

Dear Potential Medford Farmers Market Vendor:

We are preparing for our 2021 Summer Market, and we are sure you are doing the same! We hope that you will consider joining us for our 14th season:

3–7 pm Thursdays | June 3–Oct 14, 2021 | Condon Shell, 2501 Mystic Valley Pkwy, Medford

This will be our fifth year at this spacious and beautiful location, which features **free parking** for vendors and shoppers; a manicured, **riverside green space** maintained by the city; **lots of well-spaced seating** for customers; **electricity** and **running water**; proximity to **Paddle Boston** canoe/kayak rentals and the like-minded **Medford Community Garden**; and **high visibility** from Mystic Valley Parkway. Plus, thanks to the riverside site, shoppers will continue to be able to **walk, drive, take the bus, ride their bikes, or canoe/kayak** to the market!

Despite the challenges of the pandemic in 2020, we were able to run the market safely with all state and local protocols in place and provided a much needed community resource for people to come together. Our vendors, in concert with our experienced management staff, fine-tuned market preparation and logistics necessary to help us keep everything safe and running smoothly. This model we developed from the pandemic year will be easily replicated as needed in the still uncertain times of 2021.

The market was a saving grace of food access for the many people affected by the pandemic as evidenced by a **record-setting number of EBT/SNAP matching** purchases; a need that we will continue to meet for this upcoming year's market. For our customers, the market was one thing that COVID did not completely ruin and was a source of stability. Clearly, many people were in need of the market for food but also as a way to tap into what the community offers and to support local growers and producers. As a result, several of our vendors sold out of their items on a regular basis.

We will be holding 20 weekly markets this season. In 2019, we successfully experimented with a brand new “Thanksgiving Market” indoors at Medford City Hall. If possible, we plan on holding a similar holiday market again this year, with a date to be determined sometime this summer. (Please note, the holiday market will be a 21st market and is not included in our 20-date calendar.)

With the approval of the Health Department, the Medford Farmers Market hopes to again host our **Community Table**, available to local nonprofits looking to gain exposure. We’re also working on a **robust, weekly, rotating schedule of family-friendly entertainment** to keep shoppers engaged from hour to hour and week to week. All events and activities will adhere to whatever safety guidance is in effect this summer.

If it’s not obvious, we’re pretty enthusiastic about this year’s market. Our Vendors **are integral to the market’s success**. If you are interested in more information, please contact us at medfordfarmersmarket@gmail.com.

Fruitfully yours,

The Medford Farmers Market Board of Directors