Sarasota Farmers Market
History of the Sarasota Farmers Market

• Market was started in 1979 by Paul Thorpe to create foot traffic downtown.
• In 2009, the vendors created a non-for-profit (now a 501c3) and acquired the usage permit.
• Market Facts for the last 9 years:
  • Footprint expanded to State Street east and west.
  • Foot Traffic Study in 2015; estimated annual attendance 500,000.
  • Financial Impact Study; market generates $56 million to the downtown.
Moving to a Green Market

• We want to thank Jeff Vredenburg and Stevie Freeman-Montes for their commitment for making downtown Sarasota more sustainable.
• Thank you to Mayor Liz Alpert for attending our green seminar.
• Thank you to City Manager Tom Barwin and Deputy City Manager Marlon Brown.
How Our Green Committee Got Established

• Our advocate for becoming green for many years has been Peter Burkard of Nature’s Partner. Peter has been at the forefront to implement many sustainable projects at the market, including recycling, composting, vendor recyclable packaging and much more.
Recycling 90% of Our Intake

- The addition of a 4 yard recycle dumpster.
- Placement of trash and recyclable containers throughout the market.
- Staff sorting trash consumption at the market – Styrofoam.
Additional Sustainable Initiatives for the Future

• Composting
• Elimination of plastic straws
• Reusable bags – customers
• Produce vendors biodegradable bags
Elimination of All Styrofoam at the Market

How is this accomplished?
Board of Directors

• At the December board meeting I will ask the Board of Directors to create a policy of no Styrofoam packaging by vendors.
On the Horizon

- Education of sustainability to both customers and vendors.
- Implement bio-bags for produce vendors.
- Acquire funding for sustainable projects.