



WHAT IS A FARMERS MARKET?

AN INFOGRAPHIC BY FARMERS MARKET COALITION

You hear about farmers markets all the time, but what does “farmers market” actually mean?



A farmers market is where local farmers and food producers sell directly to shoppers at a specific time and location, often once a week. Most markets operate rain or shine during their season.

WHAT WILL YOU FIND THERE?

Local farm fresh fruits, vegetables, meats, eggs, cheese, baked goods, plants & more!

Markets are also community gathering places with free, family-friendly events and activities.



HOW DOES IT WORK?

When you get to the market, visit the different producers and pay at each tent. Take your time and browse, compare different varieties of products, and ask questions.

You can use cash and credit cards at most markets. Visit the Information Tent to see if the market accepts SNAP/EBT, offers SNAP Match tokens, or accepts WIC/Senior FMNP.



HOW'S IT BETTER THAN A GROCERY STORE?



Seasonal food is fresher: you can taste the difference! Farmers market prices are competitive with retail stores and often have more produce varieties.

Shopping at your local farmers market means supporting small businesses and taking part in your community.



Find a farmers market near you:

bit.ly/findFMs