



NEIGHBORHOOD ROOTS

Exciting change for Fulton Farmers Market in 2025!

Neighborhood Roots is excited to announce that the Fulton Farmers Market will become the Southwest Farmers Market with a new location in 2025!

Since its establishment in 2011, the Fulton Farmers Market has been a cherished gathering spot for the community. Operated by Neighborhood Roots, this market has provided fresh, local produce and a vibrant community space for over a decade. However, challenges with attendance and visibility at its current location, 4901 Chowen Avenue S, have prompted a decision to relocate and rebrand.

Markets need a critical mass of support to be sustainable for vendors and operating organizations. Without it, vendors choose other markets to attend, which in turn can be discouraging to customers. This unfortunate cycle has been playing out at the Fulton Farmers Market, with the past several years marked by declining vendor and customer participation.

In May 2025, the Southwest Farmers Market will debut in the parking lot of Mount Olivet Church located at 5025 Knox Ave S. This new location, adjacent to parks and biking trails, will enhance market amenities, improve visibility, and provide more convenient access for shoppers.

Fulton Farmers Market will continue to operate at its current location through the 2024 season. The move is aimed at increasing visibility and supporting our vendors and farmers with a stronger platform for economic development that benefits the entire community.

Board Chair Sarah Woutat commented, "Fulton has been a special community, and while we cherish our history there, we look forward to our new location. We hope our regulars continue to support us, and we're excited to bring fresh local food, artisanal goods, and a weekly community event to a larger part of Southwest Minneapolis."

We invite the Southwest Minneapolis community to support and promote our exciting new market location. Your involvement is essential to the market's success. Stay informed by following Neighborhood Roots on social media, visiting neighborhoodrootsmn.org, and signing up for our e-newsletter. Look out for updates and announcements, including information on 2025 season applications, coming later this year!

About Neighborhood Roots: Neighborhood Roots is a nonprofit organization that operates the Fulton, Kingfield, and Nokomis Farmers Markets in South Minneapolis, along with Winter Markets held at Bachman's on Lyndale. Founded by community members in the Kingfield neighborhood in 2001 and formalized in 2008, our mission is to bring neighbors together to buy, eat, and learn about local food. We support local farmers and small businesses, promote vibrant community connections, and advocate for important changes in food and agriculture policy. Our markets also operate food access programs, including SNAP and EBT, to ensure access to fresh produce for all community members. Neighborhood Roots markets are run by a small staff, a volunteer board of directors, and financial support through business sponsorships, individual donations, and grants. We rely on community partnerships and volunteers to help make the markets a success.

Learn more about ways to join us and get involved at www.neighborhoodrootsmn.org