



Project


FARMER MARKET ANALYSIS

Aakash Bolisetty

NUID: 001057528

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FARMER MARKET ANALYSIS

The numbers of farmer markets in the United States has been proportional to the FMPP grants¹, providing opportunities to farmers, local food businesses across the nation. Down here, the number of farmer markets over the decade can be visualized.

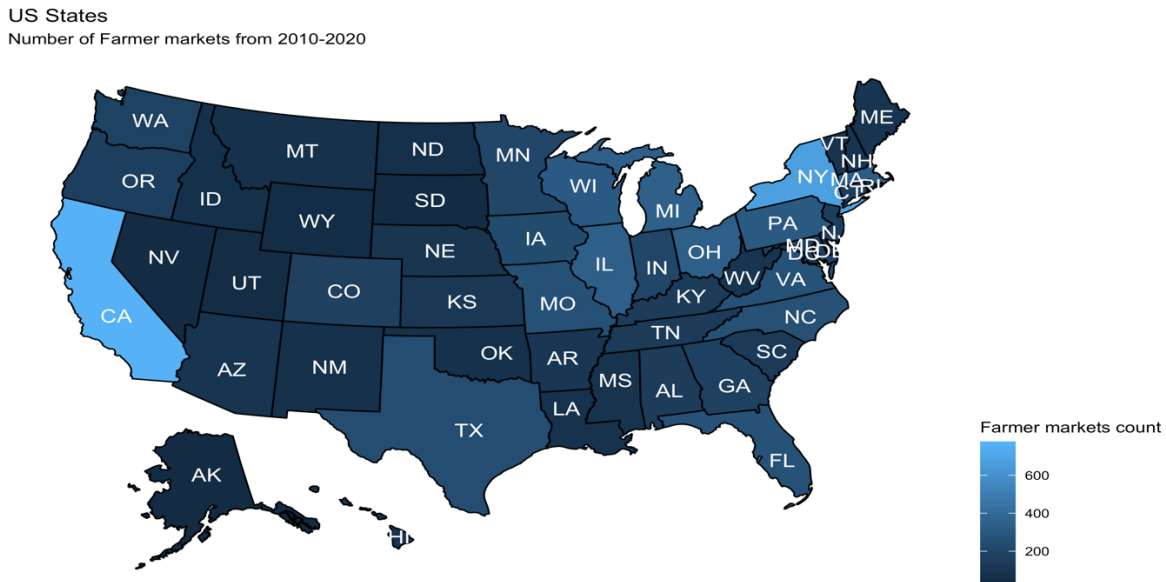


Figure 1 : Number of markets per state

As it can be seen that the count of the farmer market depends on the population of the states². Looking at the number of markets per year from “Figure 2”, the farmer market count depends proportionally to the FMPP grants¹.

From the data and figure 2ⁱ below, it can be seen that in the year 2014 which saw the highest number of awards granted also saw a good peak in the number of farmer markets. With the decrease in grant amount, the number of farmer markets that opened in 2015 was comparatively lower. From 2016 to 2019, the increase has been mostly constant.

