

NEW BRIGHTON FARMERS MARKET

New Brighton Farmers Market
Mailing Address:
PO Box 120381
New Brighton, MN 55112

Market Location:
New Brighton Community Center
400 Tenth Street NW
New Brighton, MN 55112

March 17, 2023

Chair Putnam, and Members of the MN Senate Agriculture, Broadband, and Rural Development Committee,

My name is Angela Fredrickson and I am the market manager for the New Brighton Farmers Market. I am one of the grassroots founders of this farmers market along with a handful of New Brighton residents, including Mary Kunesh. We volunteered numerous hours starting in 2016 with nothing but an idea of creating a successful community focused farmers market in New Brighton. Eight seasons later I can confidently say we have done just that for our vendors but not without continual financial constraints year after year. This potential state funding would be extremely beneficial in numerous ways for farmers markets, their vendors and the communities they serve.

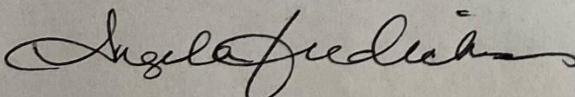
From my experience as a farmers market manager it has continually been a challenge to have enough general funding. Our farmers market is fortunate enough to have a few local organizations and small businesses that are sponsors to our market to help alleviate some of our financial burdens but this funding always varies year to year. The added complexity of depending on these local organizations and businesses year after year to cover minimum market costs is stressful to say the least. This potential state funding every farmers market would be able to budget according to their needs and not have to depend solely on vendor fees, community donations and sponsorships to help them continue as well as thrive.

Farmers markets continually struggle to be able to provide what is needed for them to operate at their best on a daily basis. From adequate signage and marketing funds for advertising, affording staffing and fees associated with providing food supplemental programs like SNAP, rental fees, insurance, entertainment/activities provided at the market, market manager costs, and other general expenses it all adds up to an unaffordable amount. Often farmers markets have to make difficult choices on what they can or cannot provide for their market which in turn effects their farmers market, local entrepreneur vendors and the patrons attending the market.

This state funding could help ensure that these local small business food vendors are being more supported with market growth and sustainability, that farmers markets could afford to provide more if not all available food supplemental programs to their communities making healthier fresh local food more affordable and accessible to lower income families and to be able to provide more as a whole to their market community.

Each farmers market in the state of Minnesota has its own unique qualities and added value it brings to its community. From being a food hub for community members to buy fresh local foods, to supporting local food makers and producers, being an accessible food option for all no matter financial statuses, to providing a fun safe environment for people of all ages to congregate and support local is essential for our Minnesota communities. Please consider the numerous added benefits of farmers markets to our entire state when deciding on this farmers market bill. As a farmers market manager this state funding would be an essential piece of the financial puzzle that would allow us to continue to provide for our whole community in ways we haven't been able to before.

Thank you for your time and consideration.

 3/17/23

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