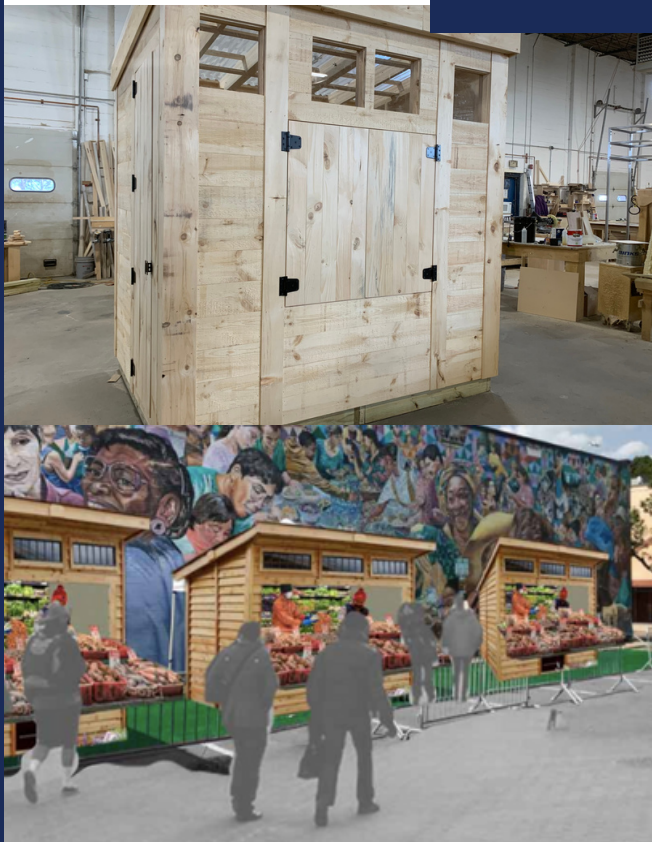


Mass Farmers Markets

2021 WINTER FARMERS MARKET INITIATIVE

BUILDING LOCAL FOOD ACCESS,
SECURITY & RESILIENCY IN MA



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<http://massfarmersmarkets.org/2021winterinitiative>

THE NEED

#FarmersMarketsAreEssential

Farmers markets are essential to our agricultural community, to the cities and towns that host them, and to the consumers who are seeking a safe and healthy space to shop for local, farm-fresh products. Farmers markets in Massachusetts have been greatly impacted by the coronavirus pandemic. Approximately 35 markets did not open during the 2020 summer season. In past winter seasons, Massachusetts has traditionally hosted 40 farmers markets; this year, we expect those numbers to substantially decrease if the necessary infrastructure is not put in place to make those markets successful.



Due to the state's capacity limits and social distancing protocols, winter markets that are able to open in early 2021 will have to operate with limited vendor & shopper capacity, which is difficult for both the vendors and the markets to create a sustainable business environment. Additionally, most farm vendors are older and more at risk of being infected during the COVID-19 pandemic. To minimize their risk, farmers must downsize the number of markets they attend, and therefore, tend to prioritize larger markets that are more active and profitable, and withdraw from smaller markets in smaller communities, leaving the communities with less fresh produce options. Similarly, consumers have become more concerned with airflow and ventilation of indoor shopping places since the pandemic, and largely prefers to shop outdoors in the fresh air. These behavior changes have created a serious disruption to our local farm-to-consumer food system.

Perhaps, the most concerning aspect associated with a lack of winter farmers markets is the impact it will have on those experiencing food insecurity. With Massachusetts' jobless rate at a historic high of 16.1% and food insecurity rising in parallel – 53% among the general population and 81% among children, according to Feeding America – access to Healthy Incentives Program benefits will be crucial. Since farmers markets are one of the few places where the Healthy Incentive Program benefits can be spent, winter farmers markets are essential to enable HIP eligible Massachusetts residents to continue accessing much needed fresh, local food throughout the winter and spring months.

THE VISION

Motivated by the desire and the need to mitigate local food system disruption during the winter and spring months, Edith Murnane, Executive Director of Mass Farmers Markets, created the Winter Farmers Market Initiative. She quickly formed a team of **local Massachusetts designers, architects, engineers, green builders and planners** to devise a solution that would create a hospitable outdoor vending environment for vendors so they are more likely to attend farmers markets and enable farmers markets to stay open during the cold months.



Inspired by Europe's famous outdoor Christmas markets, the team set out to create a set of modular market stalls for farmers markets that can be setup at the beginning of the winter season and disassembled in early spring for storage. The structures would also offer required sanitation and life safety equipment, as well as capabilities for refrigeration and storage of foods and goods. Shelving and display areas, as well as an open counter space for selling / purchasing products are also a must, with locking mechanisms for closed market days. Most importantly, **all fabrication and materials will be locally produced and sourced to invest back into the local economy.**



Phase 1 Pilot, 2021 - The team has partnered with six existing farmers markets and associated municipalities to install and pilot an initial set of 10 market stalls in early 2021. The program has received funding from Governor Baker's FY2021 budget and is sponsored by House Rep Liz Malia representing 11th Suffolk District and State Senator Becca Rauch representing Norfolk, Bristol and Middlesex Counties.



