

The Power of Non-Profits Spotlight:

Pottstown Farm & Artisan Regional Market

Non-profits are essential to building thriving and safe communities. They address complex challenges such as food insecurity and economic inequality that public systems cannot solve alone. Founded in 2015, Pottstown FARM (Farm & Artisan Regional Market) operates seasonally in downtown Pottstown and demonstrates the transformative impact of community-based solutions by offering access to locally grown produce, nutritious food programs, and educational events.



Pottstown FARM is more than a market. It is a community-driven health equity initiative focused on expanding access to nutritious food. In 2024, the market distributed approximately **\$4,000 in SNAP incentives**, helping families purchase fresh, local produce. Through its Operation 143 partnership, **FARM provided 27 families** with weekly summer produce bags, **purchasing over \$4,000 in goods** directly from market vendors. This initiative supported both local farmers and households in need.



*** Opening Day ***

May 17, 2025

9 AM - 12 PM

FARM also encouraged healthy habits among children through its Two-Bite Club, which offered \$5 tokens to those who tried a new fruit or vegetable. **More than 85 percent of the tokens were spent** on the featured item, reinforcing nutrition education in a fun, family-centered way.

Community connection is central to FARM's mission. In 2024, the market hosted free events and educational activities including bee education, butterfly tagging, cooking demonstrations, and live music that drew strong community participation. Vendors ranged from small farms and food artisans to businesses offering teas, oils, herbal skincare, and locally sourced meats. These efforts, along with FARM's food access and youth programs, are supported entirely through grants, donations, and sponsorships. With each season, FARM shows that meaningful change begins with something as simple and powerful as access to fresh food.

To learn more, visit pottstownfarm.org.

The Pottstown Area Health & Wellness Foundation is proud to support Pottstown FARM in its mission to nourish bodies, uplift spirits, and strengthen our region.



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