



2013 National Farmers Market Week

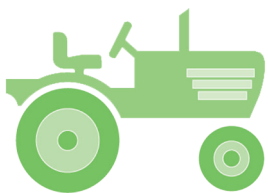
# Markets are UP!

From **August 4th through 10th**, communities across the country will be celebrating their local markets during **National Farmers Market Week**. The impact of these farmer-to-consumer transactions is greater than it appears on the surface. Now more than ever, farmers markets serve as anchors across American communities, positively influencing community health and wealth. Markets result in more viable regional economies and local farm businesses, increased access to fresh, nutritious food, and stronger social networks that help keep communities healthy.

By the end of 2012, there were more than 7,800 farmers markets in the U.S.—that’s a 10% increase in just one year. As the number of farmers markets continues to grow, more communities are reaping the benefits.<sup>1</sup> The following pages highlight some recent studies, data, and observations on the impact of America’s markets. The Farmers Market Coalition hopes you’ll help us celebrate National Farmers Market Week by visiting your local market, and spreading the word that markets are growing in number *and* impact!

## Farmers Markets...

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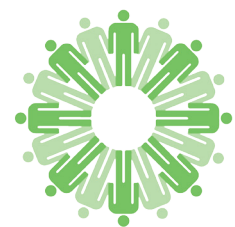
**Preserve America’s  
Rural Livelihoods  
and Farmland**



**Stimulate Local  
Economies**



**Increase Acces to  
Fresh, Nutritious  
Food**

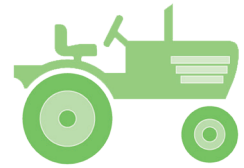


**Support Healthy  
Communities**

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**“We provide sustenance for our customers, our community,  
and they in turn provide the same for us.”**

*Alice White, Bluebird Meadows Farm, Durham, North Carolina*



# Farmers Markets

## Preserve America's Rural Livelihoods and Farmland

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- Small-scale farmers use farmers markets as incubators for new enterprises and gain real-time feedback on new crops and varieties.
- Even small community markets are champions of farmland preservation and farm viability; Georgia's Lilburn Farmers Market gives 10 farmers an opportunity to grow produce on 500 acres of farmland.
- Eighty percent of farmers market vendors in Iowa, New York, and California said that farmers markets offer them a greater opportunity for business development than any other possible marketing outlet.<sup>2</sup>
- The seven Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support 9,491 acres of farmland in diversified production.
- From 1992 to 2007, 21% of mid-sized farms in the U.S. stopped operations.<sup>3</sup>
- There are 5 times as many U.S. farmers over the age of 65 compared to those under 35. Farmers markets provide one of the only low-barrier entry points for new farmers, allowing them to start small as they learn and test the market.<sup>4</sup>
- Approximately 25% of vendors at farmers markets derive their sole source of farm income from farmers market sales.<sup>5</sup>
- The number of farmers markets operating in winter months increased by 52% between 2011 and 2012. The 1,864 markets open in the winter provide an extended opportunity for farmers to do business.<sup>6</sup>

**"If it weren't for the rise of farmers markets, a lot of these small farms would simply not exist."**

*Rebecca Landis, market director for the Corvallis-Albany Farmers' Markets.*

**"We were working hard to protect the region's farmland but realized that without a new generation of farmers and stronger local food systems, there would be no one to work the land, protected or not."**

*Noelle Ferdon, Director of Local Food Systems, Northern California Regional Land Trust*



# Farmers Markets

## Stimulate Local Economies

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- Growers selling locally create 13 full time jobs per \$1 million in revenue earned. Those that do not sell locally create 3.<sup>7</sup>
- For every \$100 spent at a farmers market, \$62 stays in the local economy, and \$99 stays in state.<sup>8</sup>
- 41% of shoppers at Portland (Oregon) Farmers Markets said that their main reason for shopping at these markets was to support the local economy.<sup>9</sup>
- In Iowa and Oklahoma, every dollar spent at farmers markets led to an additional \$0.58 - \$1.36 in sales at other nearby businesses.<sup>10</sup>
- Wyoming's economy was bolstered by more than \$2.2 million in 2012 from sales at the state's farmers markets.<sup>11</sup>
- In 2011, Glenwood Sunday Market in Chicago, Illinois had an estimated economic impact of \$1.3 million, including sales to other businesses made possible by the market.
- A 2010 study by USDA's Economic Research Service compared producers selling salad mix, blueberries, milk, beef and apples locally with producers of the same products selling to mainstream supply chains. "In all five cases, nearly all of the wage and proprietor income earned in the local market chains is retained in the local economy".<sup>12</sup>
- The 52 producers of the Williamsburg Farmers Market in Virginia generated an estimated \$48,969 in state sales tax in 2011, supporting the state economy.
- Boise, Idaho's Capital City Public Market generated an estimated \$4.5 million in economic activity for the local economy in 2011.
- A Virginia Cooperative Extension report showed if households in Southern Virginia spent 15% of their weekly food budget on locally grown food products, \$90 million in new farm income would be created for the region.<sup>13</sup>