¹ <https://www.ams.usda.gov/sites/default/files/media/FMPP2016Report.pdf>

² <http://worldpopulationreview.com/states/>

Number of Farmer Markets

From 2011-2019

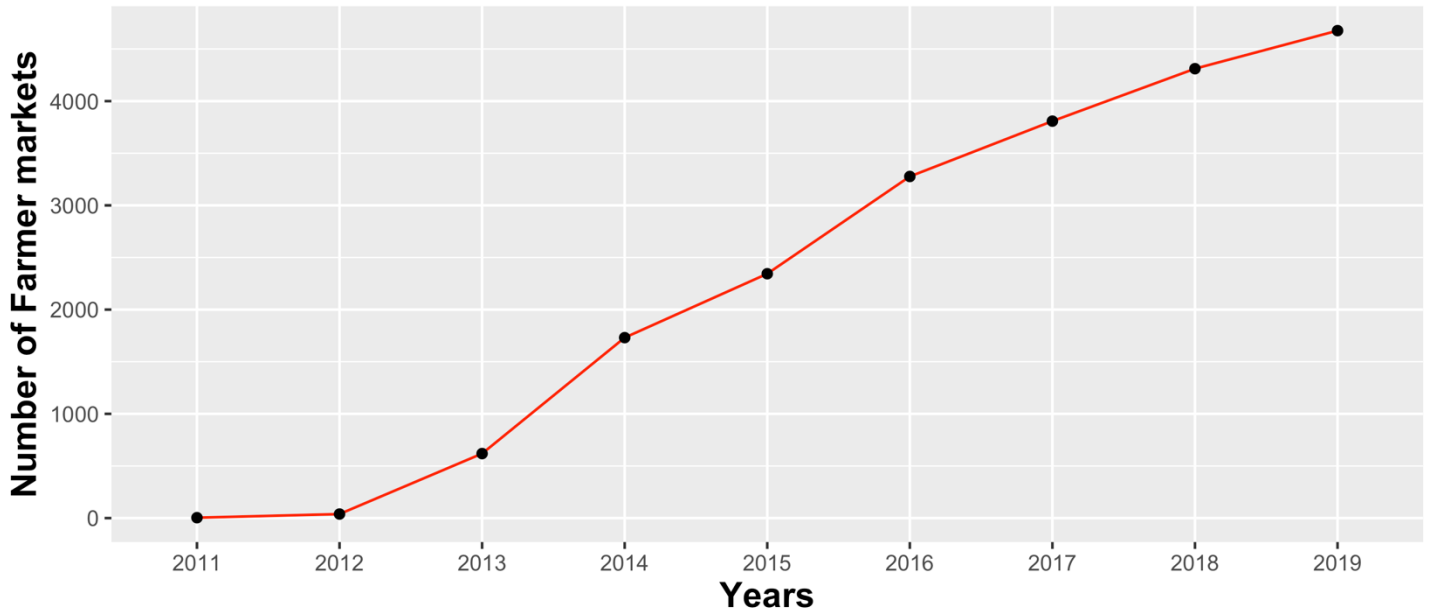


Figure 2 Farmer markets per year

From Figure 3 it can be seen that while all the regions have a higher number of markets opened for about 100 to 150 days, a greater number of markets in the Southern and Western regions have markets open throughout the year from when they start.

One of the contributing factors to this can be the fact that the climatic conditions in these regions is mostly Summer conditions.

