



Matthew Mayers is the co-founder and manager of the Krankies Farmers Market, in downtown Winston-Salem. The market brings fresh local food to a part of the city where such resources are scarce, and offers a place for farmers using sustainable practices to sell directly to the people who eat their food. Many chefs, downtown workers, area residents, and others from throughout the city don't consider their week complete without a trip to the Krankies Farmers Market.

Born in southern California, Matthew studied at Pomona College and later at the University of Wisconsin-Madison. In Madison, he met his wife Kathryn, and their two children were born while the couple put themselves through graduate school. Volunteerism and an interest in food and the natural world had always been a part of Matthew's life growing up, but in Wisconsin these interests blossomed. He served on the board of directors for the local affiliate of Habitat for Humanity, sat on the governing council of one of the country's largest and oldest community gardens at the University of Wisconsin, and mentored several Spanish-speaking families through the process of becoming homeowners.

In 2003, the Mayers family moved to Winston-Salem, where Kathy had accepted a position in the Romance Languages Department of Wake Forest University. Matthew decided to stay home with their young children and slowly become more involved with the community.

Since that time, he has led an effort to establish green building practices with Forsyth County Habitat for Humanity, has chaired the board of directors of the Triad Buying Co-op, has spearheaded the development of outdoor green space at the Arts-Based Elementary School, and co-founded the Krankies Farmers Market.

In 2011, Mayers and fellow volunteers will create a new non-profit corporation—Cultivate Piedmont—whose mission will be to promote local and sustainable agriculture in our region, while continuing to operate a producers-only sustainable foods market in downtown Winston-Salem. One of the chief aims of Cultivate Piedmont is to ensure that education about and access to fresh local foods is available to under-resourced communities. To that end, the market will accept and match EBT benefits, and will also work with vendors to be able to accept WIC and senior vouchers.

For Matthew, one of the great pleasures in life is to see positive change brought about by the hard work of volunteers. Helping those volunteers find their way to work they enjoy and believe in will always be the passion that drives him.