





NAPA FARMERS MARKET

Mission

The Napa Farmers Market mission is to support local farmers and provide an inclusive place for our community to purchase farm-fresh, sustainably grown produce, specialty foods, and artisan goods directly from the source.

We strive to educate the consumer, preserve the environment, address food insecurity, and connect people to our community partners.

N A P A FARMERS MARKET  **We grow...**

small farmers & biz

equitable food access

community connection



NAPA FARMERS MARKET



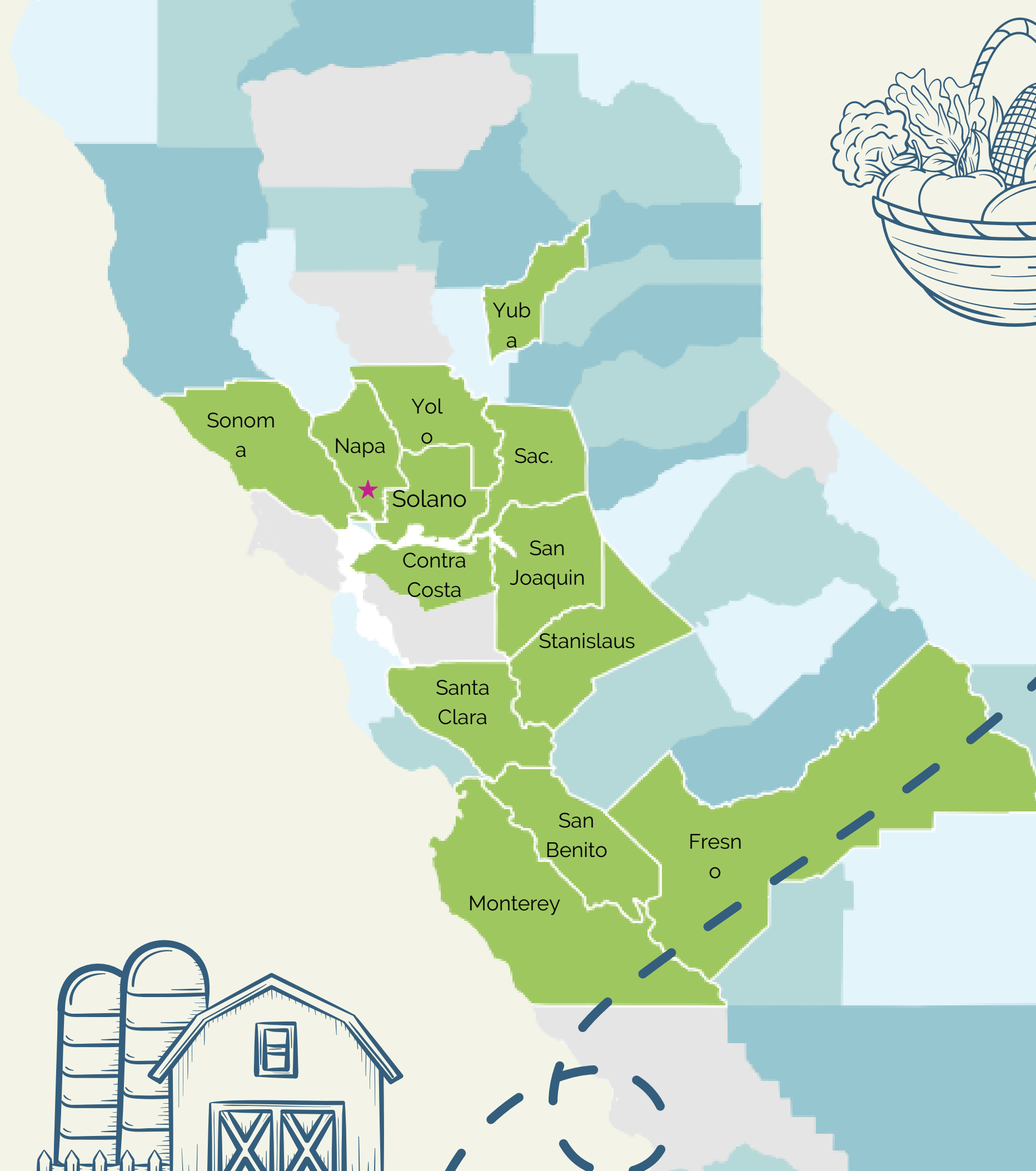
We grow small, sustainable farmers.

“The Napa Farmers Market is the only farmers market we attend and accounts for over 65% of our annual gross income.”

