

# AIM'S 2018 IMPACTS

Champions for food access and agricultural education in Alameda, Marin and San Francisco Counties



AIM Operates  
**7** Certified  
Farmers Markets

X



**52** weeks = 364  
Farmers Markets/year

=



Representing  
**355+** Market  
Participants



**155 +**  
Farmers  
& Ranchers



**5**  
Fish  
Sellers



**85 +**  
Food  
Purveyors



**50 +**  
Hot  
Foods



**60 +**  
Artisans

Total Counties Farmers  
and Ranchers travel from  
**38**

Market Participants from  
Marin/Sonoma Counties  
**110**

Shoppers reached per year  
at AIM's farmers markets  
**1 million**

## WHERE YOU SHOP MAKES A DIFFERENCE FOR FARMERS

Farms are significantly more  
likely to survive if direct-to-consumer  
sales are apart of their business plan

## AIM'S FARMERS MARKET SCHEDULE

Clement Street - SF	Sundays	9a - 2p
Grand Lake Oakland	Saturdays	9a - 2p
Hayward	Saturdays	9a - 1p
Newark	Sundays	9a - 1p
Stonestown - SF	Sundays	9a - 1p
Marin Civic Center	Thurs & Sun	8a - 1p

AIM audits 100% of the certified producers in the markets  
to ensure that the farmers are only selling what they grow.

## TRADITIONAL RETAILER

VS.

## FARMERS MARKETS

**85 CENTS**  
go to marketing  
and distribution

**AND ONLY  
15 CENTS**  
go to the farmer



When you buy directly  
from your local farmer,  
they receive

**100%**  
of your food dollar

Source: U.S. Department of  
Agriculture Economic Research Service, 2016

## DIGGIN' EDUCATION PROGRAMS

Through AIM's farm-based education programs, participants see, taste and learn about where their food comes from

### IN THE CLASSROOM

Total # of classroom lessons

**11** at **3** schools

Classroom participants

**225**

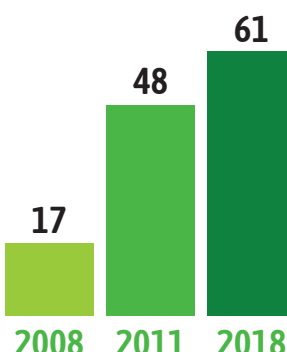
Educational Outreach Events

**11** events

#### WHAT OUR STUDENTS SAY:

*Mr. Green Jeans, you taught me that the best  
thing in the world to do every day is to eat and  
enjoy healthy foods that will make my body  
healthy, be with my friends and family, and  
share my life with them.*

### AT THE MARKET



Number of  
educational tours  
AIM hosted at  
the Farmers Market

Since 2008, nearly **10,000**  
**participants** (pre k - college  
and older adults) attended  
tours to meet the farmers  
who produced their food

### ON THE FARM



AIM partnered with **12** farms to  
host educational tours **3** new  
farms were added in 2018

In 2018, over **1,200** students  
toured local farms to learn  
where their food comes from

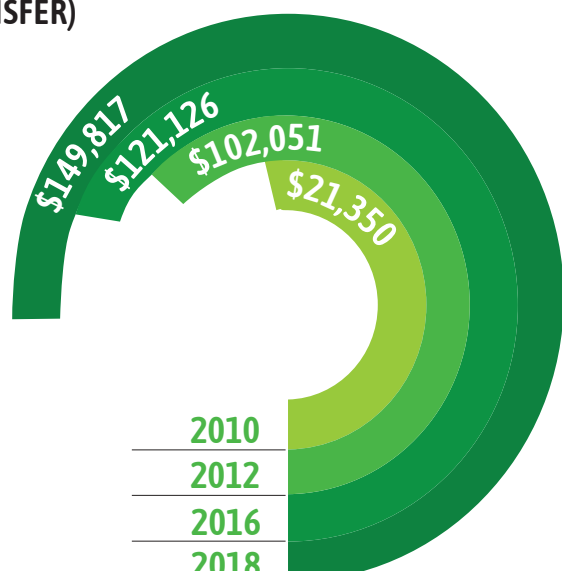
**\$2,240** in scholarships  
were awarded to 6  
schools based on need

## NUTRITION BENEFITS

### EBT (ELECTRONIC BENEFIT TRANSFER)

Since 2010, recipients of  
SNAP benefits (known as  
**CalFresh** in California)  
spent **\$890,220** at AIM's  
seven farmers markets

SNAP benefits increase  
access to fresh food for  
low-income Americans  
and increase revenue  
for farmers



### MARKET MATCH



**125%**

Since 2014, average  
increase over 5 years  
at AIM's farmers markets.  
Total **market match**  
spent **\$326,440**

**2014**  
\$15,666

**2016**  
\$80,643

**2018**  
\$98,166

Market Match turns \$1  
in SNAP into \$2 of fresh  
fruits and vegetables  
making healthy food  
more affordable

## LOCAL FOOD ACCESS • THE ROLLIN' ROOT



**The Rollin' Root** is a mobile market  
which increases access to farm-fresh  
food and nutrition education for older  
adults and other underserved groups  
regardless of transportation or  
economic barriers



Since August 2018, The Rollin' Root  
served **1,537** participants  
who purchased fresh fruits,  
vegetables and dairy products  
to comprise **2,945** meals

\*On average, 57 participants per day



**4** locations every Thursday

1. Whistlestop Active Aging Center
2. Marin Valley Mobile Country Club
3. Marin City Community Development Corp.
4. Maria B Freitas Senior Community

Agricultural Institute of Marin (AIM) is a 501(c)(3) educational nonprofit organization which organizes seven year-round certified farmers markets and a mobile market in three Bay Area counties, thereby supporting local farmers, strengthening local economies, increasing food access, and improving public health. For 35 years, AIM has been passionately educating the public about the health, environmental, and economic benefits of buying locally grown food directly from farmers, while connecting and supporting communities and local and regional food systems so the public can access healthy and sustainably-grown food.

