



## Did You Know?

- In 2002, Williamsburg Farmers Market began as collaboration between the City of Williamsburg, Colonial Williamsburg and Merchants Square Association.
- WFM is a 501(c)(6) not-for-profit organization operated by paid staff and governed by an all-volunteer board.
- We rely solely on vendors' fees, sponsorships and fundraising efforts to run the market and no-cost educational programs.
- 4,000 people on average visit the market each week.
- On average, 38 vendors sell their wares at the market each week.
- WFM has consistently been recognized as one of the leading markets in the nation.

## Market Mission

To sustain, foster, and operate a weekly Williamsburg Farmers Market in Merchants Square for growers and producers primarily of Eastern Virginia featuring fresh seasonal food and farm products for sale directly to the residents, students, businesses, and visitors in the Greater Williamsburg area.

## 2021 Partnership Levels

	Cream of the Crop \$2,500	Harvester \$1,000	Garden Patch \$500	Sprout \$250	Seed \$100
Partnership in one of the market's 4 programs.					
Partner logo on sign, tent or tablecloth near the program.					
Partner logo by program information on weekly newsletter.					
Partner logo included on street signs at market.					
Partner logo included in print advertising.					
Partner logo on weekly newsletter.					
Partner logo (linked) included on website.					
Partner logo included on website.					
Partner logo and message shared on social media.					



## Partner with Us!

Becoming a market partner is easy! You can become a partner by completing a form and paying on our website, or by emailing the market manager at [therner@williamsburgva.gov](mailto:therner@williamsburgva.gov).

## Market Objectives

Provide healthy regionally produced food to all economic levels of the Williamsburg community.

Stimulate the regional farm economy and preserve agricultural land.

Sustain and enhance the historic role of the Williamsburg town center as a premier gathering place for markets, social, cultural, and entertainment events.

Create a fun and educational venue to enhance community life in Williamsburg.

<b>2021 Programs</b>	<b>Program description</b>
Music at the market	38 weeks of live musical entertainment from some of Williamsburg’s most talented performers.
Chefs Tent	20 weeks of chef demonstrations geared towards preparing fresh local vegetables, fruits and meats from the market.
Token Program	The market has it’s own currency, in the form of tokens. The token program benefits both customers and vendors. There is no fee for credit card transactions, which keeps customers from paying ATM fees and the market pays the transaction fee for the vendors.
Fresh Food Fund	Since 2013, the market has accepted SNAP (the new name for food stamps). To help make food more equitable in our community, the market offers a dollar for dollar match for every dollar spent in SNAP.
Power of Produce (POP) Club	20 weeks of programming just for the kids! From Memorial Day through Labor Day, children participate in a two-bite challenge, cooking and fitness activities. They get rewarded with tokens they can spend with their favorite vendors!
Sustainability Initiatives	The market continuously seeks ways to be more environmentally friendly. This includes reusable cups, bags, etc.
Winter Pick Up—Drive through market	The market launched a pre-order only drive through market this year which runs Wednesdays, January through March.