Phase 2, 2021 - The team is working to expand the program to municipalities throughout the state, especially Gateway Cities. We are actively seeking funders, sponsors & partners to contribute to a more resilient regional food system.

THE INNOVATION

The team designed a set of modular wooden market stalls with flexibility, utility and safety in mind. **All materials and fabrications are locally sourced and produced to invest back into the local economy.**

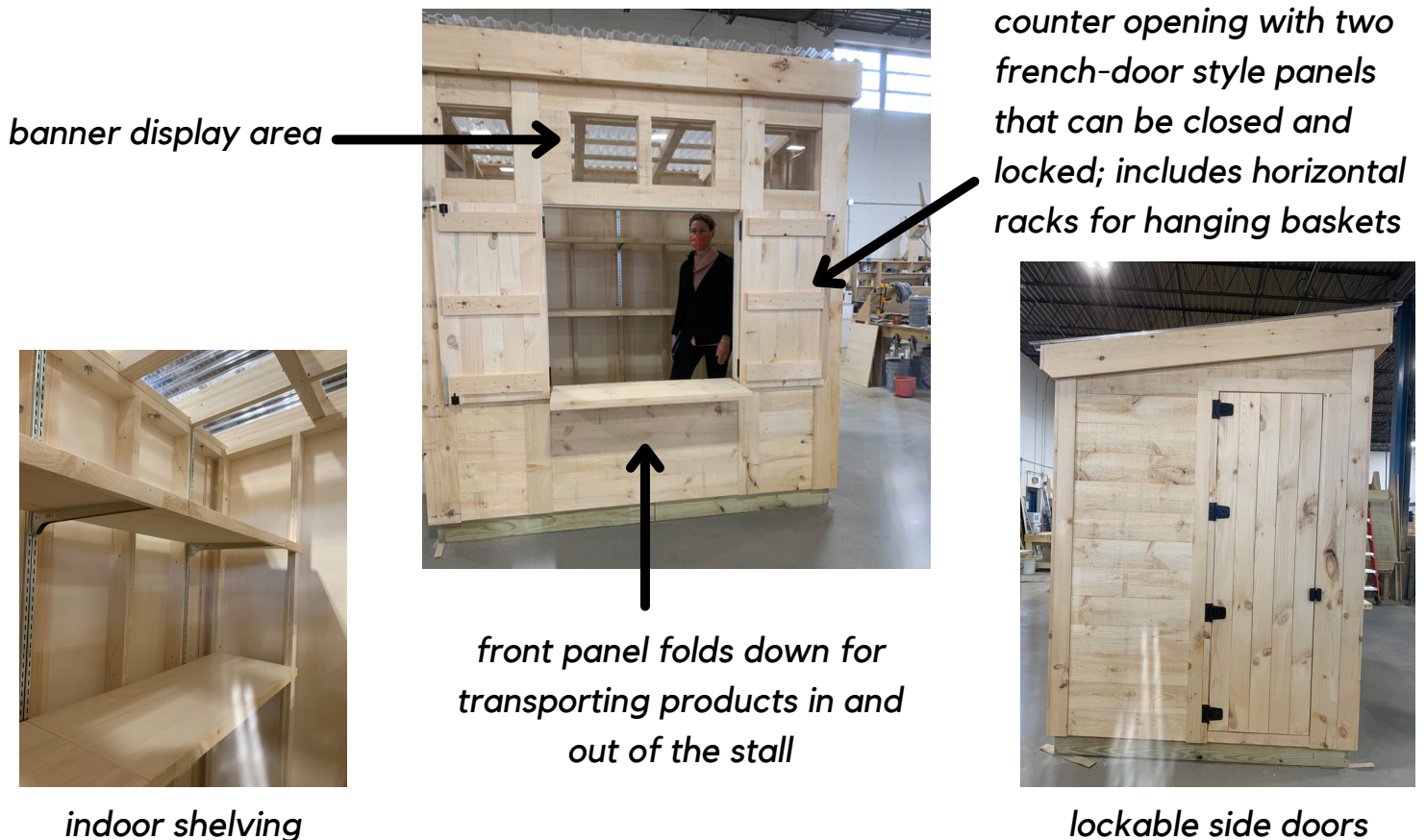


6 ft deep x 8 ft wide



6 ft deep x 12 ft wide

Each market stall includes interior shelving for storing products, exterior racks for hanging product baskets, a counter opening for selling and customer shopping, and a banner display area.



banner display area

counter opening with two french-door style panels that can be closed and locked; includes horizontal racks for hanging baskets

front panel folds down for transporting products in and out of the stall

indoor shelving

lockable side doors

OFFICIAL LAUNCH

**Due to current MA COVID-19 gathering restrictions, the following events are invitees only. Please wear a mask & keep 6 ft social distance.