Farmer market open days based on region

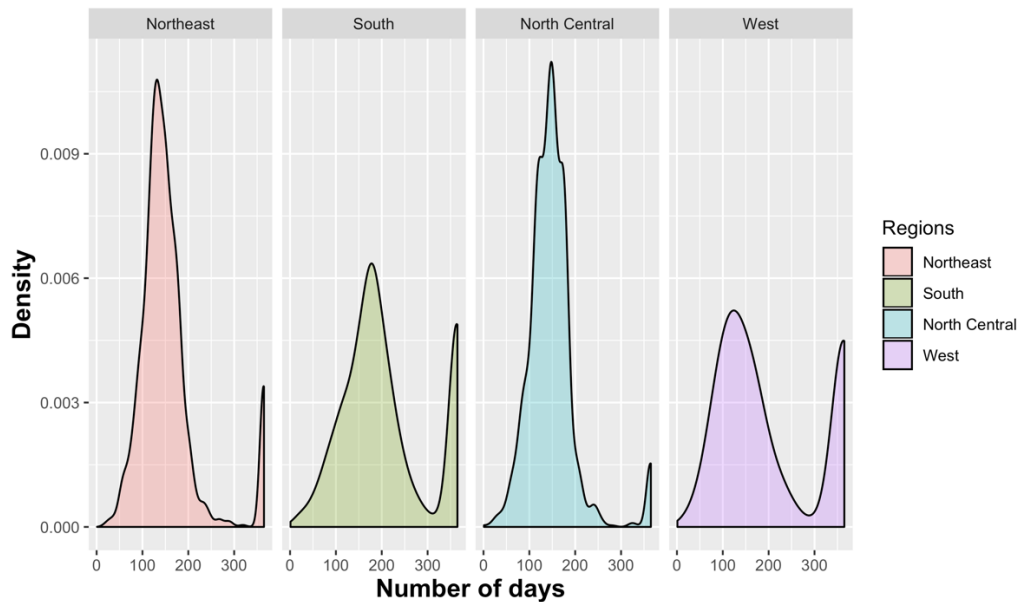


Figure 3 Number of days open

LOCATIONS USED FOR THE FARMER MARKETS

Locations used for the markets



Figure 4 Locations used

From the figure, it can be inferred that most of the farmer markets are located in the local government building grounds followed by private business parking lot, closed-off public street amongst recognizable places. Given the growing footfall to these markets as given in the report³, large open spaces are the most preferred locations for farmer markets.

