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2022 Highlights

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Thanks to the continued trust and support of our market community, Market Umbrella has been able to grow again following a back-to-back pandemic and hurricane. As we wrap up the year, our markets are flourishing, programs are expanding, and our reach is broadening. This success is not possible without the support of generous donors like you. Here's what you've helped us achieve in the last year:

We clarified our mission: Market Umbrella's new mission is *to cultivate the power of farmers markets to drive economic and community health in the region.*

Three weekly open-air markets featuring seasonal produce, breads, meats, dairy, and other local foods year-round, including several new protein and produce varieties, value-add products, and ready-to-eat foods.

Hosted 75 small family-run businesses as vendors at the markets (up from 55 at the peak of the COVID-19 pandemic).

Over 100,000 shoppers supported local food producers through the Crescent City Farmers Market.

More than 500 New Orleans families introduced to fresh, healthy food through our programs such as [Market Match](#) and [Market Mommas Club](#).

Nearly \$180,000 in SNAP purchases at the CCFM and our Market Match partner retailers – that's federal dollars being kept in our communities.

85% of shoppers using Market Match report eating more fruits and veggies.

\$889,000 allocated in the Louisiana state budget for [Greaux the Good](#), Market Umbrella's new state-wide Market Match program.

Awarded 3 USDA grants to support the food system and improve food access in New Orleans, across the state, and throughout the region over the next 3 years.

Removing the per-visit cap on Market Match starting January 2023 so that shoppers can have as much of their SNAP dollars matched at one time as they choose, made possible by Greaux the Good and USDA funding.

Thank you again for making our work possible!

For more information, please contact Ashanti Anderson, Market Umbrella's Development & Communications Director, at ashanti@marketumbrella.org.