Why Farmers Markets?

**Stimulate Local Economies**

Locally-owned retailers, such as farmers markets, return more than three times as much of their sales to the local economy compared to chain competitors.

- Chain local $  
- Locally-owned 3x

Growers selling locally create 13 full time jobs per $1 million in revenue earned. Those not selling locally create 3.

Markets are small business incubators.

“Selling at the market allowed us to start our business slowly... We wouldn’t be here without the market.” - Freddy Kaufmann, Owner, Proper Sausages, Miami Shores, Florida

**Preserve Farmland & Rural Livelihoods**

The U.S. loses an acre of farmland a minute to development.

The 7 Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support 9,491 acres of farmland in diversified production.

25% of vendors derive their sole source of income from the market.

**Increase Access to Fresh, Nutritious Food**

60%

Of farmers market shoppers in low-income neighborhoods say that their market has better prices than the grocery store.

300%

Increase in SNAP benefits (food stamps) redeemed at U.S. farmers markets from ’09 to ‘12.

500%

Increase in the number of vulnerable seniors visiting Crescent City Farmers Markets (New Orleans) from 2008-2013.

Markets bring fresh food directly to the neighborhoods that need it most.

**Support Healthy Communities**

People who shop at farmers markets have 15-20 social interactions per visit.

They would have only 1-2 per visit to the grocery store.

Markets provide the opportunity for farmers and neighbors to educate each other in nutrition, cooking & agriculture.

Proximity to farmers markets is associated with lower body mass index.

67% of farmers market incentive program participants in NY increased their fruit and vegetable intake.

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The Farmers Market Coalition is a 501(c)(3) nonprofit that works to strengthen farmers markets for the good of farmers, consumers, and communities. Help us provide the growing farmers market movement with information, tools, and a voice in public policy. Donate or join today! For references and more info, visit:

www.farmersmarketcoalition.org