³ <https://www.ams.usda.gov/sites/default/files/media/FMPP2016Report.pdf>

PAYMENT METHODS USED IN FARMER MARKETS

Heatmap of Payment types

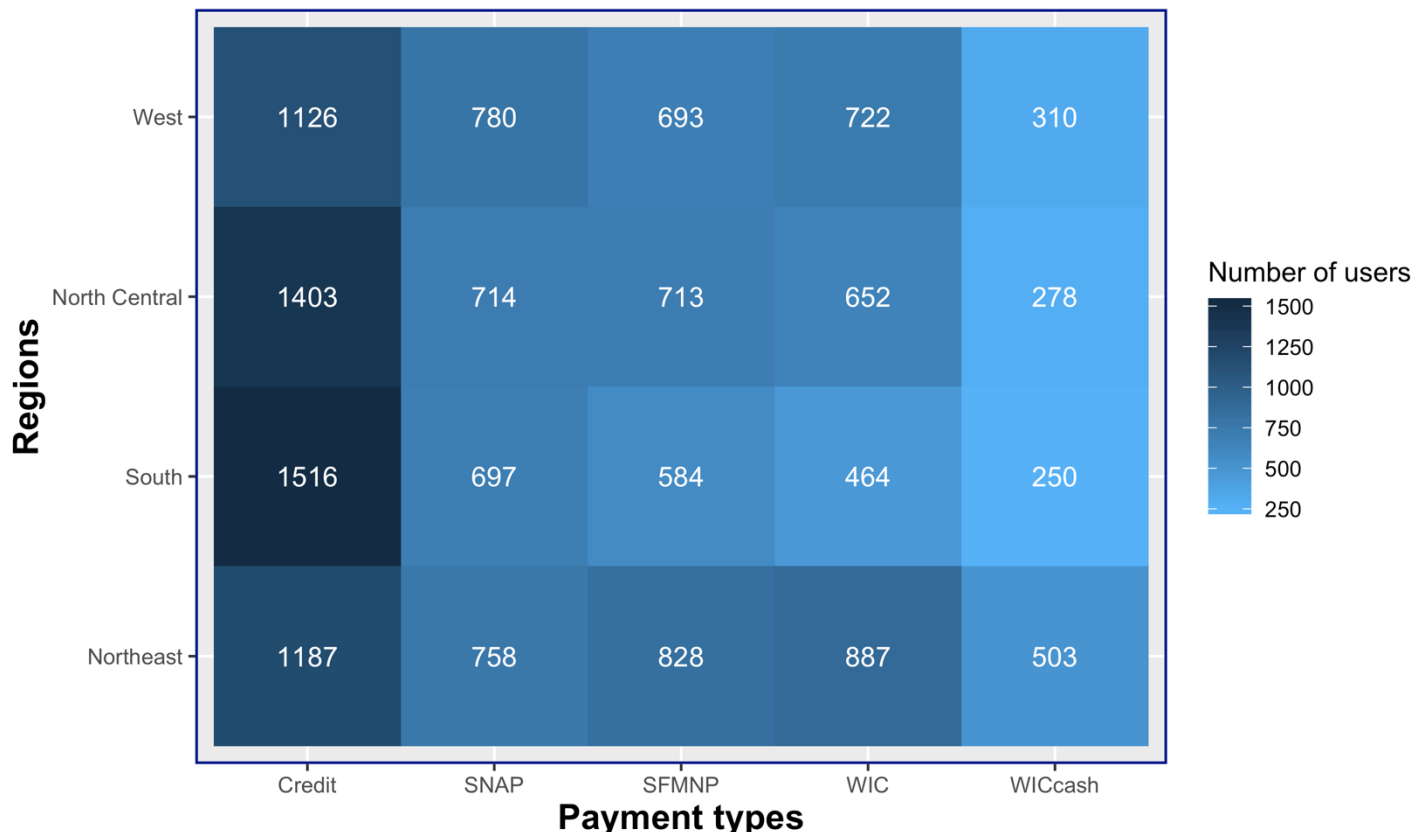


Figure 5 Payment methods across different regions

From the figure, it can be seen that the most commonly used method is Credit, followed by SNAP. The least used method is WICcash.

From the following image (Figure 5), Credit has a higher number of users per year. While SNAP, has also seen good number of users every year which can also be seen SNAP Benefit redemptions⁴ which gives more insight into the SNAP program with the number of users having an increase very year.

Given that the WIC FMNP is not operated in all states and even if operated its not deployed on a statewide basis⁵, it has a lower number of markets accepting it compared to the rest.

