2019 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](https://www.farmersmarketcoalition.org/youngfarmers), 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. Many successful national brands got their start at farmers markets, including Hodo Foods, Dave's Killer Bread, and Blue Bottle Coffee.

- 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 the NASS Local Food Marketing survey, direct to consumer revenue at farmers markets totaled $711 million in 2015.

- 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 2018, 7,206 markets and direct-marketing farmers accepted SNAP EBT, resulting in $24 million in SNAP spent at farmers markets. That’s fresh food access and more money in the pocket of small farmers.

- A [2019 study showed](https://www.farmersmarketcoalition.org/pressroom) that SNAP users reported consuming a greater quantity and variety of fruits and vegetables because of their attendance at the market.

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 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.