

SPONSORSHIP OPPORTUNITIES

2023 - 2024



ABOUT US

Texas Farmers' Market operates two year-round, rain-or-shine farmers' markets. Texas Farmers' Markets at Lakeline and Mueller are leadership-inspected, producer only farmers' markets, meaning all vendors sell only what they grow or produce - no reselling or repackaging.



Texas Farmers' Market at Lakeline
11200 Lakeline Mall Drive, Cedar Park TX 78613
Saturdays 9am-1pm
3k-5k weekly shoppers

Plus:

- SNAP accepted year-round; WIC accepted April-October
- Live music from local artists every Saturday
- Free Community Compost program
- Sample the Market cooking demos & free samples every weekend
- Second Saturday activities for kids



Texas Farmers' Market at Mueller
2006 Philomena St, Austin TX 78723
Sundays 10am-2pm
8k-10k weekly shoppers

Plus:

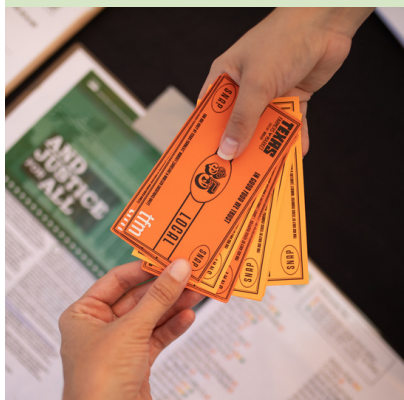
- SNAP accepted year-round; WIC accepted April-October
- Voted Austin's best farmers' market 10 years in a row
- Sample the Market cooking demos & free samples every weekend
- Second Sunday activities for kids
- Unique indoor climate controlled pavilion

Texas Farmers' Markets at Lakeline and Mueller are organized under F2M Texas, a 501(c)4 non-profit corporation .

ABOUT US

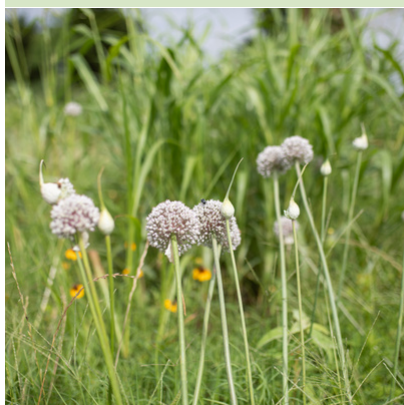
Texas Farmers' Market's mission is centered around hosting and educating Central Texas producers and consumers to grow a sustainable food system. We work towards our mission in the following key areas.

TFM provides at market programming to enhance the market experience while also supporting local artists and organizations. We work to reduce food waste through our Lakeline **Community Compost program**, educate shoppers on eating seasonally and how to cook with market produce with our **Sample the Market** booth, and educate and inspire our youngest market goers with fun activities for kids every **Second Saturday & Sunday**. Every Saturday at Lakeline we feature **live music from local artists**.



Providing access to sustainable, local food for all Texans is critical to our mission at Texas Farmers' Market, and we offer a **healthy food access program** at both of our markets in partnership with the Sustainable Food Center. **SNAP is accepted year-round, and WIC is accepted through the FMNP voucher program April - October**. SNAP and WIC users can double up to \$30 on fresh fruits and vegetables with Double Up Food Bucks Austin.

Texas Farmers' Market operates the **Ag Producer Support Fund**, which was created in order to support farmers, ranchers and all producer vendors during times of medical, environmental or other crisis. Following Winter Storm Uri in 2021, Texas Farmers' Market gave out over **\$20k in immediate assistance** to farmers through the fund to help them get back on their feet after devastating crop and animal loss.



In 2021, TFM expanded the Ag Producer Support Fund to include a **scholarship for new Black, Indigenous, and people of color (BIPOC) farmers** who would like to become vendors at our farmers' markets. Through this scholarship, TFM recognizes the institutional barriers that farmers of color have endured for centuries, from access to credit, land, and resources, as well as discriminatory practices at the USDA, and is working to do our part in expanding access to sales channels for BIPOC farmers.

REACH

Get your brand and message in front of thousands of loyal market shoppers, online and in person.



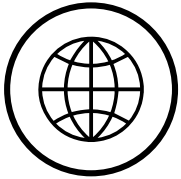
10,000-15,000 average weekly shoppers; 750,000 annually



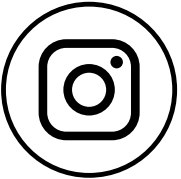
7.5 million local economic impact



12,000 email subscribers



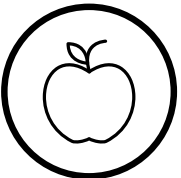
30,000 monthly website views



53,700 Instagram followers



46,500 Facebook followers



1300 annual SNAP/WIC customers



600 annual compost customers (Lakeline only)

DIGITAL PLACEMENTS

Digital and in-person sponsorship options can be tailored to fit your needs. For pricing and more info on digital ad placements/sponsorship opportunities please email ed@texasfarmersmarket.org and marketing@texasfarmersmarket.org.

We are open or online every Saturday 9a-1p & Sunday 10a-3p!