THURS
FEB 11
2021

DORCHESTER FARMERS MARKET

Epiphany School, 154 Centre St, Boston, MA 02124

<https://dorchesterwinterfarmersmarket.org/>

1:00 PM - PRESS ARRIVAL

1:30 PM - RIBBON CUTTING

2:00 PM - MARKET OPENS



SAT
FEB 13
2021

WAYLAND FARMERS MARKET

Russell's Garden Center, 397 Boston Post Rd, Wayland, MA 01778

<https://www.russellsgc.com/farmersmarket>

10:00 AM - PRESS ARRIVAL

10:30 AM - RIBBON CUTTING

11:00 AM - MARKET OPENS



**SAT
FEB 20
2021

ORLEANS FARMERS MARKET

Old Colony Way, Orleans, MA 02653

<http://www.orleansfarmersmarket.com/>

10:00 AM - PRESS ARRIVAL

10:30 AM - RIBBON CUTTING

11:00 AM - MARKET OPENS



****To Be Confirmed**

OFFICIAL LAUNCH

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MON
MARCH 1
2021

CENTRAL SQ FARMERS MARKET

Norfolk St. & Bishop Allen Dr., Cambridge MA

<https://centralsquarefarmersmarket.org>

11:00 AM - PRESS ARRIVAL

11:30 AM - RIBBON CUTTING

12:00 PM - MARKET OPENS



COMING
IN
2021

SPRINGFIELD FARMERS MARKET

COMING
IN
2022

NEWTON FARMERS MARKET

THE PARTNERS

MASS FARMERS MARKETS **WALTHAM, MA** massfarmersmarkets.org

Mass Farmers Markets (MFM) is a 501(c)(3) charitable non-profit organization that partners with farmers, consumers, and communities across the state to improve the health of individuals, strengthen community vitality, and enhance local farm viability. The organization was founded in 1978 with a partnership between the Massachusetts Department of Agricultural Resources, the University of Massachusetts Extension Service, and farmers from across the state. In addition, the organization directly runs three markets, in Copley Square, Central Square, and Davis Square.

Executive Director Edith Murnane leads a team of 10 at MFM using her deep expertise in developing food systems that support farmers, food businesses and all enterprises along the food chain while creating food access for Massachusetts residents. Previously as part of Mayor Menino's administration, Edith established the Office of Food Initiatives, launching the Micro Urban Farming Initiative, the Urban Agriculture Re-zoning work, the Restaurant Roadmap, the Food Truck Initiative, and the Food System Resiliency Initiative.

PLACE PRACTICE **SOMERVILLE, MA** placepractice.org

MFM is working closely with Place Practice consultants Sarah Howard, LEED AP and Steven Nutter, AICP to coordinate project delivery. Howard and Nutter have over 40 years combined experience helping communities, municipalities and non-profits conceptualize, develop, and deliver needed built environment projects, from affordable housing and heritage trails to net-zero energy homes and community farm infrastructures.

EXHIBIT TECHNOLOGY **LEOMINSTER, MA** exhibit-technology.com

With over 55 years of collective experience in the industry, Exhibit Technology is a leading source of fabricated custom exhibit and millwork. They work directly with design firms, general contractors, retailers, architects, exhibit companies and event planners to take ideas and develop them into fabricated products. Their manufacturing facility is well equipped to produce projects from one of a kind to roll-outs for multiple locations.

DESIGN BUILD BOSTON **SOMERVILLE, MA** designbuild-boston.com

A veteran and minority-owned and operated company, owner Arick Dyrdal brings a commitment to community and leads a team with a focus on building net-zero, multi-unit contemporary developments, especially those involving modular construction. He holds an Unrestricted Construction Supervisor License and Home Improvement Contractor License, is Passive House Certified, and is in the process of taking his Registered Architect exams.

CONTACTS

MEDIA CONTACT

For interviews, quotes or to receive a press invitation to the a launch event, please contact Rosa Hsu at 781-557-5000 or rosa@massfarmersmarkest.org

PHASE 2 PARTICIPATION

Are you a Massachusetts farmers market interested in having a stall set up at your market? Please fill out an inquiry form at wintermarketstalls.com

SPONSORSHIP OPPORTUNITY

Looking to give back to the local community, help build local food resiliency, and to align your brand with a trusted local non-profit that reaches audiences statewide? We look forward to partnering with you. Please reach out to sponsor@massfarmersmarkets.org

