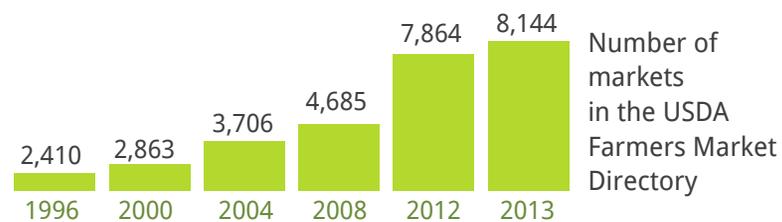


Why Farmers Markets?



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.

80% 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.**



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.**

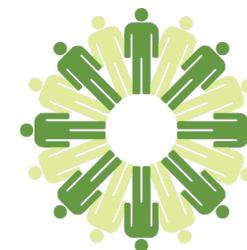
300%

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.**

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