



THE GOOD ACRE
FOOD + COMMUNITY

March 16, 2023

Dear Chair Putnam, Vice-Chair Kupec, and Members of the Committee,

On behalf of The Good Acre, I ask for your support for SF 2900/HF 2787 which will provide needed investments into Minnesota's farmers market community. The pandemic laid bare how troublesome our centralized food system is. Extreme weather events, labor shortages, and rising costs are disrupting food supply chains impacting residents in every corner of our state. Funding for farmers markets and direct-marketing food producers is a smart step toward increased food supply chain resilience in Minnesota.

By selling direct to the consumer, farmers receive more of our food dollars, shoppers receive the freshest and most flavorful food in their area, and local economies prosper. In addition, the value of farmers markets goes beyond economics, they have the incalculable benefit of strengthening the connection between people and place. As a Minnesota based nonprofit, we love where we live and we advocate for growers who are responsible stewards of our land. Farmers markets across the state share our mission to connect and strengthen farmers, food makers, and communities through good food.

A recent study by the California Farmers Market Association cites that a budget of \$12,000 to \$20,000 is needed to successfully open a new a farmers' market. The cost of maintaining a market with recurring expenses for equipment like tents, tables, cleaning supplies, signage, permitting, insurance, promotion, and added expenses if the market accepts credit and EBT cards all add up. SF 2900/HF 2787 will go far to help the Minnesota Farmers Market Association support markets across the state with these kinds of expenses. It will also remove the burden from Minnesota's farmers market managers, a mostly unpaid volunteer workforce who are driven by a passion to provide a market for the farmers and food producers that make our state such a vibrant and delicious place to live all year round.

Thank you for your consideration,

Nikki Warner
Communication Director
nikki@thegoodacre.org

