

# The People's Farmers Market

## 2025 Summary Report



The People's Farmers Market is a relationship between REACH and PlayGrowLearn.



### Attendance and Operations

**Total Season Attendance:**  
**1,636 visitors**



**Community members were served every week for 20 weeks** June 22, 2025 - November 2, 2025.



**Total Farm & Vendor Participation:**  
**14 unique vendors + 3 farms**

Attendance was affected by the increase in civic unrest, economic and federal funding disruption, fear related to immigration enforcement, and the resulting decreased access to health and social services.

### Community Food Programs



**SNAP Transactions: \$ 2,661**

**Veggie Bucks: \$23,764**

Regular usage throughout season

**PGL Bucks/Misc: \$1,203**

**Double Up Program: \$60**

Enhanced food access for families

**Cash Sales: \$553**

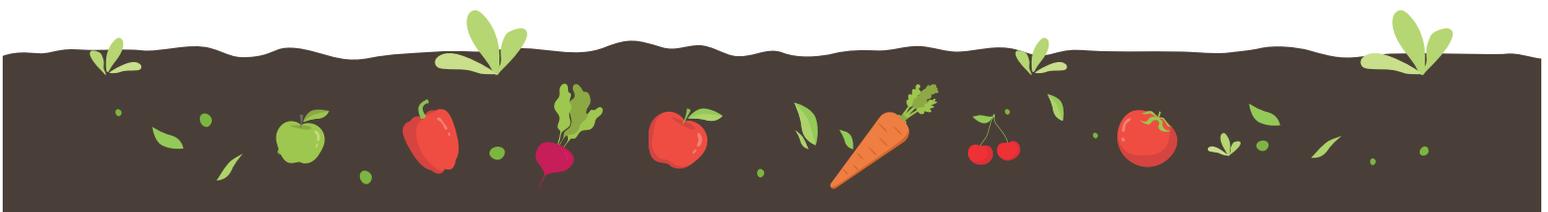
**Card Sales: \$192**



**Total Financial Transactions Captured:**  
**\$28,433\***

A new system dashboard was piloted in 2025 to improve market operations. The new digital system replaced the paper tracking system to simplify processes and provided valuable lessons for future markets.

*\*This number is an undercount and does not reflect the total financial transactions for the 2025 market. Many market sales were not captured due to early dashboard issues (mainly around WiFi connection challenges), sudden changes in Veggie Bucks reimbursement policy which changed vendor behaviors, and vendors not using the system for non-benefits based transactions (e.g., cash, card).*



## Highlights for 2025

### Dashboard System:

A new system dashboard was piloted in 2025 to improve market operations. The new dashboard replaced the original paper tracking system with an online, digital platform. The new system provides quicker access to important vendor information and helps simplify vendor tracking and sales. Challenges with the initial rollout led to valuable lessons that will improve future market operations.

### Market as a Hub for Health Promotion & Prevention:

Black Breastfeeding Week  
Art Against Tobacco Workshop  
Flu-Focused Immunization Event  
Breast Cancer Awareness  
Domestic Violence Awareness  
Emergency Preparedness

### Multisectoral Partners

REACH worked with partners in different sectors, including those from the ACHIEVE Coalition and the African Coalition to facilitate market activities. Some of our partners included:

Grandma's Hands  
Black Affinity Group  
Highland Heaven  
City of Gresham Green Business Program

TriMet  
Ascension Lutheran Church  
PreSERVE Coalition  
Pink Lemonade Project  
Community Energy Project  
Upstream Public Health  
The Street Trust  
Ride Connection  
Red Cross  
Triple Threat Mentoring

Multnomah County  
Office of Emergency Management  
Multnomah County Prevention  
& Health Promotion Unit  
Multnomah County Mobile Van Clinic  
Multnomah County/ YFS/ DSVCO/ DVCRU  
Multnomah County Eligibility Team  
Multnomah County Behavioral Health



## Achievements

The People's Farmers Market fostered strong community engagement by creating meaningful interactions among volunteers, attendees, and vendors and encouraging connection and relationship-building. Attendees engaged with a variety of culturally responsive resources and activities, and received merchandise that made the market both welcoming and informative.

The market also served as a space for mutual learning and collaboration. REACH partners and Volunteers (including youth) gained increased awareness of county and community resources and strengthened their ability to share information with the public. The Multnomah County Prevention and Health Promotion unit and other county teams were consistently present to provide education on nutrition, physical activity, immunization resources, and substance use prevention. The market connected attendees to relevant county and community support resources and staff. Market activities supported health promotion and prevention efforts, including the distribution of multilingual books and culturally relevant recipes.

### Challenges & Areas for Improvement:

While the 2025 season was largely successful, the market identified a few areas for continued growth. Funding constraints impacted the resources available, and language access remains an important area for continued improvement to better meet the needs of this diverse population. Food insecurity was also evident among market attendees, particularly as demonstrated by changes to SNAP. Feedback included interest in exploring longer-term food access solutions, such as a potential food hub.



