

2013

Carrboro Farmers' Market

301 West Main Street • Carrboro, North Carolina • Founded in 1979

Saturdays: Summer 7am - 12pm, Winter 9am - 12pm • Wednesdays: Summer 3:00 - 6:00pm

Nurturing local sustainable farms and artisan-based businesses by providing a vibrant space for connecting with the community.



SHOP



SELL

Average of **2,000 shoppers** per Saturday market

Bringing the community together in the heart of Carrboro.

More than **\$3,150,000 in** estimated sales in 2013

Markets serve as small business and farm incubators.

\$11,802 in nutrition assistance benefits accepted in 2013

Fresh food for our neighbors who need it most.

Estimated **\$9,996 in sales per hour** (open 315 hours in 2013)

Studies show that Locally-owned retailers return more than 3x as much of their sales to the local economy compared to chain competitors.

Of our **79 vendors:**

The market allows new and small businesses to enter the marketplace including:



37% minorities or women

Providing economic opportunity for all.



<5% under the age of 35

The average age of American farmers is 57. Farmers markets provide a low-barrier entry point for young and new farmers to build their businesses. Let's grow new NC farmers!



GROW



EAT

37 events were hosted by market staff and volunteers

Educating the community, and building social connections.

Food sold travels an average of **25 miles** from origin

That's what we call fresh. Most food eaten in the US has traveled nearly 2,500 miles.

We need **YOU** to help the market thrive in 2014.
Visit us and support your market!

Learn more: carrborofarmersmarket.com
Let's talk! carrborofarmersmarket@gmail.com

Data on the Carrboro Farmers' Market was collected through customer surveys, nutrition benefit redemption tracking, and market observation by market staff and volunteers.

Sales figures are estimates based on shopper interviews.