

South of the James Farmers Market

The Market Umbrella operates European Style markets in the Richmond, VA area. The markets provide the community with quality local, home-made, home-grown and hand-made products, encouraging people to buy local and support farmers and artisans.

The company is owned and operated by Karen Atkinson. Karen is supported by a voluntary operations committee comprised of vendors with marketing, accounting, sales and computer experience. The Market Umbrella does not receive any outside funding, such as grants or corporate sponsorship. All operating expenses come from vendor application fees and weekly market vending fees.

South of the James Farmers Market

Forest Hill Park • Forest Hill Ave & 42nd Street

Richmond, VA 23225

<https://www.growrva.com/soj>