\$1,985)
Receivables (Net)	\$20,753	\$25,789	(\$5,036)
Prepays and Deposits	\$1,488	\$1,250	\$238
Inventory	\$8,829	\$8,841	(\$12)
Equipment (Net)	\$9,600	\$1,975	\$7,625
TOTAL ASSETS	\$502,381	\$501,552	\$829
LIABILITIES			
Accounts Payable & Accrued Expenses	\$27,153	\$40,422	\$13,269
Deferred Revenue	\$12,000	\$29,636	\$17,636
TOTAL LIABILITIES	\$39,153	\$70,058	\$30,905
NET ASSETS			
Without Donor Restrictions	\$425,693	\$410,103	\$15,590
With Donor Restrictions	\$37,535	\$21,391	\$16,144
TOTAL NEW ASSETS	\$463,228	\$431,494	\$31,734
TOTAL LIABILITIES & NET ASSETS	\$502,381	\$501,552	(\$830)

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!