



About the West End Farmers Market

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 Kents Store, where their farm is located. 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 are also a foodie's farmers market and our customers come to shop! 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. For many of our local farmers and vendors, the market was the difference between staying in business and having to shut down. Finally, WEFM has also become a launching pad for several culinary entrepreneurs.

As mentioned, we view our mission as one of community service and outreach. We host Anthem Lemonade Stands and ASK to raise money for childhood cancer research and the care of patients' families. Our vendors and customers frequently contribute to Discovery United Methodist Church's food pantry. We also collect gift cards and clothing for DUMC's Angel Tree and partner with CVS in October to host flu shot clinics at the market, to help protect and take care of our neighbors.

Our Customer Reach and Profile

- ❖ 750-850 average shoppers weekly
- ❖ Average 40 vendors and food trucks weekly
- ❖ 1,725 unique website visitors a month
- ❖ 7,600+ Facebook followers
- ❖ 1,900+ Instagram followers
- ❖ 5,600 e-newsletter subscribers
- ❖ Gender: 85% female
- ❖ Age: typically 35-54 years old

Join us as a West End Farmers Market Vendor today!



Please contact Brianna Clements, Market Manager, with any questions

westendmkt@aol.com

804-637-5586