Carine Hines
Sun Tracker Farm

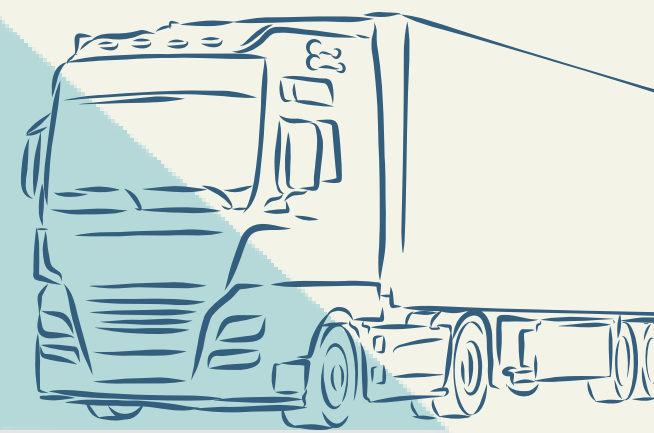


County	Farmers
Sonoma	9
Napa	4
Solano	4
Yolo	3
Monterey	3
Fresno	2
Sacramento	2
Santa Clara	2
Stanislaus	2
Contra Costa	1
San Benito	1
San Joaquin	1
Sutter	1
Yuba	1
TOTAL	36



65.3 Miles

Average distance farm to **NAPA FARMERS MARKET**



In the US, most food travels **1,500 miles** to get to your plate

Our market
was home to

139

small farmers &
businesses
in 2025.



36 *Farmers*



69 *Food Makers*



34 *Artisans*



NAPA FARMERS MARKET



**We grow
equitable
access to
local food.**

Food Access &

Food Security

At the market:

- CalFresh Market Match
- Fruit & Veggie Bucks
- Shopping for the Shelter
- Food Rescue



In the community:

- Napa County Food Access Coalition
- MSA grant administration

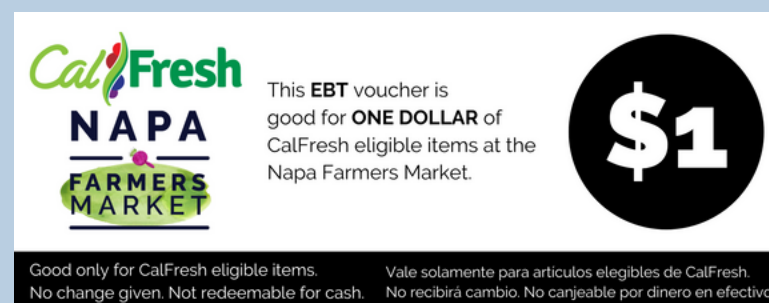


CalFresh (SNAP) Market Match

1 **Swipe**



2 **Match**



3 **Shop**



In 2025 Market Match funds doubled

\$85,106

in CalFresh benefits serving

616 low-income households

which made an estimated

170,210

servings of fruits & vegetables.



