



BOSTON
PUBLIC
MARKET

2018

ANNUAL REPORT

Boston Public Market Association

Our mission is to **support** New England farmers, food producers and artisans, **provide** fresh, healthy food to consumers of all income levels, **educate** the public about local sourcing and nutrition and **build** a community around food.



BOSTON PUBLIC MARKET ASSOCIATION

Annual Report 2018
Bring Fresh Home Today

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Dear Friends,

It is our pleasure to share with you the Boston Public Market Association's 2018 Annual Report, showcasing another banner year for the Boston Public Market.

While we were just three years old in 2018, we ended the year with an incredible **7,619,605 visitors since opening**. We remain humbled and grateful for the incredible support shown to the Market by visitors from just across the street to all over the world. Nearby residents walk just feet to shop the Market, and others travel thousands of miles and visit us to enjoy everything the Market offers.

The Boston Public Market offers a unique and enriching experience, a place to shop for fresh local food to take home to your families, a place to eat food tastefully prepared by our chefs and a place to learn about and enjoy the very best of our **farmers, agriculturists, fishers, food entrepreneurs and artisans**. The dedication, grit and talent of our vendors is the heart and soul of the Boston Public Market. We create opportunity for these small business owners to thrive. The Market substantially contributes to the sales of locally grown and locally produced food, which stimulates the growth of our urban neighborhood, creates jobs, protects the environment and recirculates dollars back into the local economy.

We remain most dedicated to our **public impact mission**, and so many of our activities in 2018 and the stories we tell about this past year throughout this report reflect that dedication. We strive to teach our community about the importance of focusing on nutritious and healthy food and food that is prepared with care. Whether sharing so many of our wonderful Dinner Tonight recipes with you, or partnering with a delivery service that better allows our groceries to make their way to your homes, we aim to bring better eating to children and families.

Our BPM Grocers campaign makes clear that the Boston Public Market is truly the **"Best Food Market"** around*. We continue to focus on building a welcoming, accessible community environment that supports grocery shopping and healthy eating as a key public health goal.

*Boston Magazine "Best of Boston" Award 2018.

The Boston Public Market has quickly earned its place as a **vibrant civic institution and food hub** in the middle of the City of Boston's Market District. Our festivals and events throughout the year – including our Agricultural Festival, Farm & Fiber Festival, Oyster Fest and our Harvest Party, our annual fundraiser, bring thousands into the space to experience activities that are unique to the Market. This past year we partnered with many gifted local chefs through our monthly Chef Hero series. We launched an ongoing craft beer pop up series as we welcomed local craft brewers to the Market, as well as Food Trivia Nights. We are grateful to our many partners who worked with us to ensure these events provided you, our visitors, with enriching and interesting experiences.

We are deeply grateful to our many key stakeholders – **the Founders of the Boston Public Market, our Board of Directors, our Board of Advisors, the Commonwealth of Massachusetts, the City of Boston and all of you**. We ended 2018 with the grand announcement that we are opening a Boston Public Market at Logan Airport. It is your enthusiastic support of us and belief in all we do that has allowed us to soar! We look forward to continuing to welcome you to the Boston Public Market.




Cheryl Cronin
Chief Executive Officer




Robert Tuchmann
Chairman of the Board



In 2018...

11 new vendors and vendor expansions

7 festivals and Market-wide events

31 vendors at Boston Public Market's outdoor markets at Seaport and Dewey Square

over 1,500 kids visited the Market through field trips, tours and summer programming

33 schools in our Field Trip program

48 additional small businesses supported through our Cr[EAT]or Market and Short Term Vendor program

collaborated with

over 60

38 Community Partners in our Field Trip program

Community Partners

55 days of Boston Public Market at Dewey Square

22 days of Boston Public Market at Seaport

over 200 people employed directly by the Market

Since the Market Opened in 2015...

7.6 million visitors enjoyed the Market

\$48.5 million total vendor sales

over 2.5 million visitors enjoyed the Market

134 pop up or short term vendors

\$560,000 total HIP & SNAP sales

9,789 lbs of apples sold

10,439 jars of Massachusetts harvested honey sold

54.5 thousand total pounds of food donated to community partners

94.5 thousand followers on social media

4,800 oysters sold

1,078 gallons of milk sold

277 grocery deliveries

272 press hits in local, regional, national and international outlets

11,198 lbs of food donated to local non-profits

over 57,000 Instagram followers

Over 17,100 Twitter followers

64.7 tons of food waste composted

210,184 website visits

over 20,000 Facebook followers

Our Community Impact

At the Boston Public Market, our mission is central to everything we do. **We are committed to supporting our small businesses, providing healthy, fresh and affordable food for all of our customers and educating the public about local sourcing and nutritious, freshly prepared foods.** Our work to fulfill this mission allows us to build a robust community around food and nutrition education and we are proud to welcome customers, students, food producers and a broad range of community partners to help strengthen that community.

Accessibility & Affordability | HIP & SNAP

The Market is committed to accessibility and affordability, and 2018 marked our first full year of accepting the **Healthy Incentives Program (HIP)** at the Boston Public Market. This statewide program provides an instant dollar for dollar match on the SNAP dollars used to purchase fresh fruits and vegetables at farmers markets, mobile markets, farm stands and the Boston Public Market. HIP increases access to locally grown produce, benefitting the community's health and supporting our farmers by providing a consistent, reliable customer base. Farm retailers in Massachusetts reported that their SNAP sales increased by about 600% from 2016 – 2017, the year that HIP launched.

