

ACTIVATION OPPORTUNITIES

Foodwise Farmers Markets



Ferry Plaza Farmers Market

Two iconic markets on the forefront of Bay Area food culture

Activating your brand at Foodwise farmers markets provides exclusive access to a concentrated group of diverse, socially aware, savvy food lovers. Foodwise is a 501(c)(3) nonprofit that operates farmers markets distinguished by innovative customer services and popular in-market educational activities. Foodwise farmers markets bring together farmers, food makers, restaurants, chefs, and home cooks to create a vibrant, diverse community that celebrates the region's best produce and sets national food trends. For 30 years, Foodwise's mission is to grow thriving communities through the power and joy of local food. We envision a world that nourishes all people, local economies, and the living earth.

Ferry Plaza Farmers Market

SAN FRANCISCO

- » Saturdays 8 am - 2 pm
- » Tuesdays 10 am - 2 pm
- » Thursdays 10 am - 2 pm
- » Year-round

3 weekly markets located outside of San Francisco's historic Ferry Building, an international destination and the heart of San Francisco's food scene

55,000 shoppers each week

30 years in operation

130 farmers, food makers, and restaurants

200 chefs and restaurants regularly shop the market

foodwise.org

Mission Community Market

SAN FRANCISCO

- » Thursdays 3 pm - 7 pm
- » March - November

1 weekly, vibrant neighborhood market with deep roots in the Mission community promoting family health and creating a fun, beautiful public space

4,000 shoppers each week

35 farmers, food makers, and restaurants



Mission Community Market

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Activation details

What footprint is available?

- Ferry Plaza Farmers Market on Saturdays: up to 20x40' space
- Ferry Plaza Farmers Market on Tuesdays & Thursdays: up to 10x20' space
- Mission Community Market: 10x10' space

What are the load-in and load-out times?

Arrival time varies by market day and the complexity of your set up. On average, load-in starts two hours before each market starts and load-out begins when each market ends. Our farmers market is open rain or shine.

What utilities are available?

There is no electrical, water, or Wi-Fi access available. If you need electricity at your activation, you will need to bring a generator. Trash access is available.

Can I distribute giveaways to market shoppers?

Yes! Any giveaways distributed to market shoppers must be approved in advance and must not conflict with Foodwise's mission or the businesses that participate in the farmers markets.

Is any equipment provided?

Foodwise can rent some market equipment like tents, tent weights, tables, and chairs on a case by case basis for an additional fee.

Can I cook on site or serve food samples?

There are limited opportunities to cook on on site and preapproved food samples prepared off site may be permissible. All are subject to City of San Francisco food sampling safety guidelines.

Who is my contact?

Our Partnerships & Events Manager will work with you leading up to your activation to ensure we're prepared for the day-of. We will share a customized fact sheet before your activation with your day-of contact and with all load-in, parking, and load-out details.

What is your partnership criteria?

Foodwise works with socially minded businesses that meet our sustainability criteria and fit into the flow of our farmers markets. As a nonprofit focused on sustainable and equitable food systems, it's especially important that food businesses we partner with have sustainability criteria such as being certified organic, certified non-GMO, certified fair trade, or sourcing locally grown products.



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Let's work together

Start a conversation with Foodwise about possible partnership opportunities.

Contact Rebecca Crawbuck at rebecca@foodwise.org.

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Activation examples



Spectrum Organics featuring Chef Marcus Samuelsson



Sunday Night Football



Visa



Maker's Mark



Eventbrite



Pure Leaf Tea House



VinFast



Buitoni

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Who will you reach?

Diverse Age Groups

23% are between the ages of 25-34

21% between the ages of 35-44

23% are between the ages of 45-54

23% are between the ages of 55-64

Savvy Epicureans

91% shop at our farmers markets because of the exceptional quality of the products

SF Bay Area Residents

65% of market shoppers are residents of San Francisco

80% coming from the greater Bay Area

Socially Aware

67% of market shoppers appreciate the value of high quality, locally produced goods, indicating they were willing to pay more for food produced using sustainable practices



Your support matters

Join us in growing thriving communities through the power and joy of local food. Your participation supports Foodwise's free education programs, and contributes to a world where small farmers thrive and everyone has access to fresh food. Learn more at foodwise.org.

Contact Rebecca Crawbuck at rebecca@foodwise.org.