## Add Value with Finance to your Farmer's Market

Maria Waters | Program & Loan Officer Feed the Hunger Foundation



#### What is Feed the Hunger Foundation?

- \* Micro lender that empowers small food entrepreneurs
- Creates healthy, equitable and sustainable food systems
- Non-profit that builds food networks
- Member of CAMEO (California Association for Micro Enterprise Opportunity)



# California Food for Thought Program

Policy/ Advocacy

Raw Materials Lessilities to live and l

Agricultural
Agricultural

Aquaculture Farms

Aquaponic Farms

**Urban Farms** 

Transportation

Slaughterhouses

Cold Storage

Packing Sheds

Farmers Markets
Grocery Stores
Lunch Wagons
Caterers
Restaurants

### How has FTHF supported Farmer's Markets?

- \* Financed new markets
- \* Financed farmers & vendors
- \* Used networks to create direct feedback loops
- \* Supported market expansions
- Enabled & funded EBT acceptance
- Acted as a "translator" between power brokers and stakeholders

#### Adding Value through Finance

- Networking
  - \* Healthy vendors = Healthy market
  - \* Market awareness
  - Creating new consumers
- \* Community Health
  - Like-minded mission
  - \* Job creation
  - Equitable access