⁴ <https://www.fns.usda.gov/pressrelease/2015/fns-0007-15>

⁵ <https://fns-prod.azureedge.net/sites/default/files/fmnp/WICFMNPFactSheet.pdf>

Payment types through the years

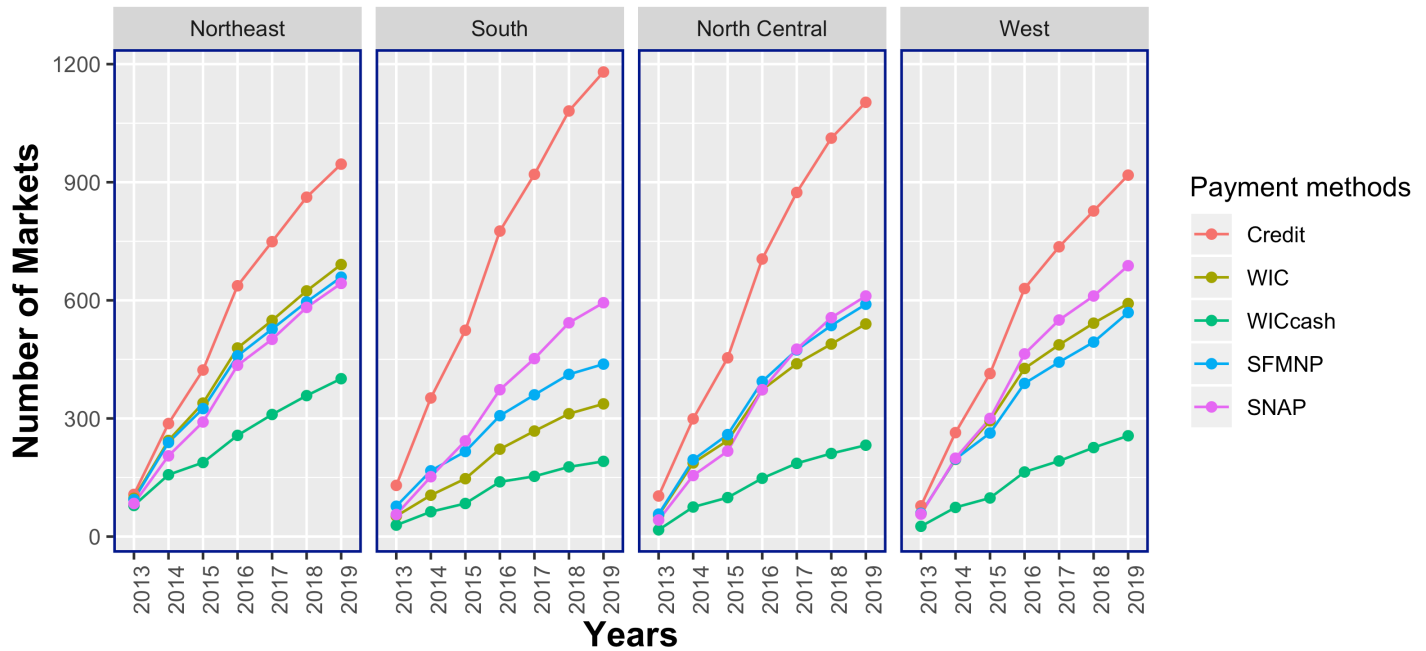


Figure 6 Payment method through years

The growth of markets as seen in Figure 6ⁱⁱ using credit has been very high in Southern regions and North Central region. The number of markets accepting WICcash has been constantly increasing from 2016 to 2019 in all the regions, however the increment is not that huge. The number of markets accepting SNAP has also been increasing and it's the second most used payment method.

SOCIAL MEDIA USAGE

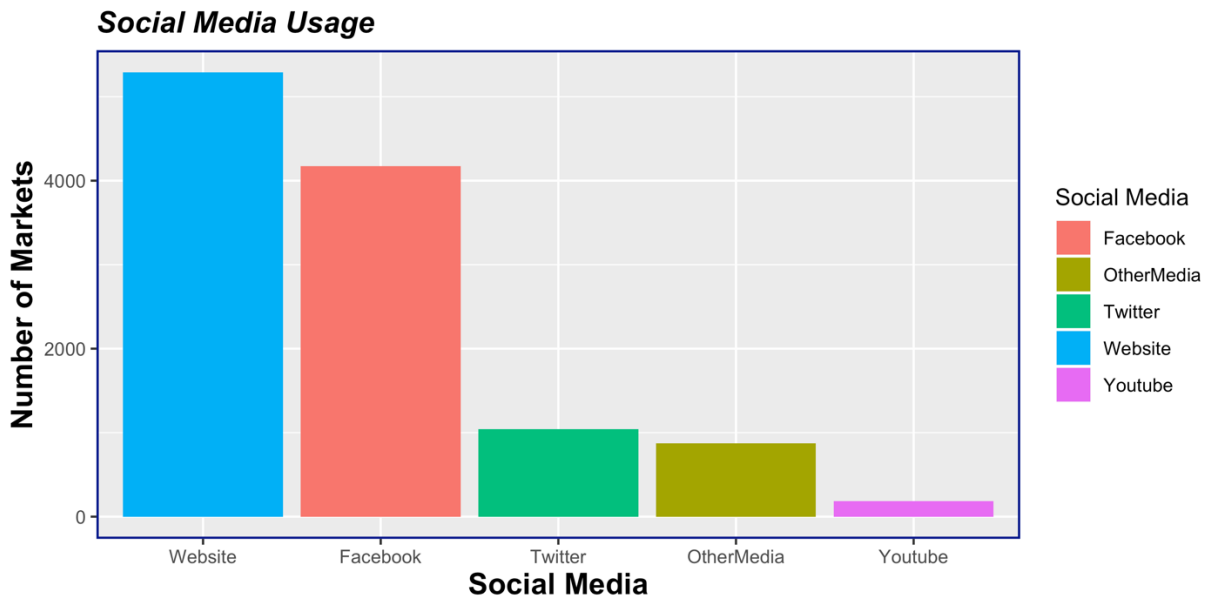


Figure 7 Social Media usage

Online platforms are one of the top ways to promote themselves and the farmer markets have also used the big stage to promote themselves. The most preferred platform has been having an own website to market themselves. However, the rise of Facebook has helped for easier methods to marketing, which makes it the second most preferred method.

