



**We are very proud that WEFM is the only farmer-owned market in the Richmond area.** Our mission is one of community service and outreach. Our owners, the Clements family of Salt and Pepper Farm, are active members of New Kent County, where their farm is located. Our Market Manager, Jennifer Sullivan, is an enthusiastic shopper at the market and an active member in the West End, where her family lives, worships and goes to school. Together, we are passionate about bringing our communities together for the love of food and supporting local farms.



WEFM was established in 2009 and is located in the affluent far West End in Henrico County. We are a year-round producers-only market; all agricultural and food producers must directly grow, raise and/or produce their products in Virginia. Our goal is to bring the best of Virginia's farms right to our West End neighbors and to create a true "farm to family" experience.

We have many repeat shoppers who are excited to see each other each Saturday; our on-going goal is to offer a diverse mix of vendors so we can meet all of our customers' grocery needs. During the COVID-19 pandemic, the market became an even more vital part of the West End community, with many families feeling more comfortable buying directly from farmers (less hands touching their food) and in an open-air environment with smaller crowds. The market has also been the difference between staying in business and having to shut down for many of our local farmers and vendors. Finally, it has also become a launching pad for several culinary entrepreneurs.

As mentioned, we view our mission as one of community service and outreach. Recently, WEFM donated \$500 to Gayton Elementary School and \$300 to a nearby neighborhood association. Part of our sponsorship program involves making donations to local food charities on behalf of our sponsors and our vendors frequently contribute Discovery United Methodist Church's food pantry. We also collected gift cards and clothing for DUMC's Angel Tree and partnered with CVS in October to host a flu shot clinic at the market, to help protect and take care of our neighbors.

## *Our Customer Reach and Profile*

- ❖ 400 average shoppers weekly
- ❖ Average 30 vendors and food trucks weekly
- ❖ 1,545 unique website visitors a month
- ❖ 6,055 Facebook followers
- ❖ 1,250 Instagram followers
- ❖ 4,460 e-newsletter subscribers
- ❖ Gender: 85% female
- ❖ Age: typically 35-54 years old

***Join us as a West End Farmers Market vendor today!***



Please contact Jennifer Sullivan, Market Manager, with any questions  
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