

Colorado Farmers Market Association



Who We Are

The Colorado Farmers Market Association (CFMA) is a member organization supporting over 70 farmers markets around Colorado.

- Provides technical assistance, training, mentorship and opportunities for peer-to-peer support, networking and access to resources for markets, producers and customers
- Fosters cooperation, connection and mutual support between farmers market managers
- Serves as a connection between state agencies and other statewide organizations and our network of farmers markets
- Advocates for farmers markets and the local farmers, ranchers and food producers that markets support



Find a Market

Membership



Resources

About



DONATE

Find a Market

Search Market Profiles

County:

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Market Day(s):

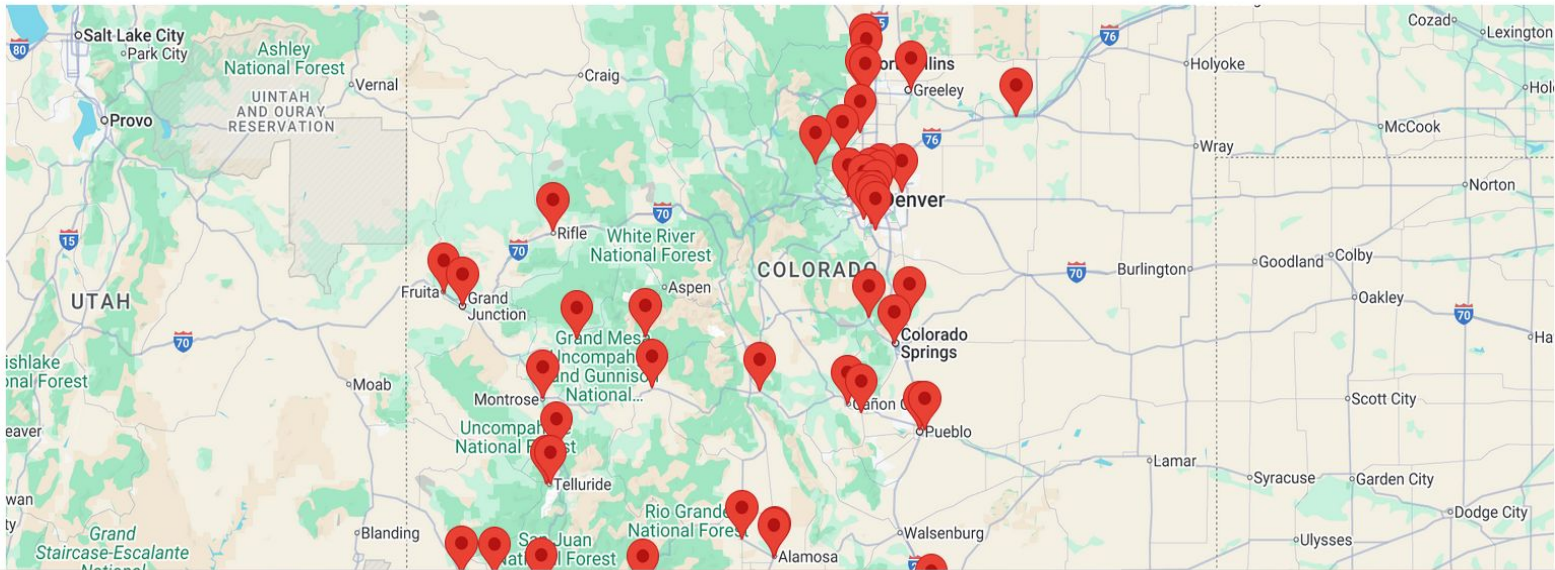
Show All

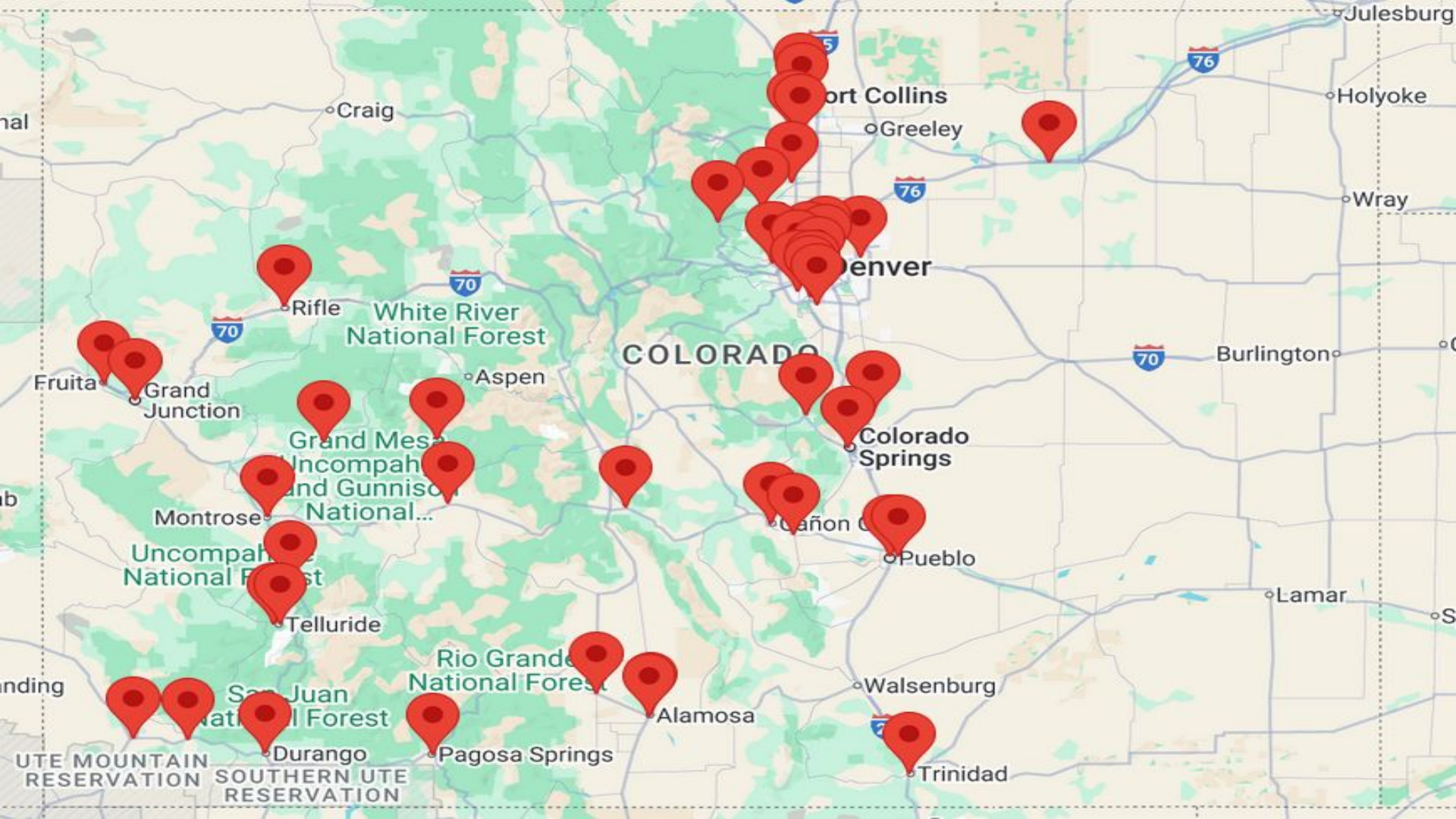
Months Open:

Show All

Programs:

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CFMA History

The Colorado Farmers Market Association was founded in 1991 by a group of farmers and market managers.

- CFMA worked with insurance companies and other state market associations to support development of insurance that works for farmers markets and market vendors
- Helped advocate for the legislation that made Cottage Foods possible
- Supported and advocated for the introduction of SNAP at farmers markets, and later Double Up Food Bucks



CFMA's Current Basic Work

- Annual Conference - held in a different part of the state each year
- Monthly Market Manager Calls /Trainings
- Regional and Statewide collaboration between markets
 - Facilitating communications for problem-solving and strategizing
- Connecting markets and producers to resources such as the CDA's Colorado Farm Fresh Directory and Colorado Proud, and supporting programs such as SNAP and Double Up Food Bucks at farmers markets
- Organizational operations and sustainability measures: membership recruitment, seeking relevant sponsorships, grant seeking and applications, maintaining partnerships with organizations



Market Manager Testimonials

“The informational zoom calls and manager trainings are very useful, as is the annual conference, for learning how to manage markets, learn what is happening around the state with other markets, and build connections with other markets.”

