



# 2025 A Year In Review

HEIRLOOM FARMERS MARKETS



**HEIRLOOM**  
FARMERS  MARKETS

A Southern Arizona 501(c)(3) non-profit organization that connects, educates and empowers our community to create a vibrant food system in support of local food producers and proprietors.

## A MESSAGE FROM OUR EXECUTIVE DIRECTOR:

As we reflect on 2025, we do so with deep gratitude and pride, and with appreciation for the renewed stability and momentum within our organization. This past year marked a period of meaningful growth, not only in attendance and sales, but in impact, resilience, and the trust of the communities we serve.

Throughout the year, our markets continued to see strong customer turnout and consistent vendor participation across all locations. Farmers and food producers reported steady sales week after week, reflecting the community's continued commitment to shopping locally and supporting a resilient, direct-to-consumer food system. Seasonal festivals such as Citrus Jubilee, Chile Festival, Harvest Fest, and Holidays at the Markets, brought thousands of shoppers together to celebrate local agriculture, deepen relationships with our producers, and reaffirm farmers markets as vibrant community gathering spaces.

Food access remained at the heart of our work in 2025. Heirloom Farmers Markets expanded and strengthened multiple food assistance programs, including SNAP/EBT, Double Up Food Bucks, the Arizona Farmers Market Nutrition Program (FMNP), and our Nourish Your Neighbors initiative. With the support of community donations, Pinnacle Prevention, and local government partners, we distributed tens of thousands of dollars in local food vouchers. This support proved especially critical during the November SNAP lapse, when many families temporarily lost access to federal food benefits. These efforts resulted in some of the highest FMNP redemption numbers in the state, supporting more than 1,000 WIC families and hundreds of low-income seniors, while channeling over \$100,000 directly to Arizona farmers.

Behind the scenes, 2025 was also a year of operational strengthening. We refined policies, improved efficiency, expanded vendor capacity, and invested in staff, systems, and infrastructure to ensure our markets remain safe, welcoming, and professionally run. These improvements position Heirloom Farmers Markets for long-term sustainability while allowing us to better serve our vendors, shoppers, and community partners.

As we close the year, we are reminded that farmers markets are essential public spaces that support small businesses, improve food security, and strengthen community resilience. None of this work would be possible without the farmers, vendors, staff, volunteers, donors, sponsors, and shoppers who show up every week. Thank you for being part of the Heirloom Farmers Markets community and for helping us continue to build a thriving, equitable, and locally rooted food system.

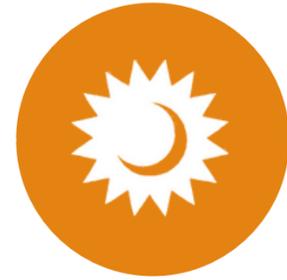
With gratitude,

Nick Szumowski  
Executive Director  
Heirloom Farmers Markets



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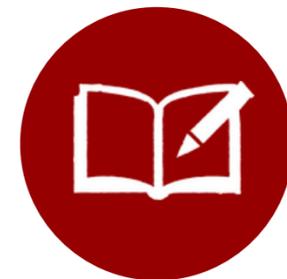
# 2025 Benchmarks



**Throughout the year, HFM brought vendors, customers and community partners together** through six signature festivals, including Citrus Jubilee, the Chile Festival, and Harvest Fest.



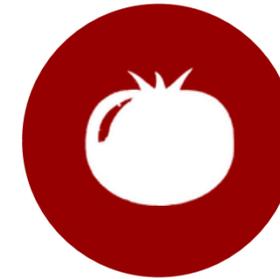
**The New Oro Valley Farmers Market Pavilion Opened!** HFM and the town of Oro Valley celebrated the opening of the new pavilion with a ribbon cutting in June 2025.



**Arizona Complete Health granted HFM \$50,000 in program funding.** The Taste of the Market Program, Heirloom Kids Program and the Market Ambassador Program served thousands of customers weekly.



**Record redemption in food assistance programs** greatly exceeded our previous year. More than \$447,000 in food assistance dollars were spent with local farmers and small businesses.



**Critical food assistance support** from Pinnacle Prevention and local government partners during the November SNAP lapse enabled HFM to distribute \$31,000 in local food vouchers to SNAP customers.



**Nourish Your Neighbors launched in November.** Community support helped raise more than \$15,000, allowing HFM to provide local food vouchers to individuals and families facing food insecurity.

# 2025 Market Stats

**Weekly Heirloom Farmers Markets: 5**

**Total # of Markets: 257**

**Market Vendors: 250+**

**Real Farmers, Ranchers, Producers: 45**

**Farm Visits: 13**

**eNewsletter Subscribers: 11k**

**Facebook Followers: 40,000**

**Instagram Followers: 13,000**

**Website Visitors: 10,000/weekly average**

## **WEDNESDAY Green Valley**

101 N La Cañada Rd, Green Valley

## **FRIDAY Udall Park**

7202 E Tanque Verde Rd, Oro Valley

## **SATURDAY Oro Valley**

10901 N Oracle Rd, Oro Valley

## **SATURDAY Rincon Valley**

12500 E Old Spanish Trail, Vail

## **SUNDAY Rillito Park**

4502 N 1<sup>st</sup> Ave, Tucson





# Supplemental Nutrition Programs

HFM supports supplemental nutrition programs as part of our mission to provide vital access to fresh, healthy local foods to the community. The dollars spent from these programs directly benefit our local farmers, ranchers, producers and small businesses year-round. To redeem or learn more about these programs, please visit the Market Info Booth.



**\$173,000 in Supplemental Nutrition Assistance Program (SNAP) Sales in 2025.** We redeemed **\$167,000** in SNAP/EBT which is a record number since the start of the program in 2015! Also, **566 NEW participants** joined the program for 2025, in addition to our regular weekly customers.



**\$150,000 in Double Up Food Bucks Arizona (DFBA) were redeemed!** Supported by Pinnacle Prevention, DFBA is a SNAP benefit matching program exclusively for Arizona-grown produce.

**During the November SNAP lapse, \$31,000 in Food Bucks Now food vouchers were distributed at HFM markets.** The government shutdown disrupted SNAP benefits for more than 90,000 Arizonans. With critical support from Pinnacle Prevention and local government partners, HFM was able to help bridge this gap by ensuring continued access to fresh, local food for affected families.



**HFM continues to lead the state in distribution and redemption through the Arizona Farmers Market Nutrition Program (FMNP).** With support from Pinnacle Prevention, FMNP provides Arizona-grown fresh produce to WIC families and low-income seniors. This year, HFM served more than **1,000 WIC families and 480 seniors, generating over \$100,000 in direct sales for local farmers.**

# 2025 Community Partners & Sponsors

PROGRAM SUPPORT





# HEIRLOOM

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