Children's Programming and Education

Harvard Kent Elementary Backpack Program | Kids' CSA Program

In 2018 our farmers provided produce for over **670 backpacks**, wrapping up our first season of produce delivery for the Harvard Kent Backpack Program in partnership with the North End Waterfront Health Center (NEW Health) and beginning our second season. Each month, we deliver seasonal produce direct from the Market to the school's library, where it gets packed into the students' backpacks for their families to enjoy over the weekend. The program is funded by generous donations from NEW Health. The backpack program ensures that students receive fresh, healthy food and directly connects our producers to their families. Starting in September, we expanded the program to include even more students at the Harvard Kent and added a drop off site at the Elliot School in the North End.

Free Field Trip Program

The Spring and Summer are the peak seasons for our free Field Trip program, but we have students come through the Market to meet our vendors and learn about seasonality and nutritious food all year long. For the second year in a row, the Market participated as one of the Summer Fund's cultural institutions. The Summer Fund provides resources to build and sustain a group of high quality summer camps for disadvantaged and at-risk youth in Greater Boston. In the early spring, we attended Cultural Day, an opportunity for participating camps to select field trips and enrichment activities. **In 2018, we offered free age-appropriate Scavenger Hunts to over 1,000 students from 33 school groups and 38 community partners**, allowing groups to learn more about our vendors, their businesses and our mission and give them the opportunity to sample fresh, healthy food.



Kids' Nook Programming

In 2018 the Market hosted community focus groups with neighborhood parents and caregivers to receive feedback on our Kids Nook. As a result, the Market refreshed the space, brightening it up and purchasing new toys and books related to food and markets. The Kids' Nook is a fun indoor space where local families can gather and play while enjoying products from the Market. Additionally, we expanded our free programming options for children, **bringing in outside partners to run story hours, sing alongs and weekly craft activities.** These efforts have encouraged more families to use the space as a gathering place, and we look forward to expanding our programming options in 2019.

Working with other Community Groups & Partners

The Market continues to work with other community groups and non-profits to broaden our reach and further our Mission. We find these partnerships add life and vibrancy to the Market and continue to grow and enrich our Community. In 2018, we worked with over **63 Community Partners** through:

Cambridge Science Festival

The Market hosted a Science of Food themed Scavenger Hunt for kids and families visiting our space. These scavenger hunts highlighted unique facts about our vendors and their products, and invited customers to **explore the science and technology behind local food and farming.**

Make Music Boston

Three musical acts performed outside on our plaza in two hour sets during the fifth annual Make Music Boston, an all day festival that provides free public concerts at several sites throughout the city and in hundreds of cities across the world. We are proud to be a repeat host site for the festival.

Urban Land Institute Young Leader's Reception

Launching our new Private Event Rental Program, the reception took place after Market operating hours and welcomed over **400 young professionals** into the Market for a night of dancing, networking and of course – great local food from our vendors. The Urban Land Institute is a non-profit that is the oldest and largest network of real estate and land use professionals in the world. Our Private Events program will provide an additional revenue stream for the Market and our vendors and expose us to a new audience. We are excited to expand this program and build a robust calendar of events in 2019.

Wily Network's Scholars Dinner

The Market hosted an informal gathering for Wily Scholars to connect about their experiences in school and share resources with each other. Scholars received Boston Public Market gift cards to purchase dinner from one of our vendors and spent time talking and sharing a meal in the Connections Corner.



The KITCHEN at the Boston Public Market

The KITCHEN at the Boston Public Market is managed by The Trustees and offers hands-on classes, educational events, health and wellness experiences and private event space. The KITCHEN works with the Market's vendors to showcase their seasonal products and educate customers on cooking with New England produce and goods. Every week, the KITCHEN highlights one of the Market's vendors through their **Market Test Kitchen** series, which allows vendors to sample a new menu item and receive feedback from the public. The KITCHEN is a resource for our vendors and Community Partners, providing yet another way to engage with customers and provide a hands on account of the value of cooking with fresh, local ingredients.

Educating and Engaging our Community | the Connections Corner

In addition to redesigning and regularly activating our Kids' Nook, we rebranded the Southeast Corner of the Market and the Market Meeting Table as the Connections Corner, offering an additional amenity in the Market for both our vendors and our Community Partners. **The Connections Corner is now a place for community collaboration and classes to take place.** Vendors and outside partners can utilize the Corner for both ticketed classes and free events. We kicked off the launch of the space this winter with festive and cozy programming such as a Holiday Wreath Making classes, Beginner Knitting workshops and Gingerbread Cookie decorating. In addition to these classes, the space is also available to community partners and groups for meetings or gatherings. To learn more about what is happening in the Connections Corner, visit bostonpublicmarket.org/happenings.



Our Community Partners

- | | | |
|-------------------------------------|--|--|
| Allagash Brewing Company | Green City Growers | Pony Shack Cider |
| American Heart Association | Green Streets Initiative | Remnant Brewing |
| America's Test Kitchen | Harvard Kent Elementary School | School the World |
| Blue Cross Blue Shield | Harvard Pilgrim Health Care | State Street |
| Bootstrap Compost | Institute for Healthcare Improvement | Stoneface Brewing |
| Boston Ferments | John Hancock Financials | Sustainable Business Network |
| Boston Magazine | John Henry Foundation | Switchback Brewing Company |
| Boston Public Health Commission | Make Music Boston | The Boston Foundation |
| Cambridge Science Festival | Massachusetts Department of Agricultural Resources | The Rose Kennedy Greenway |
| Champlain Orchards | Massachusetts Farm Bureau Federation | The HYM Investment Group LLC. |
| Citizens Bank | Massachusetts Office of Travel & Tourism | The Learning Project Elementary School |
| City Sprouts | Mayor's Office of Food Access | The Summer Fund |
| Community Servings | More Than Words Bookstore | The Wily Network |
| Design Museum Foundation of Boston | North End Music & Performing Arts Center | Tufts |
| DigInn | NetImpact Boston | Turtle Swamp Brewing |
| Downeast Cider House | New England Aquarium | United Nations Association of Greater Boston |
| Eataly Boston | No Kid Hungry | Urban Land Institute Boston |
| The Elliot School | North End Waterfront Health Center | Waltham Fields Community Farm |
| Foolproof Brewing Company | OxFam America | Willie's Superbrew |
| Fort Point Neighborhood Association | Patagonia | Zipcar |
| Fresh Truck | Plain View Farm | |
| GBCVB | Polar Beverages | |



