



2020 SUSTAINABILITY REPORT

BROOKSIDE
FARMERS'
MARKET

FARMERS MARKETS ARE ESSENTIAL

This is the first of what is to become an annual Sustainability Report for the Brookside Farmers Market. We hope that this report helps articulate to you the value of the efforts of our farmers and ranchers. As a group, our farming methods are based on natural biological methods that build and regenerate the soils we grow in.

While chemical-based systems diminish the environment, our methods serve to literally add life to our land. This difference is fundamental. The nutrition and flavor in our farmer's products comes from the care they take in building their soil, caring for their plants and animals, and maintaining these benefits in their post-harvest handling processes.

As a market we are also working to improve the social and economic aspects of our organization, to help us achieve true sustainability. During the 2021 season our Board of Directors will be conducting regular Racial Equity training and discussions to further our connection with everyone in our community. We will continue to advocate for our farmers to keep their businesses economically sustainable, and work to provide assistance everywhere it is needed to allow everyone to have access to our products.

We look forward to seeing you at market this year and feeding you with nutrition rooted in our local farmland.

Tom Ruggieri

Chair

Brookside Farmers' Market

CONTENTS

Fertility Plan	03
Crop & Pasture Rotation	05
Biodiversity	07
Market Statistics	09
Board of Directors	10





MINIMIZE SOIL DISTURBANCE

*Using natural processes to
add organic matter
& nutrients to soil*

MAXIMIZE CROP DIVERSITY

*Not relying on a single
cash crop & encouraging a
wide variety planting*



CORE PRINCIPLES OF REGENERATIVE AGRICULTURE



SHORTEN DISTANCE FROM FOOD TO TABLE

*Getting your food to you
directly from a
farmers field*

INTEGRATE LIVESTOCK

*Rotationally grazing
animals to foster fertility
& manage fields*

FERTILITY PLAN

Every Brookside farmer shares their plan to provide nutrients to their plants, animals and soil. These fertility methods are used to intentionally build and maintain healthy soils including: crop rotation, cover cropping, natural mulches or compost, mineral additions, minimal tillage and others.



OUTCOME

Soil is ground zero for sustainably grown food and our farmers and ranchers go above and beyond to give back as much as they take from the land. The result of their efforts is healthy soil with a wide variety of nutrients and carbon-sequestering capabilities producing noticeably more delicious and nutritious food traveling a short distance to you.

"I love the Brookside Farmers Market because I don't have to wonder whether the produce is grown without synthetic herbicides and pesticides. I can feel confident feeding myself, and the Brookside Market is the first farmers market I recommend to my clients and friends."

Leah Wagner



Brooke Salvaggio of Urbavore Farm at Market

KI KOKO - PAY LAY & BEH PAW

We keep our farm fertile by using compost, straw, and crop rotation. We plant flowers amongst our vegetables to attract pollinators and never use pesticides, sprays, or fertilizers to keep the local wildlife safe.



URBAVORE

URBAVORE uses a variety of methods to improve and maintain soil health and biodiversity. We rotationally graze livestock to maintain soil fertility through direct manure application. We have a variety of separate production areas that we rotate crops between. Crop families are not placed in the same area within four years. Additionally, we utilize cover crops (grasses, legumes) to add organic matter and fertility to the soil. We also use straw and compost for mulch and fertility applications. We do not rototill the soil, but use minimal cultivation.

DAVID'S PASTURE

Synergistic rotation of poultry happens behind cattle to fertilize by spreading manure and controlling pests. We rotate swine through thick and/or wooded areas to naturally clear undergrowth.



CROP & PASTURE ROTATION

At Brookside Farmers' Market, farmers and ranchers are required to use crop and pasture rotation as a strategy to lessen pest and disease pressure. Every Brookside farmer and rancher shares how they plan to rotate their crops and animals in a way that benefits our collective natural resources without the use of synthetic pesticides or fertilizers.



OUTCOME

Crop and pasture rotation utilize a diverse array of plant families and livestock to naturally fertilize, till, and replenish soils. The results are lower pest and disease pressure and restoration of soil nutrients which reduces the need for synthetic additives. **Our farmers and ranchers pledge to never utilize synthetic fertilizers or pesticides**, instead relying on these regenerative methods.