“CFMA is a resource when I have questions and encouragement when this job gets frustrating.”



Market Manager Testimonials

“The support amongst market managers around the state is incredibly helpful. Being able to talk through challenges with the cohorts has helped me to process things, and develop our decision-making. Also, having a reliable source of information is amazing!”

“ It was also very helpful to have a point of contact...to help when difficulties arose...”





CFMA Supports Markets Statewide

From rural farmers markets,
to urban farmers markets,
to farmers markets in mountain towns.

Every market in Colorado is unique - and every market has something to share and learn from other markets.

CFMA helps markets connect and learn from each other, and supports the development of collaborations between markets.



CFMA Supports Markets Statewide

CFMA helps make sure that market manager perspectives - rural and urban - are heard in decisions that impact farmers markets.



2025 BOARD OF DIRECTORS

President: Mandy Pittman, Alamosa Farmers Market

Co-President: Mackenzie Sehlke, Boulder County Farmers Markets

Secretary: Chelsea McNerney- Martinez, Monte Vista Farmers Market

Treasurer: Julie Stiewig, The Block Commissary Kitchen/Event Center, Fort Morgan

At -Large

Anjali Prasertong, Nourish Colorado

Jesus Flores, Rio Grande Farm Park/SLV Local Foods Coalition, Alamosa

Jay Kim, Bonfire Event Co., Denver area and Fort Morgan

Katrina Karczewski, Green Valley Ranch Farmers Market

Kenan Hill, Winter Farmers Market, Fort Collins

Marci Cochran, Pueblo Farmers Market

Maggie Switzer, Larimer County Farmers Market



Economic Impact of Farmers Markets

- There are about 120 farmers markets in Colorado
- In 2023 and 2024, 55 member markets reported about **2500 vendors** at their markets at the height of each season.
- This is nearly half the markets in the state, so we estimate that farmers markets in Colorado support 4000 - 5000 local small businesses.
- For every \$1 spent with farmers or locally-owned grocers or restaurants, about \$1.62 circulates in the local economy*, so dollars spent at farmers markets not only support those vendors but the rest of the local economy as well.

