

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.

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

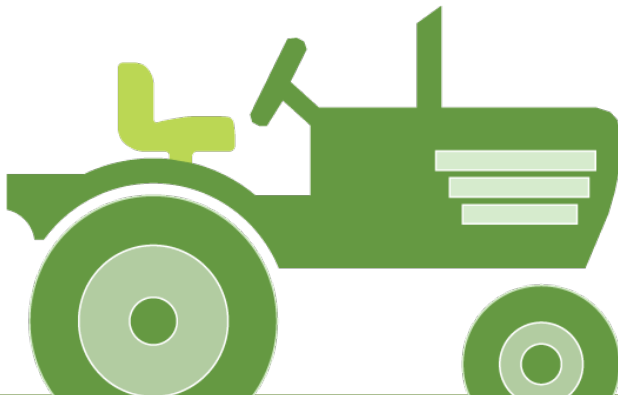
LOCAL \$

Chain

Locally-owned

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WHY FARMERS MARKETS?



PRESERVE FARMLAND + RURAL LIVELIHOODS



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

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

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

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WHY FARMERS MARKETS?




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.



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

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WHY FARMERS MARKETS?



INCREASE ACCESS TO FRESH FOOD

\$20.2 million in SNAP benefits were spent at farmers markets in 2013. That's fresh food for low-income Americans and increased revenue for local farmers.

60% of market shoppers in low-income neighborhoods say **their market had better prices than the grocery store.**

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

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