Other media includes platforms like Instagram, which is not that highly preferred, with YouTube being the least preferred platform.

SOCIAL MEDIA USAGE THROUGH THE YEARS 2013-2019

Use of Social Media

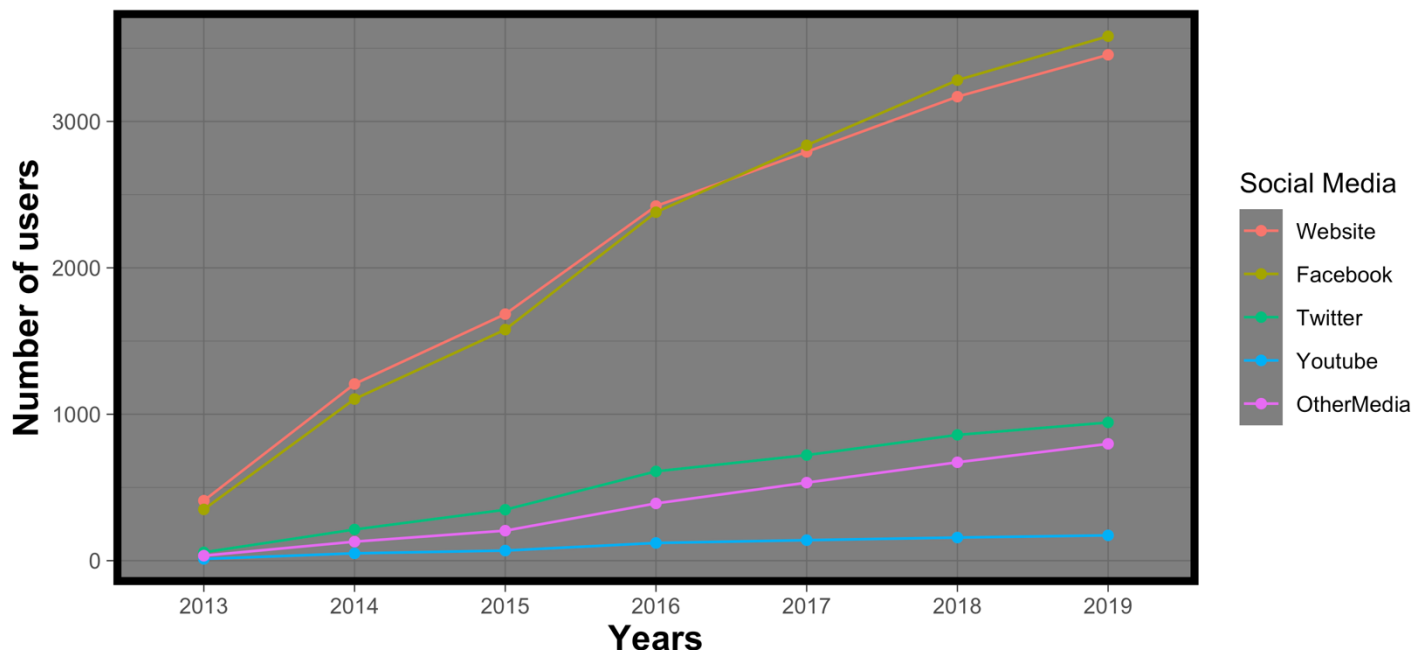


Figure 8 Use of social media by Markets

Social media has been one of the prime ways to promote the market other than word of mouth and television. During the initial years, lot of markets depended on having a website, through the years however given that popularity of Facebook, lot of markets began to create a presence in the platform. It can also be seen that the biggest video platform “YouTube” is not having a huge increment.

PRODUCTS SALE ACROSS THE COUNTRY

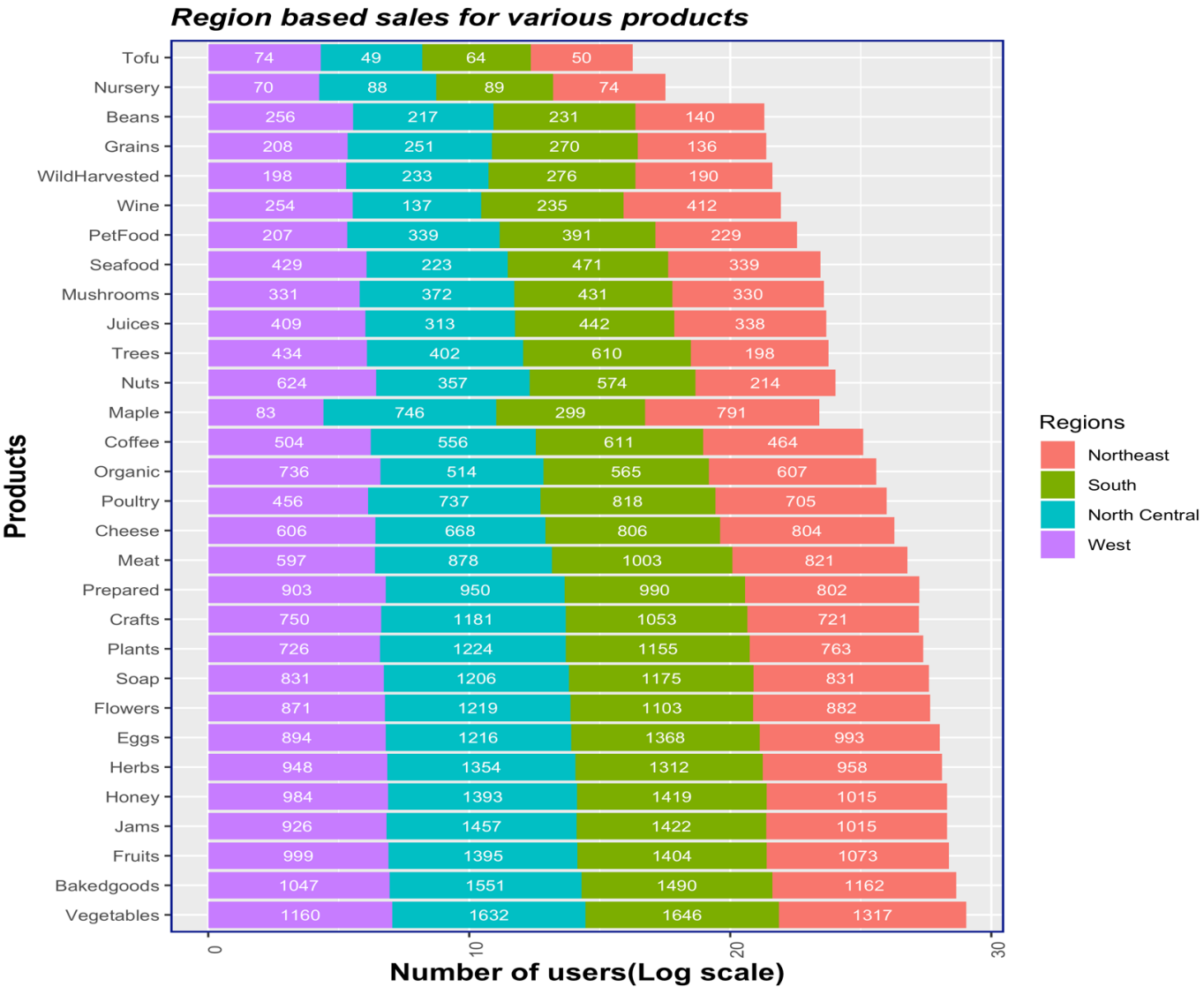


Figure 9 Sales of various products in different regions

From the visualization, it can be seen that vegetables understandably are the most highly sold product followed by baked goods, fruits and jam which mostly comprises the staple diet for an average citizen. Products like Maple are highly sold in the Northeast region which is close to the Canadian region. Tofu however is not as highly sold as other consumable products in the country.

ⁱ Regardless of the status of the market, it is considered as active
ⁱⁱ It is assumed that the markets never drop the payment method