

A photograph of a farmers market stall. A sign above the stall reads "FARMERS FIELDS FARMERS" in green and yellow. Several people are visible, some wearing face masks. The stall is filled with fresh produce.

Strengthening Local and Regional Food Systems: Marin Coalition

Presented by:

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Our Vision

We envision a responsible food and farming system that is environmentally beneficial, economically viable, and socially just.

Our Mission

AIM's mission is to educate, inspire, and connect communities, responsible farmers, and producers as part of a healthy, earth-friendly, equitable local and regional food system.

Who We Are

501(c)(3) educational non-profit in operation for 39 years

Operate 9 Bay Area Certified Farmers Markets and the Rollin' Root mobile market

Represent 400+ farmers, fishers, ranchers, food purveyors, and artisans from 43+ California counties

Deliver *Diggin' education* programs in schools, on the farm, at markets, and online

Curate the *Bounty Box* produce program to promote farm-fresh nutrition access

Operate CalFresh/EBT, Market Match, WIC and Senior Farmers Market Nutrition Programs

Promote a viable and sustainable food system focused on food access and food equity through the Marin Food Policy Council, Marin HEAL Collaborative, & California Food & Farming Network



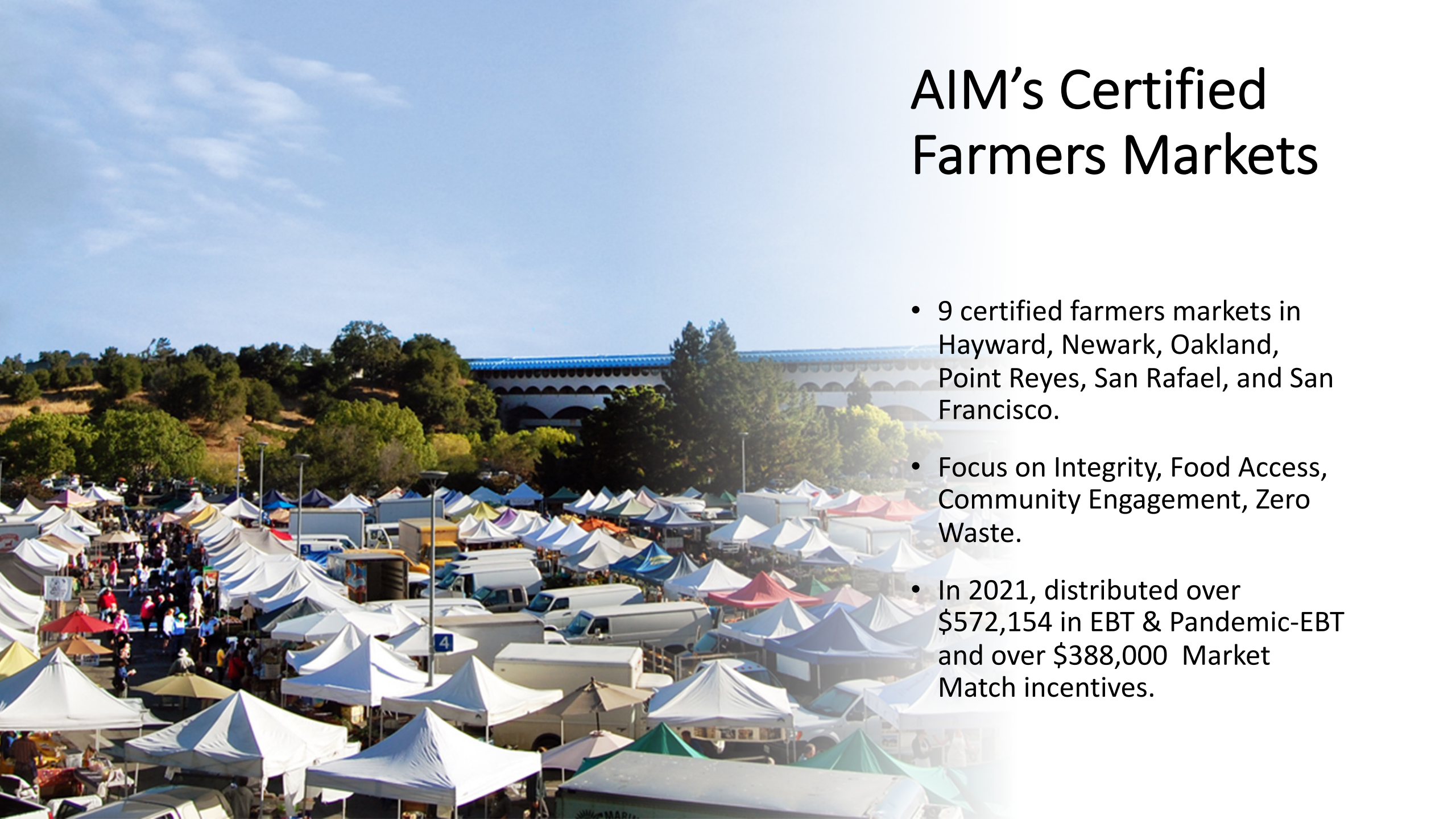
2021 – 2023 AIM Strategic Plan

3-Year Goals and Outcomes:

<p>Goal 1: Create a regional alternative to the large-scale industrial agriculture complex by connecting producers directly with eaters and shoppers.</p>	<p>Goal 2: Advocate for a healthier, equitable food and farming system to contribute to a healthier planet.</p>	<p>Goal 3: Increase opportunities for producers--many of whom are disenfranchised--to access markets, funding, and technical resources to innovate and grow.</p>	<p>4. Expand the regional impact and reach of AIM's education programs and access to address food-related health concerns by inclusively serving additional communities.</p>
<p>Cross-cutting goal: Address equity in our food system⁷</p>			
<p>Outcome 1a: Increase in responsible producers within the region</p> <p>Outcome 1b: Increase in the proportion of residents who regularly shop their farmers market</p>	<p>Outcome 2: Improve the environmental, social and economic impact of our food and farming system</p>	<p>Outcome 3: Increase in market opportunities for socially disadvantaged producers</p>	<p>Outcome 4: Increase in low-resource communities and communities of color in our programs</p>