Our Vendors

CHESTNUT FARMS

Chestnut Farms is a mission-driven, family owned and operated livestock farm in the heart of MA. Chestnut Farms prides itself on raising happy, healthy animals free of any chemicals or hormones in fresh air and sunshine - the way nature intended. Cattle are all pasture raised and fed only hay with some molasses for energy and minerals in the winter; pigs roam through woods rooting for nuts and berries. The goats, sheep and chickens all enjoy a buffet of greens each day. Owners Kim and Rich believe strongly in their mission of connecting communities to agriculture and work to educate and inform about the process of raising livestock from birth to plate. For the first decade the farm served only CSA shareholders. By becoming part of the Boston Public Market, the finest local meats are now available in Boston.

RED APPLE FARM

Owners Al and Nancy Rose believe the care and the love they put into their farm is returned to them, and those who visit, in the form of delicious tastes, beautiful sites and lasting memories. Red Apple Farm is truly a place to connect the past and today. Their farmhouse and barn were built in the mid-1700's. The encompassing stonewalls and stately maple trees represent the icons of days gone by and a labor of love that is still found today in the farm's breathtaking atmosphere and true sense-of-place. Today they integrate environmentally-responsible practices, including wind and solar power and holistic, sustainable methods to keep their trees, the earth and their customers healthy and happy.

DR. BESSETTE NATURALS

Former Fortune 500 pharmaceutical company executive, Carolyn Bessette, M.D., founded Dr. Bessette Naturals in 2014 after realizing what you put on your skin should be as free from artificial ingredients as the food you put in your body. She spends her time developing and making new recipes for coloring and designing soaps and skincare using food, clay and botanicals sourced from local farms and growers, including our very own Stillman's Farm. "I started selling my handmade soaps on a little antique produce cart in front of my house a few years ago with an old coffee can and the honor system for payment," reflects Dr. Bessette. "Who would believe I am now proudly displaying them at the Boston Public Market! This is a thrill for me and my family and we are so excited to be a part of the BPM community."

GEORGE HOWELL COFFEE

Founded in 2004 by veteran coffee pioneer George Howell, George Howell Coffee seeks out the best coffees on Earth. They buy the finest regional and single farm-sourced coffees for coffee lovers who share in their quest for the ultimate cup. Quality coffee farmers are their partners. They form relationships with farmers they trust and deeply respect for their consistent dedication to excellence. They benefit from their hard work, attention to detail and virtuosity - and pay accordingly, independent of the commodity market. As roasters and brewers, they are interpreters of the symphony composed by farmers interacting with nature. George Howell strives to deliver, without overpowering, all the translucent layers of flavor inherent in great coffees.

MOTHER JUICE

Mother Juice was started by a pair of Boston-born women with a shared love for farmers markets and that liquid green goodness. Ellen Fitzgerald & Laura Baldini got their start going to the farmers market, buying armloads of organic fruits and veggies, tossing them in their juicers and watching what happened. With a desire to share their creations with more people, they invested in their first cold press juicer, rented commercial kitchen space in the basement of a Unitarian church in Harvard Square and set up shop at the Union Square farmers market in Somerville. They sold their first juice in the summer of 2012 and never looked back. They now have three locations and have expanded their offerings to include salads, breakfast bowls, and a variety of healthy, raw treats which Bostonians love and make part of their every day lives.

SOLUNA GARDEN FARM

Started by founders Amy Hirschfeld, Tatiana Brainerd & Casey Diedrich, Soluna Garden Farm is a one-acre certified organic farm in Winchester, Massachusetts that specializes in herbs and flowers. Soluna Garden Farm makes its own line of hand-blended herb, spice and tea blends from individual certified organic ingredients sourced from organic suppliers whose policies and practices support organic farming and environmental sustainability. Their products represent the best of local agriculture and bring local ingredients to life through fresh herbs, cut flowers, spices, tea blends and hand-crafted beverages.

AMERICAN STONECRAFT

American Stonecraft discovered that where a stone comes from is just as exciting as the geology inside. Gerald Croteau partners with close to 100 New England farms to transform freshly-tilled fieldstones into coasters, food slabs, boulders and more. Products are made in Lowell, Massachusetts, and each piece is custom labeled with the name of its sourcing farm. The sustainable method of sourcing freshly grown rocks from working farms preserves historic rock walls of New England from being strip-mined or moved while creating beautiful serveware and cookware and locally made gifts.