*San Luis Valley Local Foods Coalition

Economic Impact of Farmers Markets

Data from Nourish Colorado



- In 2024 **\$271,623.91** in SNAP benefits were spent at farmers markets in CO
- **\$253,568.00** in Double Up Food Bucks incentives were redeemed in 2024 at markets
- In 2024, Nourish Colorado launched the SNAP Produce Bonus program at a selection of markets and with a couple of independent stores. This program offered a financial match for produce purchased, so for every \$1 that a customer spent on produce, they received a \$1 back on their SNAP card for use for any eligible product. From July-October, 51 vendors participated. **\$34, 813.03** total was spent in SNAP benefits at these vendors and customers earned **\$13,309.97** from the SNAP Produce Bonus.

These programs prioritize Colorado-grown produce, so these benefits are directly reaching Colorado producers and Colorado customers have more access to healthy food.

CFMA Funding



Current Revenue

On-going revenue sources

- Membership dues: \$6,000-\$7,000 annually
- Conference tickets: tiered-price tickets to ensure that farmers and small markets can attend. Ticket sales cover basic conference expenses, but do not cover staff time to support organization of the conference.
- Conference sponsorships

Recent Grants

- Specialty Crop Block Grants in 2020 and 2021 - 2023
- Regional Networks Project - CDA Ag Leadership Fund 2023-2025
- Foundation support
- Subcontract on an FMPP grant with the Farmers Market Coalition (National)
- Subcontract with Nourish Colorado to support the development of the WIC FMNP program in CO

With the end of the Regional Networks grant period on June 30, 2025, CFMA no longer has any current grant awards or active applications.

Last spring, CFMA applied for the Farmers Market Promotion Grant through the USDA (at an extensive cost to the organization in staff time and grant writing) but we were not selected.

Why ask for state funding?

Why would it be valuable for the state to providing basic funding to CFMA?

- Our neighbor New Mexico has a strong state farmers market association, with the capacity needed to adequately support markets around the state: they have received part of their budget through state funding for many years - this is a model we are looking to.
- It's essential for Colorado farmers markets to have a membership/trade association - and with the number of markets in the state, membership dues can only be a small part of the organization's budget.
- CFMA has the history and the dedication of member markets necessary to sustain a thriving market association that is relevant to its members. What has been missing is a consistent source of basic operational funding, that is not project-based, that would allow the organization to adequately do its basic work and build the rest of its needed capacity.

The network is already built

- Note that some other state market associations do not have what CFMA has built - the network of markets around the state who are committed to the value that the organization offers, and to being active participants. CFMA has sustained over years what is most challenging to build: trust in the organization, strong relationships and dedication to the organization. CFMA also has built strong partnerships with numerous other organizations and state agencies.
- A modest amount of funding would ensure that farmers markets in Colorado are supported to their fullest potential. Consistent state support for CFMA's operations would be a valuable investment in farmers markets and their vendors, supporting small business, local agriculture, food access and communities across Colorado.

Funding Request 1-Best Work Version

Funding request to State of Colorado: \$75,000 annually

This would help make possible:

Annual Budget of \$250,000

- Full Time Executive Director
- Part-time Marketing Coordinator
- Part-time Bookkeeper
- Travel expenses for staff and mkt managers to visit markets throughout the state
- Regional gatherings and annual board development and strategic planning sessions
- Expanded capacity for grant applications and potentially larger scope of work
- Other expenses including translation of all materials and live translation in conferences/meetings/webinars
- Development of marketing toolkits and expanded resources for members
- Expanded outreach and support in underrepresented areas (Eastern Plains)



Funding Request 2-Practical version

Funding request to State of Colorado: \$50,000 annually

This would help make possible:

Annual Budget of \$150,000

This would facilitate CFMA's basic work supporting markets, and make possible a greater level of organizational stability and continuity as well as stronger consistent support for markets.

- Part-time Executive Director, Part-time Bookkeeper
- Travel expenses for staff and market managers to visit markets throughout the state
- Expanded capacity for grant applications and potentially larger scope of work
- Operational expenses including translation of all materials and live translation in conferences/meetings/webinars
- Expanded outreach and support in underrepresented areas



Funding Request 3-Bare Min. Version

Funding request to State of Colorado: \$30,000 annually

This would help make possible:

Annual Budget of \$75,000

This would facilitate CFMA's basic work supporting markets, but would make it difficult to maintain organizational stability.

- Part-time Executive Director
- Part-time Bookkeeper
- Basic operational expenses
- Outreach and support in underrepresented areas
- Basic market support and continued collaboration with statewide partners



Thank you!

