COMMUNITY FOOD SYSTEMS: PUBLIC MARKETS

GOALS

The **DEMAND FOR LOCAL FOOD** is rising as grocery shoppers are embracing the need for increased local food options. A Public Market operates in a **PUBLIC SPACE** and helps to build community; they feature only local food and/or local owned and operated businesses. Markets providing local food help the local economy, deliver seasonal and assorted products, improve their carbon footprint, and typically increase options for natural and organic production. Customers are demanding: **LOCALLY SOURCED** protein and produce, environmentally sustainable options and healthy meals. The use of local foods is mutually beneficial among producers, consumers and business owners because it increases profits, provides customers with high quality products, and builds the infrastructure for effective local food shed.

BENEFITS

- Niche Market
- Open to the Public
- Food system education
- Promote healthy lifestyle
- Contribute to local community
- Increased accessibility of fresh products
- Locally, owned and operated
- Support local farmers + business owners
- Good public relations
- Great variety of food
- Creative menu options
- Know the source + location of food
- Broad public purpose
- Supports neighborhood revitalization

COMMUNITY IMPACT

- **Broad Public Purpose**
  Celebrate regional culture through food and local business opportunities

- **Business Incubators**
  Many public markets support and offer space for business incubation; offering rental space for start-ups, potential shared-use kitchens, and business classes

- **Supporting the local food system:**
  Creating a space for both farmers, culinary providers, and entrepreneurs to develop holistic parnterships that support the local food system from start to finish

NATIONAL BEST MANAGEMENT PRACTICES

7th Street Public Market
https://www.facebook.com/7thStreetPublicMarket/photos_stream

7th STREET PUBLIC MARKET: Charlotte, NC

This public market celebrates the culture of the Carolinas and promotes and supports regional and local producers, food artisans, and entrepreneurs. It is placed in the market district and also has a wonderful community gathering space open to the public.

West Side Market: Cleveland, OH
http://westsidemarket.org/

WEST SIDE MARKET: Cleveland, OH

Cleveland's oldest public market, offering a home to over 100 vendors including: meat, dairy, fruits + veggies, baked goods, flowers, ready-to-eat, and spices + nuts.
It is located close to downtown and is connected to easily from public transit.

NewBo City Market: Cedar Rapids
http://buddyburton.blogspot.com/2012/10/newbo-city-market-kids-day-102812.html

NEWBO CITY MARKET: Cedar Rapids, IA:

A 501C3 and not-for-profit established to promote flood revitalizations, access to healthy food, agricultural development in the region and new jobs. Home to anchor merchants as well as seasonal merchants

Fruitvale Public Market
http://www.unitycouncil.org/public-market/

FRUITVALE PUBLIC MARKET: San Antonia, TX

A small business incubator that assists with micro-enterprises. This system helps create access to business opportunities, and expand businesses in San Antonio with particular interest in Latin American flavors, arts and culture and ethnic foods.

LET US KNOW OTHER BEST PRACTICES

TITLE: CONTACT INFORMATION:

INTERESTED IN HELPING? SHARE YOUR INFO

NAME: CONTACT INFORMATION: