



# FARMERS MARKET COALITION

farmersmarketcoalition.org

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## Farmers Market Talking Points

### Farmers markets and COVID-19

- Farmers market operators have adapted quickly to implement physical distancing and other COVID-19 responsible practices. “There are benefits to visiting a farmers market in light of coronavirus in terms of the fact that you’re outside, there’s fresh air moving and the supply chain is shorter...so I would definitely encourage people during the coronavirus to visit a farmers market.” --Yvonne Michael, epidemiologist, Drexel University School of Public Health.
- COVID-19 [outbreaks in outdoor environments are rare](#) and the risk of transmission is [18.7 times greater inside than outside](#).
- The pandemic is straining the ability of farmers market operators to keep markets open: [93% of markets reported added costs to operate while 74% reported decreased income](#).

### Farmers markets fuel rural economies

- [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. 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.
- Farmers markets generate \$2.4 billion dollars in sales for American farmers according to an [estimate based on 2017 USDA Ag Census Data](#).

### Farmers markets support healthy communities

- [The American Fitness Index](#) includes the number of farmers markets per capita as a factor contributing to community health, using it as an indicator for community members’ access to fresh fruits and vegetables.
- Over 90% of participants in [Wholesome Wave’s Double Value Coupon Program](#) reported that the amount of locally grown fruits and vegetables that they purchased at farmers markets made a difference in their family’s diet.
- In 2019 customers using SNAP spent \$22.8 million with farmers markets and direct marketing farmers, [according to the USDA](#), up 30% from 2013.

- According to the Union of Concerned Scientists, if Americans boosted their average daily consumption of fruits and vegetables by just one additional portion per day, it would [save America more than \\$2.7 trillion in healthcare costs](#). [Studies show](#) that farmers market shoppers eat more fruits and vegetables than non-shoppers.

## **Farmers markets support farmland preservation, conservation, and education.**

- 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.
- 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](#).