

FARMER'S MARKET ANALYSIS

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SECTION: - 03

The farmer's market is a representation of sustainability and it fills the gap between the farmers and the consumers. It reflects the local culture and economy. It is one of the most organic and desirable business models.

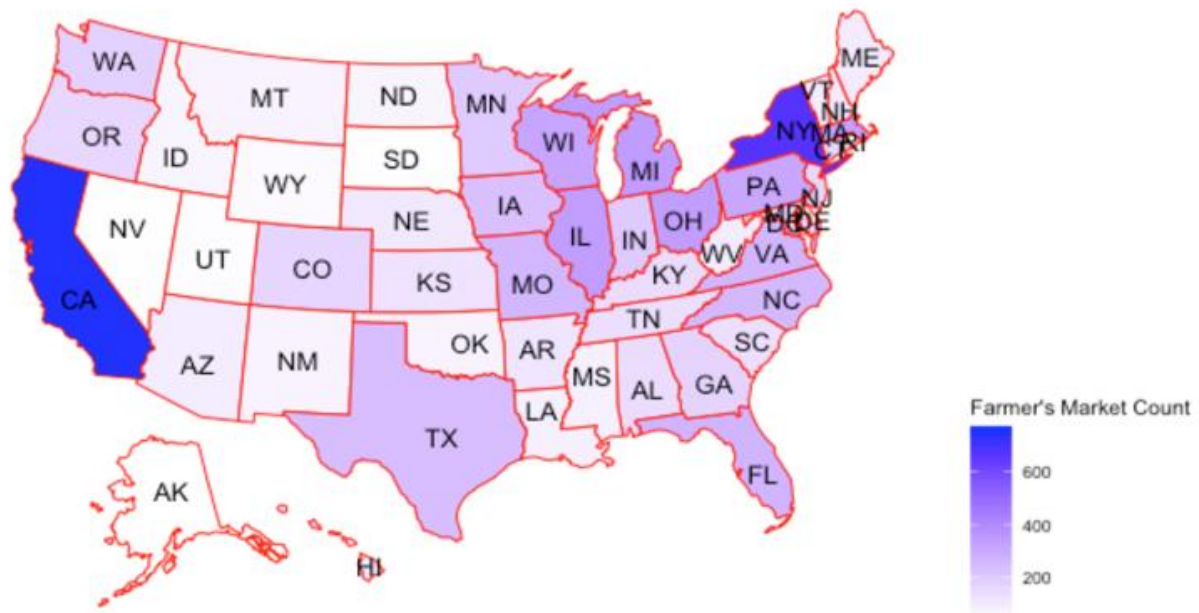
In this project I intend to analyze the various aspects of the farmer's market dataset and visualize few key attributes, which I believe can have a significant impact in the growth of the farmer's market in United States.

The following graph shows the presence of farmer's market throughout the United States. It is very evident that California and New York have the most number of farmer's market (>500), followed by Pennsylvania, Illinois, Michigan, Texas, Florida (between 200-500) to name a few.

Focusing on improving the number of markets in the states of **Wyoming, Utah, Nevada, South Dakota** mainly can result in the following factors: -

- Providing food to the lower income group through schemes like WIC, SNAP, SFMNP
- Benefits the local producers by providing them with market for their products
- High quality, organic food delivered to the customer
- Healthy community is built, preserving the nature in this process

Farmer's Market presence, State wise



In the above-mentioned payment schemes, SNAP (Supplemental Nutrition Assistance Program) for instance has played a huge role in contributing to the community welfare.

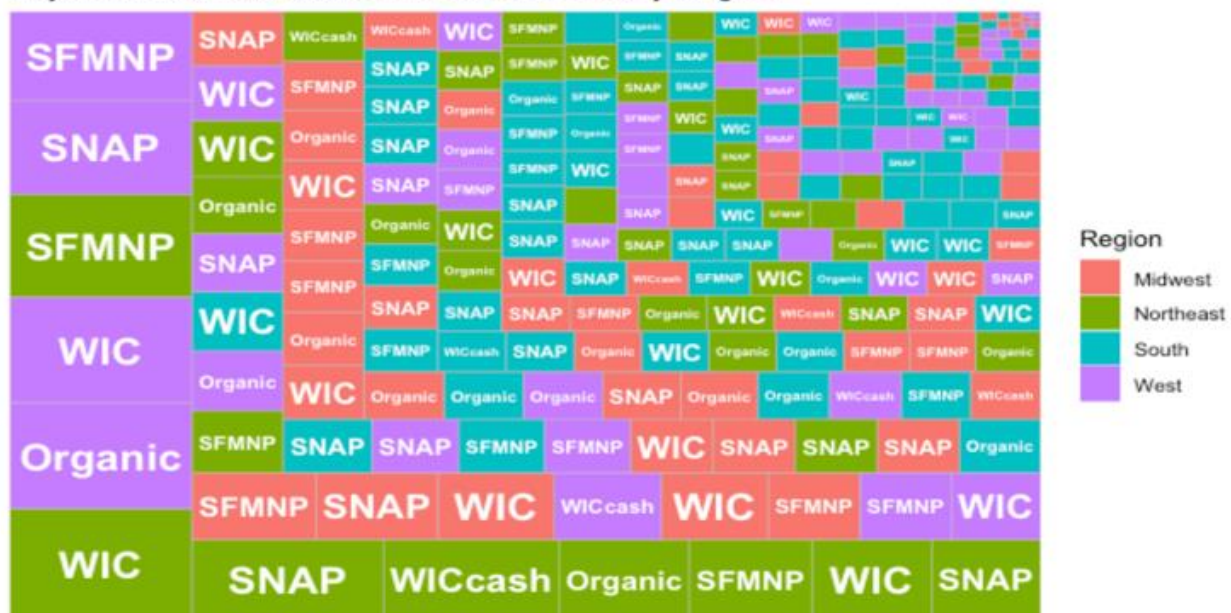
- SNAP benefits lifted at least 4.7 million people out of poverty in 2014, including 2.1 million children.
- SNAP also lifted more than 1.3 million children out of deep poverty, or above half of the poverty line (for example, \$11,925 for a family of four).
- The temporary expansion of SNAP benefits under the American Recovery and Reinvestment Act of 2009 (ARRA) lifted roughly 530,000 households out of food insecurity.
- Each month, SNAP helps about 46 million low-income Americans put food on the table

