



FARMERS MARKET COALITION

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Farmers Market Facts & Figures

Farmers markets are key for community food access

- Since 2017, farmers market and direct marketing farmer redemptions of SNAP [have increased by 162 percent](#).
- According to the USDA, in 2021, 5,345 [farmers markets and direct marketing farmers were authorized to accept SNAP-EBT nationwide](#).
- In 2021, over \$100 million in federal nutrition benefits were redeemed at farmers markets and with direct marketing farmers (\$59m from SNAP, [\\$29.8m from WIC FMNP](#), [\\$23.7m from Senior FMNP](#), and \$9m from the Gus Schumacher Nutrition Incentive Program)
- Many farmers markets have programs to donate local produce. The Grove Market in Greensboro, North Carolina [purchased 30,000 pounds of fresh produce from participating farmers this season](#) and donated it to local churches and food banks.
- [572,769 SNAP households made at least one purchase at a farmers market or direct marketing farmer in fiscal year 2021, an increase of 42% since 2020.](#)
- [In studies across rural and urban areas](#), fruit and vegetable consumption is associated with farmers market shopping which indicates that farmers markets are a viable method to increase population-level produce consumption.

Farmers markets are the future of local food

- Farmers markets are business incubators for young farmers. In 2020, producers of farms that sold local food directly were more likely than all U.S. farms to be [female and age 34 or younger](#).
- [There are 3.5 times as many U.S. farmers over the age of 65 as there are under 35](#). 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. [For young and beginning farmers direct marketing through CSAs and farmers markets make up the majority of their income](#).
- Direct marketing farmers experience [lower rates of farm business failure or bankruptcy](#) than growers who sell exclusively wholesale.
- Farmers who directly market to consumers are more likely to continue farming than those who do not, [according to data from the USDA](#).

Farmers markets fuel local economies

- In 2020, of the \$2.9 billion in direct-to-consumer sales reported by the USDA, on-farm stores and farmers markets accounted for [\\$1.7 billion \(59%\)](#).
- In 2020, approximately 78% of farms selling directly to customers sold all of their directly marketed food within a [100-mile radius of the farm](#).
- Growers selling locally create [thirteen full time farm operator jobs per \\$1 million in revenue earned](#). Those that do not sell locally create only three.
- The percent of markets that had locally grown labeling totaled nearly 84.7 percent according to the [2020 USDA/NASS Market Manager Survey](#).
- Direct marketing farmers are increasingly accepting credit/debit in farmers market settings; Square's point of sale app reported enabling [\\$52M in farmers market and direct farm transactions](#) just on their platform in 2020.
- 53% of Farmers Market Managers that responded to the [2020 USDA/NASS Market Manager Survey](#) said they were paid employees.
- For every dollar of nutrition incentives spent on farm direct purchases, such as at a farmers market, it is estimated to result in a contribution of [up to 3 dollars to the U.S. economy](#). In 2021, over \$9 million dollars from nutrition incentive programs were spent at farm direct outlets supported by the Gus Schumacher Nutrition Incentive Program. This rippled outward into [a local economic impact of over \\$18 million dollars](#).

Farmers markets support conservation, connection and education

- There were an estimated 31,609 volunteers contributing their time across 5,078 markets according to the [2020 USDA/NASS Market Manager Survey](#).
- 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.
- [Multiple research papers](#) indicate that by facilitating farmer to consumer interactions, farmers markets shift both purchasing habits of consumers and the growing practices of farmers and leads to the adoption of more sustainable practices.
- 81% of direct marketing farmers incorporate cover crops, reduced tillage, on-site composting, and other soil health practices into their operations. 78% of direct marketing farmers use practices consistent with Organic standards according to the [American Farmland Trust](#).

Do you have your own data you'd like to share with us? Or a source we missed?

[Fill out this form](#) — we'd love to hear from you!