TEXAS FARMERS MARKET

LAKELINE & MUELLER



Summer is officially here, and we sure are feeling the heat in Central Texas! Our thoughts are with our farmers and ranchers who work so hard in extreme temperatures to make sure our community has access to fresh, local food. They are always at the mercy of the weather, which can dictate just how productive a seasonal crop is. For example, you may notice that peaches are scarce at the market in the coming weeks. Our peach growers, Engel and Lightfoot Farms, tell us that the rainy spring and frequent hail storms have led to slimmer crops this season. On the plus side, summer vegetables like tomatoes, peppers, eggplant, cucumber, squash, and herbs are flourishing! Stock up at the market, and on those days when it's just too hot to be outside, get busy in the kitchen making big batches of salsa, sauce, salad, and more. And, don't forget to thank your local farmers and ranchers for all of their hard work! Read on for some tips on visiting the market in the summer months.

FRESH AT THE MARKET: Click the image below to visit our [Fresh at the Market](#) page online, and find a list of what our farmers are bringing this weekend, what vendors are attending, market layouts, and more.

YOUR AD HERE!

IN SEASON: JUNE

Basil (lemon, Thai) * Beans (dragon tongue, Chinese long, yellow pole, green, tricolor) * Beets (red, golden, chippies) * Blackberries * Cabbage * Carrots *

COMMUNITY NEWS AND EVENTS

Registration is now open for the The Southern Family Farmers & Food Systems Conference. This annual event is jointly hosted by the Farm and Ranch Freedom Alliance, Small Producers Initiative at Texas State University, and Council for Healthy Food Systems.

The three-day conference will energize and inspire whether you're brand new to farming, have been doing it for years, or simply want to learn more about local food systems. They are committed to bringing relevant, farmer-driven information to the small- to medium- scale agricultural community in Texas and surrounding Southern states. Get out of the heat this August and [register now](#) to attend.

Happy birthday TXFED.org! TXFED.org is celebrating two years of providing a unique learning platform for local and regional food system content. In collaboration with 13 organizations that serve Texas producers (Texas Farmers' Market included!), and 75 content contributors sharing their expert insights, TXFED creates online courses designed to educate farmers market operators, vendors, and consumers who want to learn more about local food systems.

TXFED.org is available on any device, anywhere, anytime and is accessible for most learning types. All courses include closed captions, Spanish subtitles, and screen-reader friendly downloadable activities. Learn more and check out their courses [at this link](#).

YOUR AD HERE!

CLICK TO VISIT TEXAS FARMERS' MARKET ON INSTAGRAM

CLICK TO VISIT TFM AT LAKELINE ON FACEBOOK

CLICK TO VISIT TFM AT MUELLER ON FACEBOOK

PLEASE CLICK TO SEE A LIST OF LAKELINE VENDORS & WHAT THEY SELL

PLEASE CLICK TO SEE A LIST OF MUELLER VENDORS & WHAT THEY SELL

TEXAS FARMERS MARKET

HOME FARMERS' MARKETS & EVENTS VENDORS ABOUT STORE EN ESPAÑOL APPLY TO BE A VENDOR

COMMUNITY COMPOSTING



Texas Farmers' Market operates a FREE Community Composting program at our Lakeline market, in partnership with Break it Down Austin. Every Saturday, shoppers can drop their compost off at our booth at the center of market from 9am-1pm. Read on for more information about what you can compost, drop off tips, and what happens to your compost after you drop it at the market!

Due to logistical issues, we are currently unable to accept compost at our Mueller market. We are hoping to bring the program back in the future - read more about our April 2022 Compost Fundraiser.

TEXAS FARMERS MARKET

HOME FARMERS' MARKETS & EVENTS VENDORS ABOUT STORE EN ESPAÑOL APPLY TO BE A VENDOR

FRESH AT THE MARKET



Updated every Friday, refer to this page for our list of attending vendors, what our farmers are bringing, market layouts, and more!

Fresh at Lakeline: June 17th

It's a holiday weekend for many members of the community, as we honor Juneteenth, Father's Day, and Pride Month continues! Stock up on local food for your gatherings at the markets this weekend, and make sure to enter our Juneteenth giveaway (before 3pm 6/16) to win some goodies.

Sign up for our Newsletter

Join our list

Categories

Lakeline Vendors

Mueller Vendors

Recipes

Vendors Attending This Week

SAMPLE THE MARKET BROUGHT TO YOU BY...

WHAT CAN I COMPOST?

YES

- Fruit & Veggies
- Bread & Pasta
- Coffee Grounds
- Meat & Bones
- Tea Bags
- Egg Shells
- Soiled Paper
- Dairy

NO

- Oil or Rags
- Chemicals
- Paint
- Light bulbs

TFM'S COMMUNITY COMPOST PROGRAM BROUGHT TO YOU WITH SUPPORT FROM...

TEXAS FARMERS' MARKET

Break it Down Austin

www.breakitdownaustin.org



MARKET PLACEMENTS

Digital and in-person sponsorship options can be tailored to fit your needs. At market options include your own 10x10 booth space to promote your business, or signage sponsoring market programming like live music, compost, Second Saturday & Sunday activities for kids, or Sample the Market. Can also be combined with digital components like social media posts and newsletter ads or promotions.



For at market sponsorship opportunities please email ed@texasfarmersmarket.org