In the below visualization we can infer that SNAP's contribution in the regions of Northeast is enormous, followed by west, Midwest and south regions unlike the other schemes. The following schemes **SFMNP** (where the 2014 Farm Bill provided \$20.6 million annually to operate the Program through FY 2018; however, a rescission of \$1.421 million reduced the amount available in FY 2017 to \$19.178 million and only 811,809 people received SFMNP benefits in the FY (Fiscal Year) 2017) & **WIC** (In Fiscal Year (FY) 2017, over 1.7 million WIC participants received FMNP benefits) target the **low-income seniors, women and infants**.

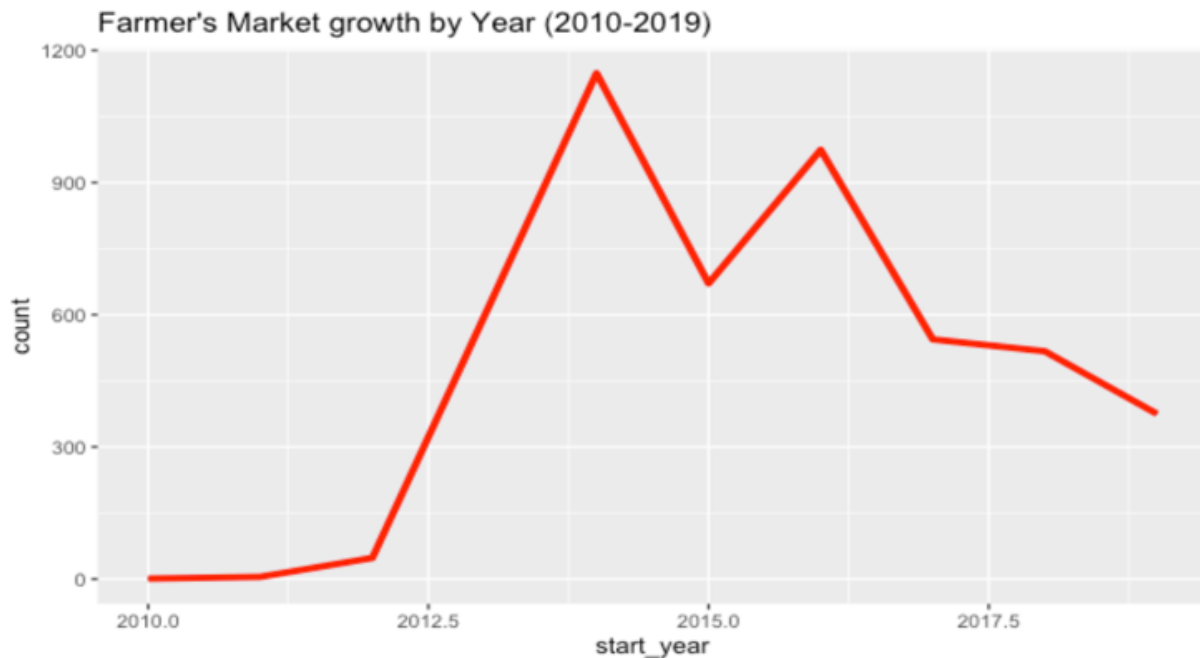
- ✓ These schemes target a wider audience range but have less coverage, especially in the west and Midwest regions. Hence improving the funds of these schemes can improve the live of millions of people and help the producer by providing a market, a win-win situation.

Whereas the other common payment distribution methods are the credit cards and WIC cash which is not emphasized much as It is neutral to the community welfare.