Dollars

+14%

Households

+17%

Servings

+14%



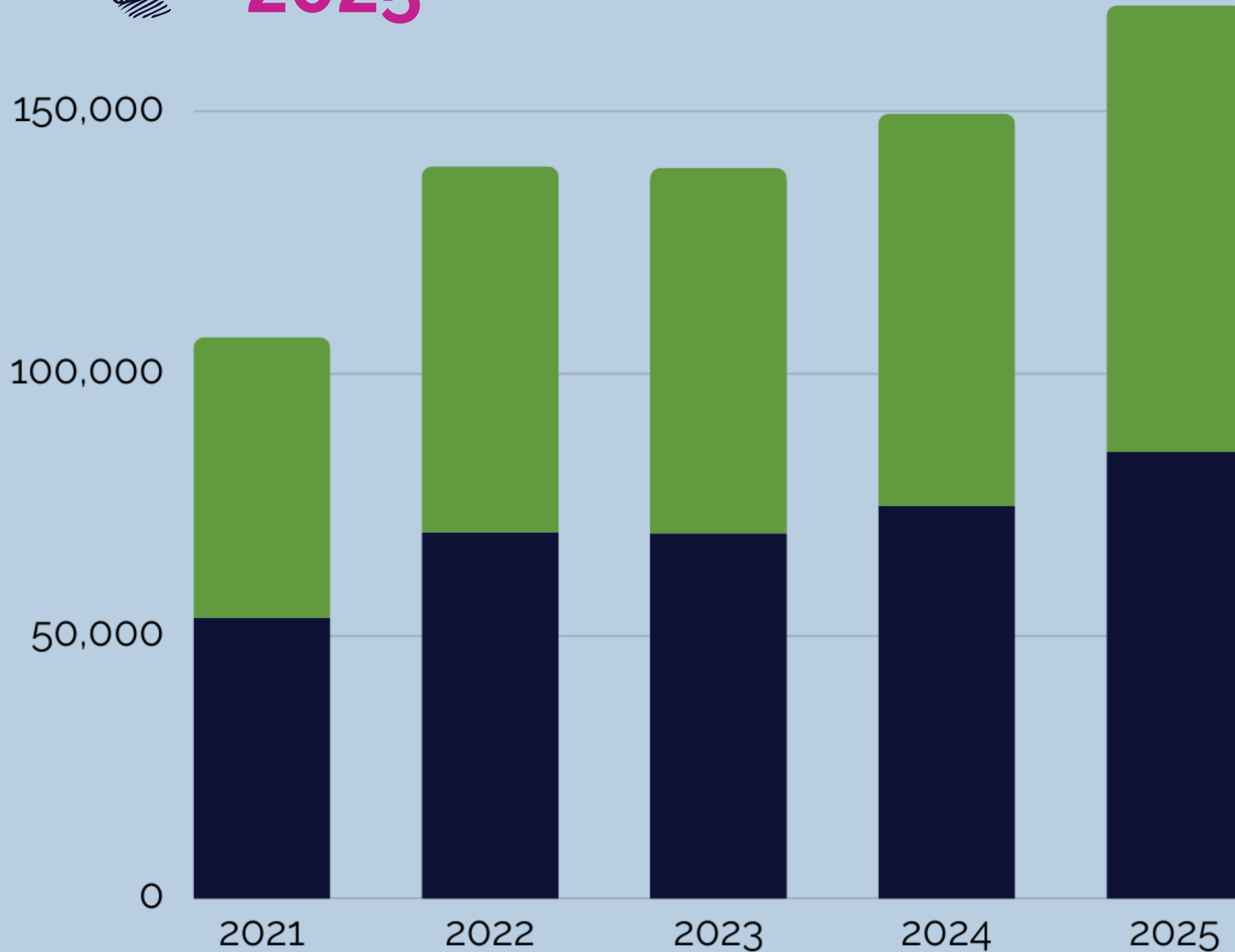


N A P A FARMERS MARKET
CalFresh Market Match
2025

CalFresh: **\$85,106** +
 Market Match: **\$85,106** =







\$170,210

↑ 14%
 over 2024



616
 households served
↑ 17%
 over 2024

Market Match Funding

 market match	\$26,850	31%
 NAPA VALLEY COMMUNITY FOUNDATION	\$25,000	29%
 LEWIS	\$15,000	17%
 CanDo's Give! Guide NAPA VALLEY	\$9,891	11%
 F&M BANK Where Banking is Easy!	\$5,000	6%
 Hands Across The Valley TOWARDS A COMMUNITY WITHOUT HUNGER	\$5,000	6%

Fruit & Veggie Bucks

1

Connect



2

Pick up



3

Shop





In 2025 with Puertas

Abiertas we distributed

\$36,450

Fruit & Veggie Bucks to

134 Latino households
w/low-income at

729 market visits.

Shopping for the Shelter

1 Shop



2 Cook



3 Serve

@ South Napa
Shelter





Food Access: Shelter Meals

Chefs Todd Humphries (Kitchen Door) **and Ken Frank** (La Toque) shopped with food assistance funds to purchase

\$3,148 vegetables and fruit from our farmers to make around

7,125 servings

for people experiencing homelessness and receiving services from Abode at the South Napa Shelter in 2024.



Food Rescue

1

Collect



2

Deliver



3

Distribute





Food Access: Food Rescue

26,915 lbs.

of fresh produce donations were collected in 2024 and given directly to people and families at community housing sites, churches, and schools at

87 distributions which made an estimated **22,429 meals.**

“Getting fresh produce donations is a challenge. Without the Napa Farmers Market, we wouldn’t be able to offer an abundance of fresh fruits and veggies to supplement the deli, dairy, and protein received from other sources.”

Margaret Perry
Feeding It Forward Napa Valley

**Thanks
to our
partners**



Napa County Food Access Coalition



NAPA COUNTY
**FOOD
ACCESS**
COALITION



COALICIÓN PARA EL
**ACCESO A
ALIMENTOS**
DEL CONDADO DE NAPA





NAPA FARMERS MARKET 

**We
grow
community
connection.**

We welcomed

184,239

total customer visits,
including **143,706** visits
by our Napa City and
County neighbors.

↑9.4%

above 2024





"Market Match helps me feel good about what I'm feeding my kids. And when we're shopping the market, **we feel like we're a part of our community.** This program helps me raise good humans."

Diana
CalFresh (SNAP) customer



**NAPA FARMERS
MARKET** 

**We
grow
together.**

Shop.



Support.



Suggest.