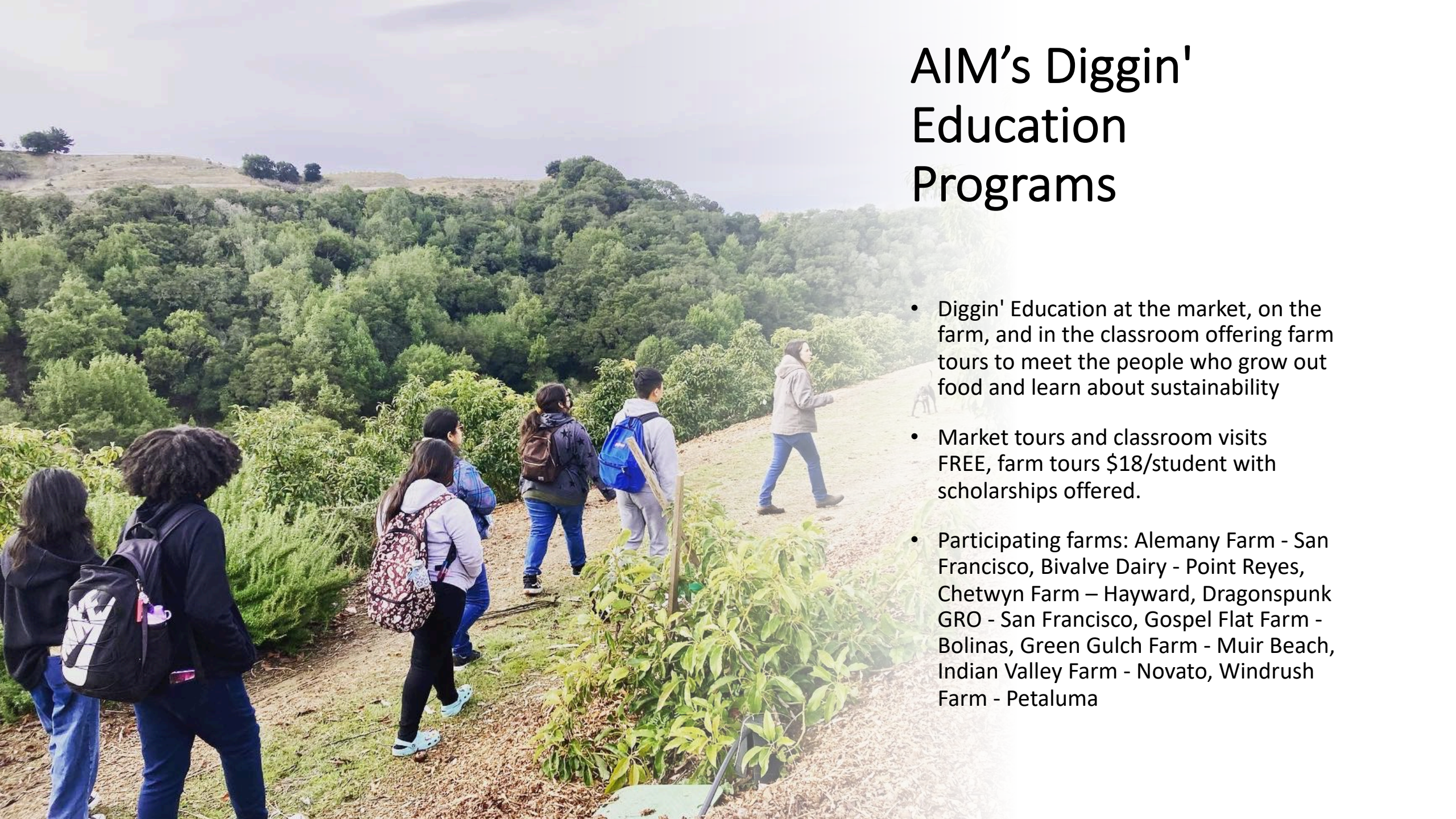
AIM's Certified Farmers Markets

- 9 certified farmers markets in Hayward, Newark, Oakland, Point Reyes, San Rafael, and San Francisco.
- Focus on Integrity, Food Access, Community Engagement, Zero Waste.
- In 2021, distributed over \$572,154 in EBT & Pandemic-EBT and over \$388,000 Market Match incentives.



AIM's Diggin' Education Programs

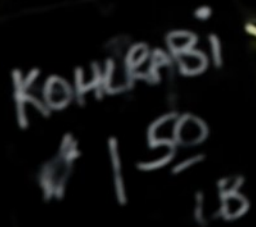
- Diggin' Education at the market, on the farm, and in the classroom offering farm tours to meet the people who grow out food and learn about sustainability
- Market tours and classroom visits FREE, farm tours \$18/student with scholarships offered.
- Participating farms: Alemany Farm - San Francisco, Bivalve Dairy - Point Reyes, Chetwyn Farm – Hayward, Dragonspunk GRO - San Francisco, Gospel Flat Farm - Bolinas, Green Gulch Farm - Muir Beach, Indian Valley Farm - Novato, Windrush Farm - Petaluma





Rollin' Root Mobile Farmers Market

- Offers fruits, vegetables, eggs, honey, and dairy products for older adults and nutrition insecure communities.
- Served 6,472 participants in 2021 across 11 stops in Marin County
- 11 Community ambassadors
- Sold over \$115,603 in produce to support farmers



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Equitable Farmer Supports

Racial Equity Fund



Farmers Market Incubator: Kitchen Table Advisors & ALBA



An architectural rendering of the Center for Food & Agriculture. The scene is set at sunset, with a large, glowing sun in the sky and mountains in the background. In the foreground, there is a modern building with large glass windows and a covered walkway. Several people are walking around the area, and there are several market stalls with white canopies. The overall atmosphere is warm and inviting.

Center for Food & Agriculture

A world-class, climate-friendly, authentic farmers market and educational space dedicated to a healthier food culture. The Center has evolved from an inspired idea to a Marin County ballot measure that passed with 84% of the votes in 2014. From 2019-2021, we developed the vision in close collaboration with shoppers, producers, and partners. Planned opening in 2025.

Our Opportunity

- Put down roots in a permanent space with a vibrant public commons
- Preserve and expand the growth of small and mid-size responsible farmers and producers with additional selling spaces and a 3rd farmers market day
- Increase community access and education to quality, nutrient-dense foods for all through weekly programming and community building
- Offer community resilience in changing climate conditions





Keep in Touch

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