"I look forward to Saturday morning walks with my daughters to buy local, fresh, organic foods for the week. We have developed personal relationships with the farmers so my girls understand where their food comes from and who grows it."

Katie Martinovic



Aerial View of Fair Share Farm

JACKIE & THE BEANSTALK

I am only in my 2nd serious year of growing on my own soil. I try to avoid tilling. I use a broad fork and heavy mulching when possible. I plan to incorporate biodiverse planting methods (perennials, flowers, annual veggies neighboring one another) over time rather than growing in larger sections/rows, in order to discourage pests and reduce damage. I apply compost as a general bed prep and when I introduce new seed/plants as needed.



WILKINSON GARDEN

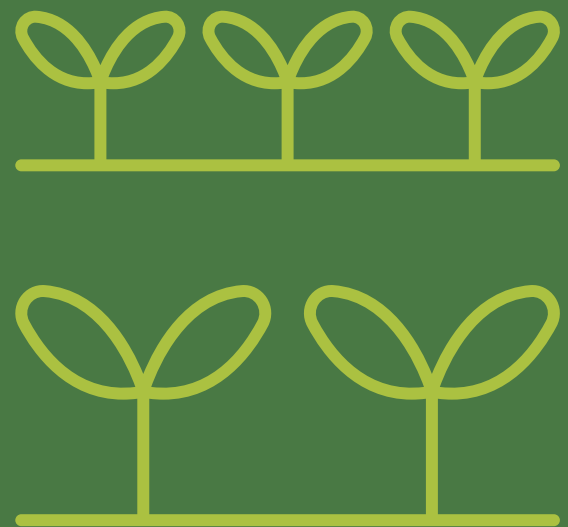
I use a four year rotation on long season crops (tomatoes, garlic, peppers) as well as rotating plant families within a single season for quick growing crops (greens and roots). I use a no tillage method. Shredded leaves are used as mulch on long season crops that don't get the plastic mulch (potatoes, onion). Mineral additions - bone meal for transplants, and farm made liquid compost on everything a few times a month all year.

FAIR SHARE FARM

We use a 4 year rotation cycle for our vegetable crops. Crops within the same family (eg. brassica or solenaceous) are not planted in the same bed for at least 4 years. Except for the high tunnel, beds are planted with a cash crop only once per year. In addition, we plant cover crops or rotate our laying hens through the beds to further add to the rotations and help with fertility, and pest & disease control. We have two movable laying hen coops, each of when can house 80 hens. These coops/flocks are moved around the farm and secured in a 50' x 100' yard by electronetting. The yards are moved every 4 to 8 weeks depending on the season.

BIODIVERSITY

The BFM Pledge requires farmers and ranchers to encourage biodiversity by creating or maintaining beneficial habitats for wildlife. Getting food out of the ground is just as important as creating beneficial places for pollinators and local wildlife. Here are a few ways our vendors pledge to encourage biodiversity on their fields.



OUTCOME

Instead of relying on one single cash crop, Brookside farmers and ranchers **encourage a variety of crops, animals, and natural landscapes to grow together**. The result is the regeneration of pollinators, wildlife, and protection of our shared natural resources.

Brookside Farmer's Market is the best in town & here's why: #1 -- the quality of the food is TOP NOTCH!!! #2 -- if I happened to have gotten some produce/food/product that was spoiled/not right, the next week, the vendor would replace my item(s) WITHOUT QUESTION!!! How's that for good, old-fashioned customer service????!! Let the church say, "AMEN!"

Fay Ferrando



Laura Christensen of 2 Birds Farm preparing for Market



SACRED SUN COOPERATIVE FARMER

We leave multiple acres around our production site where it is allowed to return to prairie species. We also practice a diverse vegetable and herb crop rotation.