RED'S BEST

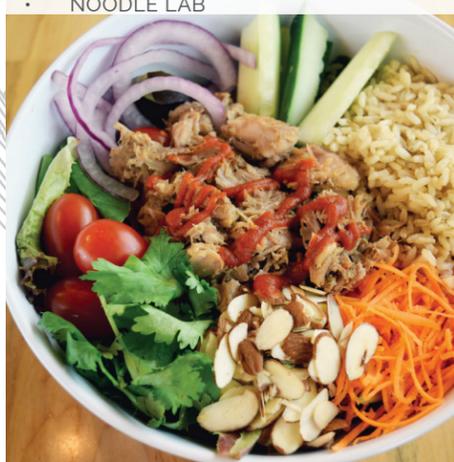
Red's Best was founded in 2008 by Jared Auerbach. As a young fisherman from Boston, Jared worked on commercial vessels in Alaska and Cape Cod during the early 2000's. Seeing that the advent of industrial technology and the governmental regulation of open oceans cause fishing communities and family fishing businesses to struggle for survival, he set out to create a way for consumers to have direct access to the freshest seafood. He envisioned a brand that would represent every fisherman and the pride of the profession. Red's Best went on to build proprietary data management software that supports and sustains community-based American fishing fleets and reduces the distance between you and your fisherman.

LAW OF PASTA

Avery Perry fell in love with cooking at a young age, and now he wants to put the "Art" back in Culinary Arts! Law of Pasta is all about the beauty of fresh, handmade pastas in a variety of shapes and flavors using locally sourced veggies, herbs and ancient grains along with take-and-go lunch and dinner options. Avery will always make traditional pasta, but as the self-proclaimed Mad Scientist of the culinary world, he often jumps out of the box and creates unique flavor profiles that will leave you anticipating your next trip to the Boston Public Market.

FAST CASUAL

- BOSTON SMOKED FISH COMPANY
- BEANTOWN PASTRAMI COMPANY
- BON APPETIT CREPERIE
- BON ME
- INNA'S KITCHEN
- NOODLE LAB



BEVERAGES

- GEORGE HOWELL COFFEE
- MOTHER JUICE
- MASSACHUSETTS WINE SHOP



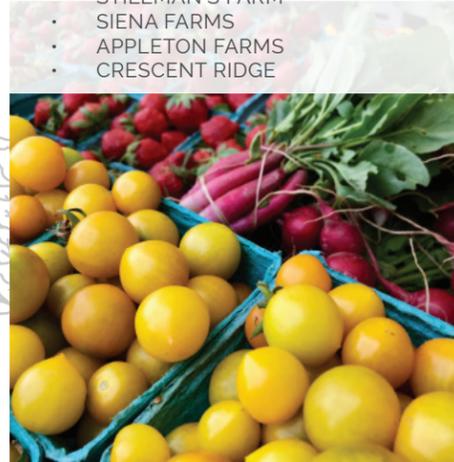
BAKERY

- FINESSE PASTRIES
- JENNIFER LEE'S ALLERGEN FRIENDLY & VEGAN SHOPPE
- LEVEND BAGELRY
- THE POPOVER LADY
- HI-RISE BREAD COMPANY
- SWISSBAKERS
- UNION SQUARE DONUTS



PRODUCE, PROTEIN + DAIRY

- CHESTNUT FARMS
- RED'S BEST
- RED APPLE FARM
- STILLMAN'S FARM
- SIENA FARMS
- APPLETON FARMS
- CRESCENT RIDGE



SPECIALTY

- BOSTON HONEY COMPANY
- FIELD & VASE BY STOW GREENHOUSES
- LAW OF PASTA
- Q'S NUTS
- SOLUNA GARDEN FARM



ARTISANAL CRAFTS

- AMERICAN STONECRAFT
- DR. BESSETTE NATURALS
- NEW ENGLAND FARM TO FIBER
- PETERMAN'S BOARDS AND BOWLS





Ellen Kelly, Appleton Farms



Ever Morales, George Howell Coffee



Caitlyn Doocey, Soluna Garden Farm



Theresa Tremblay, Chestnut Farms



Nancy & Al Rose, Red Apple Farm



Lilly Blanc & Shadeah Suleiman, Stillman's Farm

Market Highlights 2018



- JAN. 2** BPM participated in the Ice Sculpture Stroll along The Greenway
- JAN. 14** BPM began to advertise deals, promotions and events on our Sidewalk Chalkboards
- JAN. 24** Launched BPM Bingo to reward customers for shopping with multiple vendors
- JAN. 31** The BPM Bargain Campaign began, highlighting vendor deals throughout the week
- FEB. 3** Vendors presented their Game Day Specials in the HUB for Super Saturday!
- FEB. 7** Food Trivia Night launched in the Market and ran every Thursday night in February and March
- FEB. 10** The Valentine's Day Cr[EAT]or Market launched
- FEB. 11** BPM hosted the first ever Boston Farm & Fiber Festival with New England Farm to Fiber
- FEB. 19-23** February School Vacation week activities took place in the Kids' Nook, featuring farm crafts, food samples and singalongs
- MAR. 20** BPM hosted an Open House for local residents
- APRIL 1** BPM and Market vendors launched a Breakfast Catering Menu
- APRIL 13** April School Vacation week activities took place in the Kids' Nook
- APRIL 21** The BPM hosted a "Science of Local Food" scavenger hunt as part of the Cambridge Science Festival
- APRIL 22** Our first ever Agricultural Festival celebrated our producers and the beginning of the growing season in New England
- APRIL 23** BPM and Matt Jennings launched our monthly Chef Hero series, which welcomed local chefs to create dishes highlighting vendor products
- MAY 1** The Dewey Square Farmers Market opened for the season
- MAY 4** BPM started a summer long Monday pop up at The Patios on City Hall Plaza



