



2018

Farmers Market Stats

Farmers Markets Keep Farmers in the Field

- Farmers markets provide one of the only low-barrier entry points for new farmers, ranchers, and food entrepreneurs, allowing them to start small and test new products. According to the [2017 National Young Farmers Coalition survey](#), farmers markets and CSAs represented the marketing channel with the highest proportion of new and beginning farmers' sales. This support is incredibly important, as [there are currently 3.5 times as many U.S. farmers over the age of 65 as there are under 35](#).
- Farmers and ranchers [receive only 15 cents](#) of every food dollar that consumers spend at traditional food outlets. At a farmers market, 100% of your food dollar goes to your local farmer.
- In 2015, direct to consumer revenue at farmers markets totaled [\\$711 million](#).
- Studies have shown that all farms, regardless of scale, [are significantly more likely to survive if they have local food sales](#) as a part of their marketing portfolio.

Farmers Markets Increase Access to Fresh, Nutritious Food

- [In 2017](#), 7,377 markets and direct-marketing farmers accepted SNAP EBT, resulting in \$22 million in SNAP spent at farmers markets. That's fresh food access and more money in the pocket of small farmers.
- According to a 2012 grocery retail study, farmers markets are [the most trusted food outlet to supply local foods](#). On a scale of 1-10, consumers rated it an 8.2, the highest ranking with natural food markets and locally owned grocery stores following suit.

Farmers Markets Support Resilient Communities

- According to the 2015 [NASS Local Food Marketing Survey](#), more than 80% of direct-to-consumer sales came from within 100 miles of the farm.
- In a [2015 survey](#), 81% of farmers selling at farmers markets said they incorporate cover crops, reduce tillage, have on-site composting, and integrate other soil practices into their farm operations.
- In the same survey, 4 out of 5 farmers discuss farming practices with customers and how it interacts with the natural environment. According to a study conducted by the American Farm Bureau, [72% of consumers know "nothing" or "very little" about farming or ranching](#). Farmers markets serve as invaluable educational sites and a rare bridge between urban and rural communities.