



Agricultural Institute of Marin
2169 E. Francisco Blvd. Suite A
San Rafael, CA 94901

FOR IMMEDIATE RELEASE

Agricultural Institute of Marin Welcomes Jasson Minadakis as Director of Development

January 22, 2024 – The Agricultural Institute of Marin (AIM), a Bay Area non-profit that operates farmers markets, food access, and educational programs, is excited to announce Jasson Minadakis as its new director of development. Jasson brings 28 years of experience in the non-profit sector, emphasizing fundraising and management experience. Jasson comes to AIM having served as Artistic Director at the Marin Theater Company.

As AIM's development director, Jasson will be primarily managing the next phase of the capital campaign for AIM's Center for Food and Agriculture and overseeing our Development team. AIM has completed Phase 1 of the capital campaign that generated \$7.2 million in commitments to create AIM's Center for Food & Agriculture, the new and permanent home for the Marin County Farmers Market. Jasson will work alongside AIM's chief executive officer, Andy Naja-Riese, capital campaign committee chaired by Lily Riesenfeld, the co-creator of FutureWell and Founder of Kinship, to complete the next phase of fundraising.

"I'm excited to work with Jasson; he brings outstanding experience and dedication to lead our development efforts. He is an expert storyteller and can connect with donors and community members so that we can build a movement to improve our local food systems together," said Andy Naja-Riese, AIM's chief executive officer.

Jasson holds a Bachelor's degree in English and Theatre and is completing a fundraising management certificate from the Lilly Family School of Philanthropy. Beyond his career, he is passionate about local food, environmental conservation, and

community engagement. He has actively contributed to organizations like the Mill Valley Diversity Equity Inclusion Task Force.

“I’m delighted to join AIM at such a significant moment in the organization’s history as we begin the second phase of our capital campaign to build the historic Center for Food and Agriculture, the permanent home of our beloved Marin Farmers Market,” says Jasson.

Jasson resides in Mill Valley with his wife, two sons, and a dog, reflecting his commitment to community life.

For more about AIM and our plans for our Center for Food and Agriculture, a place for our Marin Farmers Market to become a zero-waste farmers market and educational space dedicated to healthier food culture, visit: agriculturalinstitute.org
www.centerforfoodanagriculture.org

About Agricultural Institute of Marin (AIM):

From its early days in 1983 as one of the Bay Area’s preeminent Farmers Markets the Agricultural Institute of Marin (AIM), a 501-c-3 nonprofit has evolved into a leading advocate for regenerative and culturally relevant food systems that provide access to food from the land and sea. AIM currently serves over 2 million annual visitors and 400+ farmers, food purveyors, and artisans from over 40 California counties who participate in AIM’s nine certified farmers markets in Hayward, Newark, Oakland, Point Reyes, San Rafael, and San Francisco. AIM provides hands-on agricultural education programs to thousands of children and adults, operates a farm audit program, runs a mobile market for older adults and underserved communities, curates a multi-farm produce box program, organizes a beginning farmers market incubator program, and operates CalFresh/EBT and Market Match services to create a healthier, equitable food system across the San Francisco Bay Area.

Media Contact:

Felice Thorpe

Felice@agriculturalinstitute.org

415-360-4411