- JUNE 6** BPM launched an outdoor farmers market in the Seaport
- JUNE 10** Dairy Day celebrations took place in the Market
- JUNE 13** Willie's Superbrew began a pop up on the Plaza
- JUNE 15** BPM attended the Boston Public Health Commission Wellness Festival
- JUNE 21** Make Music Boston festival took place on the Plaza
- JUNE 25** BPM launched a Grocery Delivery Service with Mercato
- JUNE 30** BPM hosted Oysterfest on the Plaza during Harborfest
- JULY 18** BPM attended Best of Boston Event, where we were awarded the "Best Food Market" by Boston Magazine
- AUG. 19** BPM farmers hosted the Fruit Festival at the Market
- AUG. 26** The Fourth Annual Fermentation Festival took place on the Plaza & inside the Market
- SEP. 15** BPM attended America's Test Kitchen food festival, ATK Eats
- OCT. 18** The Pumpking & Pumpqueen arrived at the BPM
- OCT. 25** Third Annual Harvest Party took place in the Market
- NOV. 3** BPM launched a pop up with Allagash in the Market
- NOV. 21** BPM hosted Pie in the Sky pick up for Community Servings
- NOV. 24** Holiday Cr[EAT]or Market began
- DEC. 1** BPM Holiday Gift Guide and Gift Wrapping Table launched
- DEC. 5** Connections Corner launched with Field & Vase holiday floral arrangement class
- DEC. 9** NEMPAC Choir performed holiday selections in the Market's HUB
- DEC. 23** New England Aquarium brought their touch tank to the Market's Kids' Nook

FOOD TRIVIA NIGHT!

EVERY WEDNESDAY
MARCH 7 - 28 | 6-7:45PM
IN THE HUB
MARKET BAR AVAILABLE
BPM gift card prize for 1st place!

No sign-up necessary. Just bring yourself, friends, and an appetite to win!

BOSTON PUBLIC MARKET
100 Hanover Street at Haymarket Station
BOSTONPUBLICMARKET.ORG
Parking validation for Parcel 7 Garage available upon purchase.

2018 OPEN HOUSE

MARCH 20 | 4-7PM | FREE

An annual night for new and old friends of the Market to explore and enjoy the BPM experience.

On-the-spot \$100 shopping spree for 1 lucky guest!

Exclusive One-Night Coupons

Free Samples

Beer & Wine Bar

Food Demos

Swag Bags

Games, Prizes, & Giveaways

Live Music

MON-SAT 8AM-6PM | SUN 10AM-6PM | 100 Hanover St. at Haymarket Station
Parking Validation for Parcel 7 Garage | BOSTONPUBLICMARKET.ORG
Boston Public Market | bostonpublicmarket | bosPublicMarket

THIS MONTH'S JODY ADAMS CHEF HERO

Live Demo & FREE SAMPLES
May 17 | 12-2pm

Beef & Pork Meatballs with tomato sauce, parmigiano reggiano, oregano
Chicken Meatballs with roasted garlic sauce, tomato vinaigrette, topped with pine nuts, parmigiano reggiano, parsley

Jody Adams is a James Beard Award Winning Chef and owner of TRADE, Porto, and Saloniki restaurants in Boston. Jody will be inducted into the 2018 James Beard "Who's Who" list this May.

2018 CHEF HERO PROGRAM
Monthly pop-up demo events featuring Boston's culinary talent. Meet local chefs and sample their unique dish using BPM vendor ingredients.

2018 CHEF LINE-UP
JUNE 25 Nicco Muratore Commonwealth
JULY 23 Jeremy Sewall Les Sablons & Row 34
AUG. 27 Jamie Bissonnette Toro, Coppa, & Little Donkey
SEPT. 24 Tony Messina UNI
OCT. 22 Tony Maws Craigie on Main & Kirkland Tap & Trotter
NOV. 27 Karen Akunowicz Myers & Chang
DEC. 17 Irene Li Mei Mei

BOSTON PUBLIC MARKET

PEACH FEST

SATURDAY, AUGUST 19TH
10AM-4PM

Join Red Apple Farm in celebrating stone fruit season.

Fresh peaches by the peck or bushel from Red Apple Farm, Siena Farms, and Stillman's Farm | Inna's Kitchen peach knishes | Jennifer Lee's Bakery peach bread and peach muffins | Crescent Ridge ice cream atop Red Apple Farm peach crisp | and more peachy creations!

how do you like them peaches??

Agricultural Festival

Sunday, April 22
10am - 4pm

MARKET WIDE
FREE | NO RSVP

HIGHLIGHTS
Baby Chicks
Composting Workshop
Cider Pressing
Beekeeping 101
Planting Activities
Live Music
Market Bar & more!

100 HANOVER ST. AT HAYMARKET STATION
PARKING VALIDATION | PARCEL 7 GARAGE
BOSTONPUBLICMARKET.ORG for more info

DAIRY

SUNDAY, JULY 15
10am-2pm

Celebrate Massachusetts Dairy Day! Taste local cheeses, recipes. Meet the makers of Massachusetts cheese.

BOSTON PUBLIC MARKET KITCHEN

DAIRY DAY!

FREE!

farmers & producers at Dairy Day will be serving up ice cream & classic dairy-based treats. Meet the farmers, see why they're the BEST!

ING

gs with Appleton Farms
with Crescent Ridge
aturing Taza Chocolate
& Mozzarella Demos
ac n' Cheese Demo
k Readings with Abby Shaw,
Jersey Dairy Princess
in the Kids' Nook

ation, visit
CMARKET.ORG

FRUIT FEST

Boston Public Market | August 19th, 11 AM-5 PM
100 Hanover Street | bostonpublicmarket.org

Join us to celebrate the bounty of New England's summer fruit season! Enjoy peaches, berries, apples, and tomatoes (yes, it's a fruit!) straight from the farm or transformed into sweet and savory dishes.

Highlights

- Tomato Fest in the KITCHEN with Stillman's Farm (1-3 PM)
- Peaches on the plaza with Red Apple Farm
- Special fruit-themed vendor promotions
- Live music on the plaza
- ...and MUCH more!!

