



# SALEM NH FARMERS MARKET

## Growing Jane's Legacy:

### A Fundraiser for Food Access



In July 2010, Jane Lang brought her passion, determination and signature floppy hat to launch what would become one of Salem's most cherished community spaces— the Salem NH Farmers Market. She didn't just found the market — she nurtured it into a place where neighbors connect, care and thrive together.

Jane's vision was rooted in service and food access. She helped launch Jane's Basket, a statewide gleaning program that redirected surplus produce to food pantries, schools and senior centers. She made sure the market welcomed everyone, including families using SNAP/EBT, with dignity and support.

Her legacy shines on in every vendor tent, every fresh apple sold and every family that finds community at the market.

## TURNING VISION INTO IMPACT

To continue Jane's mission of food access and equity, we've launched the Growing Jane's Legacy Fund. Our goal is to raise \$5,000 to sustain our SNAP matching program, which helps families stretch their food dollars while supporting local farmers. Every gift grows Jane's legacy.

We invite you to partner with the SNHFM to support this effort. Your gift can have immediate and crucial impact for our SNAP community of shoppers. See the reverse for information and stats relating to the SNAP program.

Business partners will be listed on our website and included in our public communications, including our newsletter and social media channels.

## LEADERSHIP GIVING LEVELS      WAYS TO GIVE

### \$500 – Harvest Basket

- Filling the basket with fresh support for our food-insecure neighbors.

### \$750 – Orchard Supporter

- Nurturing the community like a thriving orchard of neighbors.

### \$1,000+ – Core Circle

- At the very core of who we are — honoring Jane's legacy with lasting impact.

- Stop by the Welcome Booth at the Market. We accept cash and checks.
- Give online with credit or debit card. You can even choose to make a recurring monthly gift thereby stretching your giving ability. Scan the QR code to give now.
- Send a check by mail, indicating "Growing Jane's Legacy" on your check.

### Mail your check to:

Salem NH Farmers Market  
Growing Jane's legacy  
PO Box 213  
Salem, NH 03079

Scan to make  
your gift online



# WHY SUPPORT THE GROWING JANE'S LEGACY FUND?

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*Our SNAP match program ensures that fresh, local food is within reach for all families. It's one of the most powerful ways we can reduce food insecurity while supporting our farmers, keeping food shopping dollars in our community.*

*SNHFM Board of Directors*



## LOCAL FOOD ACCESSIBLE TO ALL

**When you SNAP, the Salem NH Farmers Market MATCHES!** We expand access to healthy food — especially for SNAP/EBT users. When customers use their SNAP card at the market, they receive a match of up to \$30 from the market and a 1:1 match through an affiliate program we offer called Granite State Market Match. All SNAP customers at the market can triple their spending power, tripling their access to fresh, nutritious, local food.

## LOCAL ECONOMIC ENGINE

**Every SNAP \$1 spent generates at least \$1.54 in local economic activity.** When anyone, including our SNAP customers, shop at our market, it keeps dollars circulating locally, supporting small businesses, including farmers, bakers, chefs, artisans, and wellness entrepreneurs.

## COMMUNITY IMPACT

**SNAP is our state's first line of defense against hunger.** We serve thousands of shoppers each season, drawing residents from over 36 neighboring towns across southern New Hampshire and northern Massachusetts.

## OUR MARKET'S SNAP IMPACT BY THE NUMBERS 2024-2025

**823** SNAP SHOPPERS

**\$43,247** SNAP DOLLARS  
SPENT

**\$19,652** SNAP DOLLARS  
MATCHED

**LET'S GROW  
SOMETHING  
TOGETHER.**

## OUR MISSION

The mission of the Salem NH Farmers Market is to provide all members of our local communities with a wide variety of fresh, locally-produced foods and to educate all about the nutritional, economic, environmental and social implications of eating seasonally and locally.