**"Farmers Markets are the most genuine type of commerce. Selling at the market allowed us to start our business slowly and focus on building our brand and customer base. It gave us confidence. We wouldn't be here without the market."**

*Freddy Kaufmann, Owner, Proper Saugases, Miami Shores, Florida*



# Farmers Markets

## Increase Access to Fresh, Nutritious Food

- From 2011 to 2012, the number of farmers markets accepting SNAP benefits increased by nearly 32%.<sup>14</sup>
- The amount of SNAP benefits redeemed at farmers markets increased nearly 400% from 2009 (\$4.2 million) to 2012 (\$16.6 million).<sup>14</sup>
- In 2013, 22 farmers markets in Rhode Island accept EBT and credit/debit cards, up from 8 in 2008.<sup>15</sup>
- At farmers markets in low-income areas, 6 in 10 shoppers said that they could find better prices at the markets than at their grocery.<sup>16</sup>
- In 2012, over 3,200 farmers markets and direct marketing farmers accepted SNAP – a 400% increase compared to 2008.<sup>17</sup>
- Of 216 shoppers surveyed at the Janesville Wisconsin Farmers Market in 2012, 98% said that they would eat more fruits and vegetables as a result of their SNAP benefits and 30% said that they had not shopped at the market before SNAP benefits were accepted.<sup>18</sup>
- Compared to 2011, Michigan farmers markets experienced a 42% increase in the number of SNAP purchases in 2012.<sup>19</sup>
- From 2008-2013, Market Umbrella achieved a 501% increase in the number of vulnerable seniors visiting Crescent City Farmers Market.<sup>20</sup>
- In 2012, 51 Greenmarkets distributed \$260,000 in Health Bucks, NYC's SNAP incentive program.<sup>21</sup>
- Farmers redeemed more than \$40 million in coupons for the WIC and Senior Farmers Market Nutrition Programs in 2011, serving more than 1.9 million WIC participants and 863,097 low-income seniors.<sup>22</sup>
- In 2011, SNAP transactions at New York City Greenmarkets exceeded \$638,000, representing a 63,000% increase from when the program began in 2005.<sup>23</sup>
- A 2011 study of markets in the southeast and Appalachia concluded that in 74% of communities, farmers market produce (conventional) was less expensive than supermarket produce, on average by 22%.<sup>24</sup>
- A Vermont Price Study found that of the items compared, all organic products except potatoes were cheaper at the farmers market.<sup>25</sup>

**“(Increasing SNAP purchases) is a win-win-win situation. It helps farmers by increasing their sales, it helps the customer by gaining access to more fruits and vegetables and it helps the market itself grow its customer base.”**

*Amanda Shreve, manager of programs and partnerships at the Michigan Farmers Market Association*



# Farmers Markets

## Support Healthy Communities

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- Studies of Los Angeles farmers market shoppers reveal that 75% came to market to do more than shop, 55% felt the market increased their connection to community, 99% believed the market improves the health of the community, and 53% believed the market improves perceptions of the neighborhood.<sup>26</sup>
- A study by the Project for Public Spaces revealed that people who shop at farmers markets have 15-20 social interactions per visit, while they would only have one or two per visit to the grocery store. Evidence of the clear correlations between social interaction and health mean the social space at farmers markets has important public health implications.<sup>27</sup>
- The American Fitness Index includes the number of farmers markets per capita as a factor contributing to healthier communities, using it as an indicator for community members' access to fresh fruits and vegetables.<sup>28</sup>
- Proximity to farmers markets was associated with lower body mass index (BMI) among North Carolina youth, while density of fast-food and pizza venues was associated with higher BMI.<sup>29</sup>
- 92% of farmers markets have vendors that sell fresh fruits and vegetables. Market managers report that 45% of the produce sold at farmers markets is organic, and more than 30% is chemical-free and pesticide-free.<sup>30</sup>
- In 2011, 65 farmers markets participated in Health Bucks, a New York City SNAP incentive program. Two-thirds of SNAP participants surveyed say that Health Bucks increased their fruit and vegetable consumption.<sup>31</sup>
- Low-income diabetic shoppers increased their fruit and vegetable intake by 1.6 servings per day using an incentive program based at a farmers market located at a health center.<sup>32</sup>
- Over 90% of participants in Wholesome Wave's Double Value Coupon Program agreed or strongly agreed that the amount of fresh fruits and vegetables that they purchased at the market made a big difference in their family's diet.<sup>33</sup>

**"We were eager to be a part of the Charlottesville community and go downtown and explore the city....It's really valuable to go to a farmers market and see that your college is a part of an already thriving community ecosystem. And you're there to add to that."**

*Natalie Roper, Student, University of Virginia*

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