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Harvest Party

BOSTON PUBLIC MARKET
OCTOBER 25 | 7-10 PM | \$50

Labels include:

- BEER & CIDER SAMPLES FROM 10 NEW ENGLAND POP-UPS
- FOOD SAMPLES FROM OVER 30 BPM VENDORS
- LIVE MUSIC & DANCING
- AUCTION PRIZES & SWAG BAGS
- PHOTO BOOTH WITH BPM'S ANNUAL GIANT PUMPKIN
- \$500 SHOPPING SPREE FOR TWO LUCKY WINNERS

CLICK HERE TO PURCHASE TICKETS

pop-ups: ALLAGASH, CIDER, UFO, CHAMPLAIN, STONEFACE, DOWNEAST

sponsors: Citizens Bank, IMPROPER, LANKEE, FATALITY, DIG INN, HARVARD PROGRAM, AMERICA'S SBN, POLAR, HYM

Valentine Creator Market

BOSTON PUBLIC MARKET

Saturday, February 10 - Wednesday, February 14

One-stop shop for food and gifts for your loved ones!

OYSTERFEST

with Red's Best

Boston Public Market
Outdoor plaza | FREE entry
Saturday, June 30 | 11am-4pm
\$2/oyster | Cash bar

Oyster lovers, mark your calendars! Enjoy freshly shucked oysters with a beverage in hand, under the sun.

HIGHLIGHTS

- Four types of Massachusetts oysters
- Beer & wine cash bar
- Willie's Superbrew pop-up
- Live music by Reggie Lett
- Special BPM vendor offerings & promotions
- ...and much more!

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ALLAGASH

POP-UP AT THE BOSTON PUBLIC MARKET

GRAB A BEER WHILE YOU SHOP AROUND
Every Saturday in November, from 12-6 PM in the HUB.

Pouring Allagash White, Sixteen Counties, and Curieux.

BPMA In-house designed promotional graphics



Mayor Marty Walsh with BPMA's Malia Maier and Amanda Campbell, alongside Charlie Jacobs, CEO Delaware North, Boston and Shultz's Guest House at the launch of The Patios on City Hall Plaza

The Market Floor

We strive to develop an enriching experience for all of our customers by welcoming a diverse variety of vendors to join our Market community. Our **35 permanent vendors** offer residents and visitors fresh food and artisan products including produce, meat, eggs, dairy, seafood, baked goods, specialty items and handmade serveware alongside delicious breakfast, lunch and dinner options. Throughout the year we work to develop opportunities to incorporate even more small businesses into the Market community.

CrEATlor Market

After the success of our 2017 Holiday CrEATlor Market, we expanded on this event to host four holiday-themed CrEATlor Markets in 2018. We hosted **37 vendors for 46 pop ups** throughout the year, giving customers the opportunity to gift shop while they grocery shop and dine throughout the Market. We look forward to continuing to grow this program and integrating more New England businesses into the Boston Public Market community.

Brewery Pop Ups

The massive growth of the local craft beer and cider industries over the past decade brought with it big opportunities for local grain, hops, and apple farmers. It is clear that these industries bolster New England agriculture and we wanted to showcase this in the Market. We began our craft beer and cider pop up series in June of 2018 and partnered with four local companies through the end of the year: **Willie's Superbrew, Remnant Brewing, Allagash Brewing Co. and Woodchuck Cider**. The program adds a new element of activity to the Market on weekends by allowing customers to enjoy a local beverage as they shop and dine throughout the Market. It has been well received by customers, vendors and our brewery partners. We look forward to growing this program in 2019.



Delivery

In June we launched the Market's first online ordering and delivery service, allowing fresh, local products from our vendors to **reach more people across Greater Boston**. Boston Public Market vendor products such as produce, meat, fish, dairy, pastries and specialty products as well as breakfast, lunch and dinner options can now be ordered on demand or for scheduled times to be delivered up to 16 miles from the Market through our partnership with Mercato delivery. We are thrilled to offer this service to our customers and integrate local food even deeper and more conveniently into Massachusetts.



New Vendors

We were thrilled to welcome three new vendors in 2018 and expand our product offerings even further.

Bon Appetit Creperie: Bon Appetit's family-owned and run creperie joined the Boston Public Market community in May and very quickly grew into a larger space just a few months later. They serve a wide variety of savory and sweet crepes as well as Arabic-inspired beverages.



Law of Pasta: Law of Pasta opened with us in September serving beautiful, fresh, handmade pastas in a variety of shapes and flavors using locally sourced veggies, herbs and ancient grains along with take-and-go lunch and dinner options.

Dr. Bessette Naturals: After a series of pop ups at the Market, Carolyn Bessette, M.D. opened her first soap shop with us in October. Her farm-to-shower soaps are made with natural, local ingredients. They have been a hit with customers from the beginning, allowing her to grow her product offering and move to a larger space in the front of the Market.



Experiencing The Market

The Market welcomed over 52,000 total attendees to **seven free, community-wide events in 2018**. These seasonal, signature festivals allow our visitors to celebrate the seasonal offerings of our vendors, and allow us to support additional small businesses and community groups through pop ups and educational workshops.

Agricultural Festival

The Market celebrated **New England agriculture** with a Market-wide Agricultural Festival. Vendors showed off aspects of their farms we don't see everyday in the Market with features such as a baby chick petting area, maple bucket painting and seedling planting workshops. Crescent Ridge and Red Apple Farm activated our plaza space with dairy themed games and cider pressing, alongside live folk music performances. A number of outside vendors also joined us as pop up vendors, expanding our offerings for customers. Community partners Bootstrap Compost and Green City Growers came onsite to do composting demos and container gardening workshops throughout the day. This spring festival was a great chance to showcase our producers and celebrate the start of the New England growing season.



