



Cultivating the power of farmers markets to drive economic and community health in the region.

TOP 10 WAYS

Market Umbrella makes a difference in our local food system

As the year draws to a close, we're proud to reflect on the milestones achieved in the past twelve months. From continuing to expand Greaux the Good to bring Market Match statewide, to hosting the first Louisiana Climate Convening as a founding member of the Louisiana Small Scale Agriculture Coalition, Market Umbrella has been hard at work increasing fresh food access and seizing new opportunities for small-scale agriculture.

These impactful efforts are possible because of supporters like you. Shopping at our three weekly markets strengthens our vendors and local economy, while your donations fuel vital food system support and access programs.



Read on to discover the top 10 ways we're making a difference and how your generosity can help build a healthier, more prosperous future for our region.

Thank you for your unwavering support!



1 Market Match Expansion

We've expanded our flagship nutrition incentive program, Market Match, to more partners across the Greater New Orleans region, improving access for SNAP shoppers in areas with limited fresh, local food options. CCFM's and the following partners all offer a dollar for dollar match on SNAP purchases:

- Barcelo Gardens* - Upper Ninth Ward
- Grow Dat Youth Farm* - City Park
- New Orleans Food Cooperative (Co-Op)* - Bywater
- River Queen Greens* - West Bank
- Top Box Foods* - Greater New Orleans
- VEGGI Farmers Cooperative* - New Orleans East

2 CCFM Box Home Delivery

Through Top Box Foods, families across New Orleans can have Market Match-eligible Crescent City Farmers Market fresh produce boxes delivered right to their doorstep. Each week's offerings reflect what's in season from our vendors and include recipes and tips for trying new foods.

- Sample Box* - Satsumas, Lemons, Mustard Greens, Strawberries, Black-eyed Peas, Yellow Squash, Zucchini, Shittake Mushrooms, Jalapeños

3 Greaux the Good

Market Umbrella operates Louisiana's only statewide nutrition incentive program, Greaux the Good. This year, we've grown to 23 programmatic partners; extending program reach to over 80% of the state and facilitating over 9,000 SNAP match transactions. This work is vital:

For Farmers: Increases revenue and supports the growth of local agricultural businesses.

For Families: Expands purchasing power and improves community access to fresh, local, and healthy foods.

For the Economy: Strengthens local food systems by circulating more dollars in Louisiana communities.

4 Market Mommas Club



Our breastfeeding support group hosted two cohorts this year with 150+ participants. Through market meetups, and support groups, new parents built connections, learned about nutrition for both mom and baby, and received gifts like market tokens, fresh produce, and baby care bags.

5 Kids at Market

With Marketeers Club and Meet Me at the Market, kids learn healthy habits and explore seasonal foods. Marketeers Club meets monthly at City Park Market, with \$5 birthday tokens for members. Meet Me at the Market is a field trip program, free for public school students, that teaches local seasonality, healthy eating, and introduces students to local farmers.

6 Eat Local NOLA

Re-launched with the Regional Food Systems Partnership, this initiative celebrates New Orleans' agricultural and seafood resources. Highlights include the LA Seafood Passport and an annual bike tour linking the market to local food and beverage spots. More to come in 2025!

7 A+ Farmers Markets!

Market Umbrella puts the farmers in farmers markets! Crescent City Farmers Markets run year-round, rain or shine, with over 130 local producers and a commitment to at least 50% agricultural vendors at every market. That's why we're known for the freshest, most abundant local produce straight from the source.

Tuesday Uptown Market | 8 am - 12 pm

Thursday Mid-City Market | 3 pm - 6 pm

Sunday City Park Market | 8 am - 12 pm



8 LA Small Scale Agriculture Coalition

Market Umbrella is a founding member of the Louisiana Small Scale Agriculture Council (LSSAC), a coalition advancing equitable opportunities for small-scale agriculture. LSSAC supports farmers through technical assistance and administers the \$300k+ annual On-Farm Grant.

January's Louisiana Climate Convening united farmers for two days of learning, sharing, and building connections with fellow growers, and the second annual event is slated for January 5-6, 2025.

9 LA State Nutrition Action Council

Through Greaux the Good, Market Umbrella and the Louisiana Department of Children & Family Services (DCFS), are facilitating the Louisiana State Nutrition Action Council to improve food and nutrition security for all Louisianians, particularly in inequitably resourced communities, focused on enhancing food accessibility and affordability.

10 LA Market Managers Network

While many states have robust institutional support for farmers markets managers, Market Umbrella is uniquely positioned as a small non-profit creating and operating the network for Louisiana that meets monthly and provides assistance and community.

Fuel the Future of Fresh Food

Thank you for keeping Market Umbrella and the Crescent City Farmers Market in your minds and hearts this giving season.

Ways to make a donation today:

- Credit Card
 - Text **CCFM** to **44-321**
 - Visit www.marketumbrella.org
- Return checks payable to Market Umbrella

