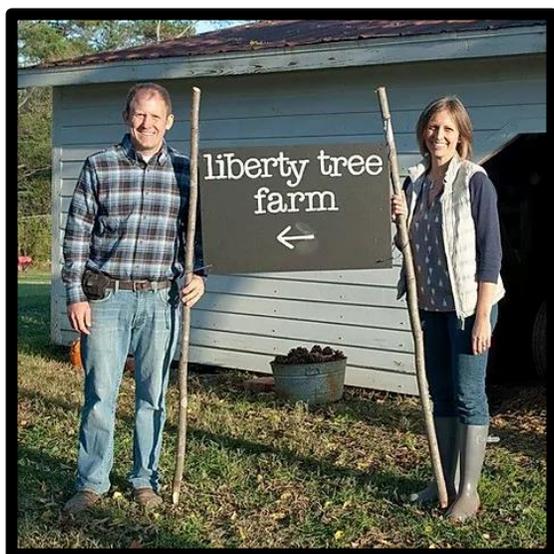




About the West End Farmers Market

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 Bremer family of [Liberty Tree Farm](#), and the Clements family of [Salt and Pepper Farm](#), are active members of Louisa and New Kent Counties, where their farms are located, and the West End, where they live, go to school and worship. 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 (exception: seafood, which is from Virginia, Maryland and North Carolina). 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.

While we have many repeat shoppers who are excited to see each other each Saturday, we are not a festival or an exclusively social event; our customers come to shop and 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 has become 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 with smaller crowds. The market has also been the difference between staying in business and having to shut down for many of our local farmers and vendors. Finally, it has also become a launching pad for several culinary entrepreneurs.

As mentioned, we view our mission as one of community service and outreach. Recently, WEFM donated \$500 to Gayton Elementary School and \$300 to a nearby neighborhood association. Part of our sponsorship program involves making donations to local food charities on behalf of our sponsors and our vendors frequently contribute Discovery United Methodist Church's food pantry. We also collected gift cards and clothing for DUMC's Angel Tree and partnered with CVS in October to host a flu shot clinic at the market, to help protect and take care of our neighbors.

Our Customer Reach and Profile

- ❖ 350 average shoppers weekly
- ❖ Average 25 vendors and food trucks weekly
- ❖ 570 unique website visitors a month
- ❖ 5,015 Facebook followers
- ❖ 617 Instagram followers
- ❖ 3,765 e-newsletter subscribers
- ❖ Gender: 85% female
- ❖ Age: typically 35-54 years old

Join us as a West End Farmers Market vendor today!



Please contact Jennifer Sullivan, Market Manager, with any questions

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