Fiber Festival

The Boston Public Market hosted the first ever Boston Fiber Festival, welcoming **fourteen pop-up farm yarn vendors** and several partners to sell at the Market. The festival featured a knitting lounge, where customers could ask experts for help with their projects, spinning demonstrations, a natural dyeing workshop and several author signings and book talks. Even the kids could get in on the fun, with a needle felting class and a felted bracelet workshop.



OysterFest

To build on the success of the 2017 Lobsterfest, we hosted our **first ever OysterFest in partnership with Red's Best**. On a beautiful, sunny day, expert shuckers offered four types of New England oysters in outdoor raw bars and several other Market vendors joined us outside to sample their summer offerings, such as ice cream and local strawberry shortcake. Our beverage partner, Willie's Superbrew, sold perfectly paired beverages for our guests to enjoy on the plaza as they played lawn games and enjoyed live music.



Fermentation Festival

The Sixth Annual Fermentation Festival featured author book signings, free cooking demonstrations, a scientist corner, a speakers series and a makers market featuring sixteen small New England food businesses selling all things fermented. The 2018 festival brought over **11,000 visitors to the Market** and featured many outdoor activities, such as a Kraut Mob and A Local Libations Garden. Vendors got in on the fun by featuring fermented specials in their stalls.



Open House

Our second annual Open House event **welcomed our neighbors and customers into the Market** for a look at the best the Market has to offer. Vendors sampled goodies, offered discounts and deals and showed customers how to make delicious dishes out of their products in our Demonstration Station. Customers could weigh in on their favorite things about the Market and give the Market suggestions at our feedback station, or enjoy our live music, lightning rounds of food trivia and local Market Bar.



Harvest Party

Our third annual Harvest Party celebrated our thriving community, our small New England food and artisanal producers and the work of the Market over the last three years to bring people together around the common culture of food. Funds raised from the party help the Boston Public Market provide free educational experiences for children and help us continue to provide year round access to fresh, local food to consumers of all income levels. The 2018 Harvest Party was a huge success, featuring delicious food from our vendors, local craft beer and cider tastings from nine New England makers, a photo booth featuring our giant pumpkins, and of course, live music and dancing in our HUB. About 1400 guests enjoyed our Chef's Table event in the Market's HUB, and over 900 guests joined us throughout the evening. We look forward to celebrating our community again in 2019 at our fourth annual Harvest Party on October 24th, and once again welcoming Citizens Bank as our Presenting Sponsor!



Seasonal Markets

Boston Public Market at Seaport

We were proud to open Boston Public Market at Seaport Farmers Market in partnership with WS Development in June. This inaugural market, located at One Seaport, hosted 8 vendors including Stillman's Farm and Red's Best and served workers and residents in the fast-growing Seaport neighborhood. The market was well received by the neighborhood and we are excited to run the market again in 2019 at Seaport Common!



Boston Public Market at Dewey Square

Boston Public Market at Dewey Square hosted 23 vendors in the 2018 season on the Greenway. We were thrilled to have our veteran vendors Kimball Fruit Farm, Red's Best, When Pig's Fly, Q's Nuts and others back again alongside new vendors including Yummy Mummy Bakery, Lane Gardens, MOJO Coffee and Pony Shack Cider for a busy, fruitful season serving commuters, residents and visitors in the Downtown area.





Siena Farms | Sudbury, MA



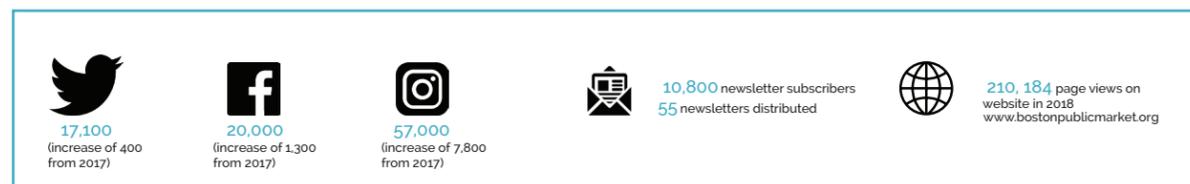
Stillman's Farm | New Braintree, MA

Sharing Our Story

At the Boston Public Market, we are fortunate to have a unique and colorful story created by the blend of our exceptional vendors, partners and customers. Our mission is **to build a community around the common culture of food**. Through ongoing marketing campaigns, we reach our community both inside and outside of the Market and continue to share and grow our story together.

Digital Marketing

Our fastest growing marketing tool is our digital presence, which offers a real-time, cost efficient, and broad audience reach as we share our story. We are never lacking in stunning and compelling content in the BPM world! Colorful seasonal products, mouth watering treats, and eye-catching event designs fill our **social media pages, website, and newsletters** for our engaged audience. These tools provide us with a communication forum to bring the BPM experience outside of the Market walls and build strong relationships with vendors, partners, and both loyal and new customers.



Advertising

In 2018 we focused our advertising strategy around social media ads, as the digital marketing landscape offers the opportunity to target specific audiences with ads about our events, announcements, new seasonal products, etc. We also placed ads in several maps and Boston publications to reach our important tourist audience, as well as large subway station ads to appeal to the Boston area commuter.