Payment Distribution of the Farmer's Market by Region



Such sustainable model like the farmer's market has to undergo a major reform to increase the accessibility of the market and capital provided to the producer. This can be understood from the following line graph.



The number of farmer's market hit the peak (>1000 markets) during the year 2014 and gradually decreased in the following years with 2016 being an exception. This means that a lot of local producers are not provided with markets, their income is affected, customer does not get access to high quality organic food and overall a "sense of community" is shattered. The few¹ benefits of farmer's market on the community is given in the article link below.

This emphasizes that farmer's markets can have a great impact on the community as well as the economy. Therefore, increasing the number of markets can be a healthy move to the society.

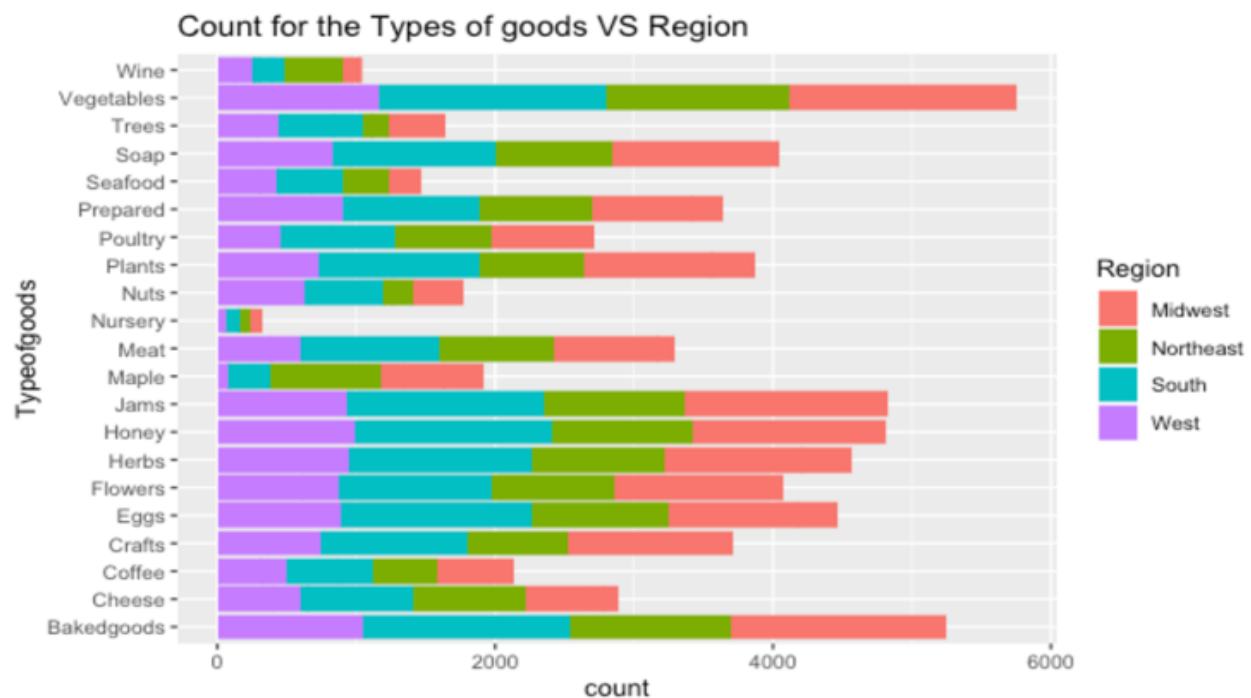
From the above visualizations some of the common trends are²: -

- Farmer's market is all organic and 66% are USDA certified
- Customer demand for such organic foods is a constant
- Competition Between the producers is healthy
- Markets are looking for opportunity to grow and meet the customer demands
- Though organic in the supplies, they are technologically equipped

¹ <https://www.usda.gov/media/blog/2013/08/05/farmers-markets-community-centerpieces>

² <https://www.ams.usda.gov/sites/default/files/media/2014%20Farmers%20Market%20Managers%20Survey%20Summary%20Report%20final%20July%2024%202015.pdf>

The product class of a typical Farmer's Market is very vast and varied. One can buy Grapes and Wine at the same spot. Usually all the raw meat that they sell are freshly caught early that day or the day before. The best Market will be one which has a good product mix. The top selling products would be vegetables, fruits jams, eggs and meat. Surprisingly, none of the Farmer's Market have nursery products (very ironic).



The recent outbreak of corona virus flu, which has now become pandemic, is a result of an unhygienic, non-organic and non-certified (illegal market) joint which does not take into consideration the people's well-being and health.

Circumstances like these can be avoided with the help of nature friendly, certified, organic foods which can help build the community in terms of economy as well as overall well-being of the people.

These systems are transparent, legal, government authorized and the probability of error in these situations are way less when compared to the former one.

The above visualizations throw light on few key areas that can be improved to enhance the growth of the farmer's market because they are the most sustainable ones, environment-friendly and a "sense of community" is there.