### Opportunities for Future Markets:

Looking ahead, the People's Farmers Market presents opportunities to build on its strong foundation by expanding partnerships. Future seasons will bring in more Multnomah County services like the Multnomah County mobile van clinic and the WIC breastfeeding team and doulas. There is also an opportunity to recruit additional farmers and vendors to increase the variety of products and services offered. We will gather input from attendees and volunteers to help improve programming to better reflect community needs and priorities. There will also be a continued focus on nutrition education and movement-based activities, including interactive and culturally specific events.

## Featured Vendors & Services



### Farm Vendors

Rohingya & Burmese Farms

Mr. Farm

Sufiya Farm



### Food & Treats

Dee's Sweets PDX

Esotico Pasta

Blue Bully Pepper Sauce

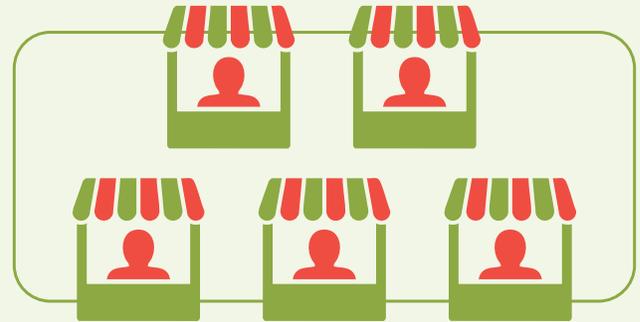


### Health & Beauty

Beautifully Me Fashion Boutique

Sister Products

Fundamental Fitness Labs



### Crafts & Retail

Lumarajah Productions

Fantasy Faces

Facepainting



### Additional Services

PBOT

Black Affinity Group



## Vendor Statistics

Total unique vendors: **14**

Average weekly vendor attendance: **6**

### Diverse mix of:

Local farmers

Food vendors

Artisans

Beauty and wellness providers

Retail merchants

Cultural goods sellers

### Vendor Demographics

Burmese, African, Black, White, Latinx/e,  
American Indian / Alaska Native,  
Other

## Cultural Events & Community Outreach

### Cultural Celebrations:

August 10: **African Cultures Celebration**  
 September 17: **Latino Heritage Celebration**  
 October 12: **Burmese Cultures Celebration**

### Health Awareness Campaigns:

August 17: **Gun Violence Prevention**  
 August 24 & 31: **Back to School/Immunization**  
 August 31: **Black Breastfeeding Week**  
 September 28: **Art Against Tobacco Workshop**  
 October 5: **Flu Focused Immunization Event**  
 October 19: **Breast Cancer Awareness**  
 November 2: **Emergency Preparedness**

### Community Services:

- **Back Pack Drive**
- **Free Salmon Distribution**
- **Naracan & Deterra Distribution**
- **Red Cross**



## Operations

### Types of vegetables and fruits provided:

Blueberries	Cherries
Strawberries	Cucumbers
Honey	Radish
Bell Peppers	Potatoes
Broccoli	Sweet Potatoes
Eggs	Garlic
Cabbage	Cilantro
Collard Greens	Garlic
Tomatoes	Yerba Mora
Peppers	Yerba Santa
Squash	Ruda
Beans and peas	Papalo
Raspberries	Mchicha ( <i>African Spinach</i> )



# .....The People's Farmers Market 2025 Summary Report.....

The **2025 People's Farmers Market** continued to serve as a welcoming space for many cultures and communities, drawing **over 1,600 total visits** throughout the season. The market reflected the diversity of the neighborhood, with participation from Asian, Latinx/e, Black, American Indian/Alaska Native, and Native Hawaiian/Pacific Islander and White community members. This broad mix of attendees demonstrates that the market remains a trusted gathering place for families across the Rockwood area.



This season generated a confirmed **\$28,433 in sales** (with total actual sales being higher due to some transactions not being recorded, as noted previously). Veggie Bucks were the most commonly used payment support, helping reduce financial barriers for shoppers seeking fresh produce. Blueberries, honey, bell peppers, broccoli, eggs, and cabbage were among the most purchased items. Farms like Mr. Farms LLC, Sufiya Farm, and Rohingya and Burmese Farmers LLC played key roles in meeting community demand. Farmers offered a wide range of produce throughout the season, and local retailers brought added variety with accessories, clothing, soaps, and other goods.

Beyond shopping, the market offered innovative programming that combined health, wellness, and cultural celebration. Attendees had opportunities to engage in health-focused events like Black Breastfeeding Week in late August, the Art Against Tobacco workshop in September, a flu-focused immunization event in early October, and awareness activities for breast cancer and domestic violence later in the month. The market also celebrated the richness of community cultures through festivals and events, including the African Festival in August, the Latino Festival in September, A Taste of African Heritage later that month, and the Burmese Festival in October.

Overall, the 2025 season reinforced the People's Farmers Market as an important community resource that supports access to fresh, culturally relevant foods, provides opportunities for local entrepreneurs, and offers a welcoming space for connection.

