The sense of joy these school children so obviously feel during their first visit to the Fondy Park, reminds me of how I felt this past September during the Fondy Farmers Market’s Centennial Celebration and Fondy Park Grand Opening. We were celebrating the 100 year history of the Fondy Farmers Market by opening a new eco-park and community gathering space. At Fondy, we often talk about cultivating a better food system, but on this day it was abundantly clear we were cultivating much more – we were cultivating community.

Through our farm and market initiatives we have the privilege of working with hundreds of individuals and organizations – from family farmers and local food entrepreneurs to large healthcare institutions and small non-profits – it takes a village to build a healthier, just, and joyful food system.

Thank you for being a part of this work.

With appreciation,

Jennifer Casey
Executive Director
Fondy Food Center

To learn more about the Fondy Park and watch a video of the Centennial Celebration, please visit us online at www.fondymarket.org
Fondy Food Center

Our Mission

The Fondy Food Center connects Greater Milwaukee to fresh, local food – from farm to market to table – so that children learn better, adults live healthier, and families celebrate cultural food traditions.

Fondy Food Center brings healthy food and economic opportunity to Greater Milwaukee by operating local farmers markets throughout the year; providing access to land, resources and support to small-scale farmers; and building a better food system to improve food security & food justice in our community.

Our History

In 2000 the Fondy Food Center was created to operate the Fondy Farmers Market. The Fondy Farmers Market was tied to a long and proud history dating back to 1917, but had lacked clear management since 1992. After a Food Security Assessment showed the lack of the access to affordable, healthy food in the neighborhood and highlighted the Market as one of the few sources of fresh produce, a group of hunger and farmer advocates started the organization to ensure the supply of fresh, local produce to the neighborhood.

Since that time, the agency has grown. Fondy Food Center now operates three farmers markets – the Fondy Farmers Market, the Milwaukee Winter Farmers Market, and the Fondy Market at Schlitz Park - that supported a total of 140 vendors in 2017. Fondy also runs the Fondy Farm Project, which has supported 30 beginning and low-resource farmers gain access to the land, resources, and support they need to operate a successful business since its inception in 2010. And in 2015, with multi-sector partners, Fondy launched the Milwaukee Farmers Market Coalition – a city-wide healthy, local food access initiative that connects more low-income consumers to more Milwaukee area farmers markets.
Fondy’s unique systems approach supports those most vulnerable at each end of the food spectrum – small family farmers and low-income consumers.

The Fondy Farmers Market celebrated its 100 years history of bringing fresh, healthy food to Milwaukee’s Northside. Together with the Milwaukee Winter Farmers Market, on the other side of town but in a neighborhood with similar food security issues, our markets provide year-round access to local produce while creating economic opportunity for farmers and food producers. Add to this our Market Match program which doubles the amount that low-income families have to spend at the market, and we are serving thousands of vulnerable families and generating more than $135,000 in federal nutrition benefits and produce incentives for local farmers.

The Fondy Farm Project expanded to a second location – doubling the number of farm families we served to 26! Yet the need for quality, affordable farmland still vastly outstrips the supply; in 2017, 33 farmers applied to rent 100 acres – when only 20 were available – at the new Mequon Nature Preserve location. Plans to expand the farm are underway for 2018.

The new Fondy Park at the market protects our fresh water resources by keeping 85,000 gallons of storm-water, during heavy rains, out of our rivers, lakes and streams.
2017 By the Numbers

2017 EXPENSES: 476,704

- General: 23%
- Development: 5%
- Fondy FM: 11%
- MKE Winter FM: 2%
- Schlitz Park FM: 13%
- Farm: 2%
- Public Health: 13%

2017 REVENUE: 506,319

- Grants: 20%
- Foundations: 16%
- Corporations: 4%
- Organizations: 0%
- Individuals: 8%
- Rental Income: 22%
- Special Events: 1%
- Miscellaneous: 1%

THANK YOU
to the amazing network of community partners and supporters that fuel our work to bring healthy food and economic prosperity to Greater Milwaukee! Every contribution from donors, volunteers, sponsors, individuals, foundations, and more, is a powerful way to help us meet our mission.

To learn more about our partners, including opportunities to join our network, and to find detailed financial information, please visit fondymarket.org
Our Team

Staff

Jennifer Casey – Executive Director
Stephen Petro – Farm Director & Chief Operating Officer
Katie Hassemer – Director of Farmers Markets
Sam Thurman – Assistant Market Manager & Community Liaison
Meg Kilkenny – Administrative Assistant & Coalition Coordinator

Board of Directors

David Frazer, MPH – President
Kelly Rourke – Vice President
Edward Bryant – Treasurer
Sophie Kramer, MD – Secretary
Sally Callan
Janis Cohn, MSW
Heather Deaton
Ritch Durheim

Fondy’s relies on the support of more than 100 volunteers throughout the year!

Fondy’s youth workers celebrating the Market Match program!

Some board members at the Fondy Farm Feast!