CROOKED BAR N RANCH

The biodiversity found in the prairie bioregion is immense. We help maintain above and below ground biodiversity in our pasture by implementing fire and grazing. One major threat to the health of the prairie is the encroachment of invasive species. Healthy prairies can generally out compete non-native species, however if given the opportunity (by way of overgrazing, lack of fire, ect) non native species can take hold. Close observation of the grazing patterns of our herd and how the ground responds to the pressure helps us determine what needs rest. Electric fencing can be used to discourage grazing while fire can be used to encourage grazing. Patch burn grazing will be our technique to promote native vegetative diversity, which in turn will provide natural habitat for native wildlife. Burning $\frac{1}{3}$ of our pastures annually, we are lessening the negative impact on the Nesting Prairie Chicken and other native grassland birds. The large tracts of vegetation left also give young brood a place to shelter from predators. We also wait to hay our meadows until after July 14th to give adequate time for native birds to fledge.



MARKET STATS

\$8,249

OF SNAP DOLLARS SPENT AT MARKET

BFM redeems SNAP/EBT food assistance dollars for tokens at market. SNAP sales increased by \$5k in 2020, increasing access and consumption of local food.

\$6,196

OF DOUBLE UP FOOD BUCKS DISPENSED

BFM is able to double visitors SNAP dollars up to \$25 for fresh local fruits and vegetables.

GRANTS RECEIVED IN 2020

\$619

MISSOURI DEPARTMENT OF AGRICULTURE FARMERS MARKET PROMOTION GRANT

A local grant funding promotion materials for Missouri Farmers Markets to better inform the community about the market's open hours, products available, and special events

\$171,200

USDA FARMERS MARKET PROMOTION PROGRAM

A three year grant program focusing on promotion, community partnerships, local food access, and bringing on full-time staff.

VISITORS IN 2020

25,066

↓ 39%

FROM 2019 ATTENDANCE

BFM advised customers to 'Shop Solo' during COVID and saw a significant decrease in customer attendance while no decrease in sales were reported from vendors.

37
VENDORS

9
NEW VENDORS

32.35
ACRES OF
DIVERSE CROPS

BROOKSIDE FARMERS' MARKET

BOARD OF DIRECTORS 2020-21

Brookside Farmers' Market is governed by a board of volunteer directors consisting of current vendors and community members. Board members are able to serve for a four year term. Nominations and elections are held annually in November. Learn more about becoming a community member of Brookside Farmers' Market at:

<https://www.brooksidefarmersmarket.com/support-the-market>



TOM RUGGIERI
BOARD CHAIR
4TH TERM



ELIZABETH CARLYLE
VICE CHAIR
2ND TERM



NATHAN ST. CLAIR
TREASURER
4TH TERM



MEREDITH MCALLISTER
MARKETING CHAIR
1ST TERM



JACKIE PALMER
SECRETARY
3RD TERM



ALEX BARRON
VENDOR CHAIR
1ST TERM



ANDREA MEYERS
VENDOR
3RD TERM



JAKE JOHANNES
VENDOR
3RD TERM



GAYL REINSCH
COMMUNITY
MEMBER
2ND TERM



RHONDA CAIN
COMMUNITY MEMBER
3RD TERM



BARB HOLMGREN
COMMUNITY
MEMBER
4TH TERM



KENDALL HARRIS
COMMUNITY MEMBER
1ST TERM



ZACH BEALL
COMMUNITY MEMBER
1ST TERM



FAY FERRANDO
COMMUNITY MEMBER
1ST TERM



ZACH WILKINSON
VENDOR
1ST TERM



FRIEND OF THE MARKET

Brookside Farmers' Market has brought fresh local organic food to Kansas City since 2003. We are a farmer-managed market with one part-time employee and a dedicated board of volunteers. BFM hosts 30+ small local businesses championing organic growing practices & enriching our shared natural resources.

The plight of the urban farmer is well recorded as regional farmers markets have gained support over the past decade. Our farmers pursue this lifestyle & line of work because they truly believe people should know their farmer and have access to local food: the farmers market is where these connections are born. Despite this, farmers markets still face a number of challenges which threaten the longevity of an important community asset. Unlike large retailers & grocers, Brookside Farmers' Market relies on the continued support and patronage of our community of radical eaters to spread the message of organic local food.

If you would like to see more programming, outreach, education, and promotion at Brookside Farmers' Market, consider becoming a Market Sponsor this season.

Reach out at info@brooksidefarmersmarket.com for more information.

Kyra Gross
Market Manager