



National Farmers Market Week Trivia Challenge

During National Farmers Market Week, challenge your market-goers and farmers market enthusiasts with a few farmers market trivia questions!

Market Trivia Idea: Create a spinning wheel containing blocks for each category. Have market customers step up to spin, and assign a question based on which category the dial lands on. OR feature a trivia question or fact on a market chalkboard! It's your trivia, get creative!

True/False Questions:

1. True or False: 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.
2. True or False: Proximity to farmers markets is associated with lower body mass index. [i]
3. True or False: Farmers and ranchers who sell at farmers markets experience lower rates of bankruptcy and farm business failure than growers who sell exclusively through wholesale channels. [ii]
4. True or False: Most food eaten in the US travels approximately 1,500 miles. [iii]
5. True or False: People who shop at grocery stores have 15-20 social interactions per visit. They would only have 1-2 per visit at a farmers market. [iv]

Farmers Market History:

1. In 1730, city officials of what Pennsylvania city dedicated a 120 square foot lot in the center of town to be used as a public market place, becoming the first existing US farmers market? [v]
2. What president used to shop his local Georgetown market in 1806, stocking up on beef, eggs, and fresh vegetables? [vi]
3. In what year was National Farmers Market Week first decreed by the USDA?
4. In 2009, what first lady partnered with FRESHFARM to open the downtown DC White House farmers market? [vii]
5. Who is the current U.S. Secretary of Agriculture?



Current-Day Market Trivia:

1. According to the current AMS Farmers Market Directory, how many farmers markets are in the US? [viii]
2. This will be the __ year that National Farmers Market Week will be celebrated.
3. There are __ as many times of farmers over the age of 35 as there are farmers under the age of 35. [viv]
4. What state has the most farmers markets? [viii]
5. About how many acres of farmland are lost to development every hour? [x]

Farmers Market Program Trivia:

1. How many SNAP authorized markets were there in 2017? [xi]
2. What state had the most SNAP authorized markets (598 markets) in 2017? [xi]
3. According to the USDA, how much was spent in SNAP benefits at farmers markets in 2017? [xi]
4. The Farmers Market Promotion Program aims to boost US local food consumption and access by enabling farm and ranches to develop new marketing opportunities. How many FMPP grantees were awarded funding in 2017? [xii]
5. What does FINI stand for? (Hint: the program supports the Supplemental Nutrition Assistance Program, and encourages SNAP shoppers to purchase more fruits and vegetables).
6. Who is eligible to receive assistance under the WIC Farmers Market Nutrition Program? [xiii]

For Fun:

1. What well-known singer with the 2008 hit song, "I'm Yours" has his own 5-and-a-half-acre avocado farm, belongs to a local CSA, and sells his avocados to nearby Chipotles? [xiv]
2. Tiffany Haddish, comedian and star of the movies *Girls Trip*, mused that one day her and __, retired show host and billionaire, would start a traveling co-op and sell their produce at farmers markets. The venture would be called "Tiff and O's Vegetables". [xv]
3. What Bravo, elite cooking competition often has competing chefs selecting their challenge produce and proteins at farmers markets?
4. Who is the acclaimed chef and 2018 James Beard Foundation Humanitarian of the Year, who lives in DC and regularly frequents the DC FRESHFARM Penn Quarter Farmers Market?
5. What state is home to the Jonesboro Farmers Market - a market that has garnered much attention from running a successful Farm to Table program, and even has a purchasable brochure for interested Farm to Table organizers? [xvi]

See answers and citations on the following pages!



Trivia Answers:

True/False Questions:

1. Answer: True
2. Answer: True
3. Answer: True
4. Answer: True
5. Answer: False - People who shop at farmers markets are have 15-20 social interactions per visit. They would only have 1-2 per visit at the grocery store.

Farmers Market History:

1. Answer: Lancaster, PA
2. Answer: President Jefferson
3. Answer: 1999
4. Answer: Michelle Obama
5. Answer: Secretary Sonny Perdue

Current-Day Market Trivia:

1. Answer: 8,764
2. Answer: 20th
3. Answer: 3.5 times
4. Answer: California
5. Answer: 40 acres

Farmers Market Program Trivia:

1. Answer: 7,377
2. Answer: California
3. Answer: \$22,440,312
4. Answer: 52
5. Answer: Food Insecurity Nutrition Incentive program
6. Answer: Women, infants, and children

For Fun:

1. Answer: Jason Mraz
2. Answer: Oprah
3. Answer: Top Chef
4. Answer: Jose Andres
5. Answer: Tennessee



References:

- [i] Jilcott, S., Wade, S., McGuirt, J., Wu, Q., Lazorick, S., & Moore, J. (2011). The association between the food environment and weight status among eastern North Carolina youth. *Public Health Nutrition*, 14(9), 1610-1617. doi:10.1017/S1368980011000668
- [ii] Key, Nigel. (2016). "Local Foods and Farm Business Survival and Growth". <https://www.ers.usda.gov/amber-waves/2016/march/local-foods-and-farm-business-survival-and-growth/>
- [iii] Worldwatch Institute. "Globetrotting Food Will Travel Farther Than Ever This Thanksgiving". <http://www.worldwatch.org/globetrotting-food-will-travel-farther-ever-thanksgiving>
- [iv] Kaugman, Neil; Davies, Steve. Public Markets Promote Economic, Social, and Health Benefits—and should be Encouraged. The Planning Report. <http://www.actlocallywaco.org/wpcontent/uploads/2011/05/Public-Markets-Promote-EconomicSocial-and-Health-Benefits.pdf>.
- [v] Arthur, Neal. "Meet Me at the Market' - The Evolution of a Farmers Market." United States Department of Agriculture, 7 Aug. 2013, <https://www.usda.gov/media/blog/2013/08/7/meet-me-market-evolution-farmers-market>.
- [vi] Jablow, Valerie; Horne, Bill. *Smithsonian Magazine*, June 1999. "Farmer Markets- Americans love them, and that means big business for small farmers- and a mouth watering harvest for consumers," <http://www.smithsonianmag.com/arts-culture/farmers-markets-68235529/>. Accessed 25 July 2017. [vii] <http://freshfarm.org/mission--history.html>
- [viii] USDA AMS Local Food Directory. <https://www.ams.usda.gov/local-food-directories/farmersmarkets>.
- [viii] USDA NASS. 2012 Census of Agriculture. www.agcensus.usda.gov.
- [x] American Farmland Trust. <https://www.farmland.org/our-work/areas-of-focus/farmland>.
- [xi] United States Department of Agriculture. Food and Nutrition Service. Comparison of SNAP Authorized Farmers and Markets FY2012 and FY2017. <https://fns-prod.azureedge.net/sites/default/files/snap/SNAP-Farmers-Markets-Redemptions.pdf>. Accessed 27 February 2018.
- [xii] <https://www.ams.usda.gov/sites/default/files/media/2017FMPPDescriptionOfFundedProjects.pdf>
- [xiii] <https://www.fns.usda.gov/fmnp/wic-farmers-market-nutrition-program-fmnp>
- [xiv] Romanoff, Jim. "Jason Mraz: The Accidental Avocado Farmer." *Eating Well*, 2015, <http://www.eatingwell.com/article/284844/jason-mraz-the-accidental-avocado-farmer/> Accessed 27 February 2018.
- [xv] Lockett, Dee. *Vulture*, (2017). "If There Is a God, Tiffany Haddish Will Get to Garden With Oprah." <http://www.vulture.com/2017/12/tiffany-haddish-dreams-of-gardening-with-oprah.html>. [xvi] <http://jonesboroughfarmtotable.blogspot.com/>