Public Relations

Since the launch of the Boston Public Market, we have greatly recognized the important role the local press plays in our efforts to share our story and reach the Boston community. We work hard to form relationships with local journalists in various categories and are grateful for their support of our work and mission. In 2018, we secured a total of **272 press hits in local, regional, national, and international media outlets**, highlighting BPM events and community programming, vendor offerings and new BPM services. In July 2018, we worked with local press to make a big announcement about our upcoming location at Logan Airport, and we were thrilled with the significant press coverage and positive response. In July, we were also delighted to be named "Best Food Market" by *Boston Magazine's* Best of Boston issue – an award that couldn't be named any better!



Signage & Materials

The Market is such a vibrant and visual experience - a big part of sharing our story comes through an ongoing rotation of beautiful in-house designed signage and materials that communicate our concept, mission, vendors and products through photos and text. In 2018 we created new hanging aisle signage to help customers navigate the space, a new Connections Corner sign, and a large "Bring Fresh Home Today" exterior banner to attract attention to the building. Additionally, a collection of promotional signage about holidays, events, news, and specials keep customers informed of all the exciting offerings available at the Market each and every day.

Internal Marketing

One of our key marketing strategies in 2018 was to focus more on **traditional retail/grocery sales** to encourage customers to shop more frequently, visit multiple vendors, and increase their overall basket size. New concepts introduced this year included: a Loyalty Card, BINGO card, breakfast catering menu, holiday "Cheat Sheet" handouts, holiday merchandise display tables, vendor cross promotion and product pairings, a "BPM Bargains" campaign focused on sales/discounts, sidewalk chalkboard signs, and an emphasis on our delivery service and parking validation.



Engaging the Community

A big Community Engagement focus in the Market in 2018 was to coordinate frequent free Market-wide events, which gave the Marketing team a lot of terrific content to message through our channels. We worked with our in-house graphic designer to create assets to promote the Agricultural Festival, Oyster Fest, Fermentation Fest, monthly Chef Hero events, brewery pop-ups, the Annual Pumpking, the Harvest Party, and much more (*see pages 18-19)! Outside of the Market, we continue to engage with partner organizations to get face-to-face with potential customers at events like America's Test Kitchen, Eataly's block party, and The Patios at City Hall Plaza. We also communicated regularly with local companies and residential buildings to stay in contact with neighborhood workers and residents.



Financial Overview*

OPERATING REVENUE AND EXPENSES

2018 Market Revenue

Market Rental	\$1,540,321
Donations/Grants	\$216,810
Other Income	\$47,645
Total Operating Revenue¹	\$1,804,776

2018 Operating Expenses

Salaries	\$562,570
Fringe Benefits	\$66,039
Payroll taxes	\$49,046
Total payroll and related	\$677,655

Utilities	\$440,966
Security and Custodial	\$325,036
Advertising & Marketing	\$75,400
Occupancy	\$140,127
Repairs and Maintenance	\$161,285
Professional Services	\$166,615
Donated Professional Services	\$53,765
Events/Conferences	\$33,933
Program & Other Supplies & Internet	\$67,271
Insurance	\$46,036
Interest	\$27,067
Miscellaneous	\$22,849

Total Other Expenses \$1,560,350

Total Expenses before Depreciation	\$2,238,005
Less Cost of Sales	\$32,075

Depreciation	\$576,715
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Total Operating Expenses with Depreciation \$2,782,645

ASSETS & LIABILITIES

Assets

Cash	\$580,034
Tenant Security Deposits	\$90,863
Accounts Receivables	\$95,508
Inventory/Prepaid Expenses	\$28,448
Total current assets	\$794,853

Cash - Tenant Security Deposits, Net of Current Portion	\$28,120
Property and Equipment	\$11,426,891
Total Assets	\$12,249,864

Liabilities and Net Assets

Liabilities

Note Payable, Current Portion	\$124,566
Accounts Payable/Accrued Expenses	\$409,573

Advanced Rental Payments and Royalties ²	\$134,598
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Current Portion of Tenant Security Deposits	\$90,863
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Total Current Liabilities \$759,600

Tenant Security Deposits, Net of Current Portion	\$28,120
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Note Payable, Net of Current Portion	\$600,000
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Total Liabilities \$1,387,720

Net Assets

Total Net Assets	\$10,862,144
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Total Liabilities and Net Assets \$12,249,864

¹ Auditing standards require that prepaid royalties received in 2018 are not included in revenue figures.

² Auditing standards require that prepaid royalties received in 2018 be treated as a liability.

* For 2018. For complete audited financial statements please visit bostonpublicmarket.org



Thank You

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Annual Report Design

Bronia Bogen-Grose (www.broniabogen-grose.com)

Annual Report Photography

Some photos in this report are sourced from a collaborative project between Boston Public Market and Boston-based photographer Melissa DiPalma (www.melissadipalma.com)

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We are especially grateful to our Presenting Sponsor, Citizens Bank, which also has a banking presence in the Market.

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Boston Public Market Association Team



Jennifer Bailey
 Assistant Operations Manager



Casey Hogan
 Senior Operations Manager,
 New Vendor Relations



Amanda Campbell
 Marketing & Communications Director



Katja Lange
 Operations Manager, Facilities



Cheryl Cronin
 Chief Executive Officer



Tim Johnson
 Marketing Coordinator



Carrie DeWitt
 Director of Community Engagement



Liane Kush
 Director of Administration & Finance

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The Boston Public Market Association is a 501(c)3 nonprofit. BPMA developed and operates the Boston Public Market with a public impact mission to support the farmers, fishers and entrepreneurs who grow, catch and produce local food, and to nourish our community with food and experiences. We need your support to continue growing a dynamic civic space in the heart of the emerging market district. Please visit bostonpublicmarket.org/donate and become a Friend of the Boston Public Market.

[Our thanks to Malia Maier for her dedicated marketing and community engagement work in 2018.]



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