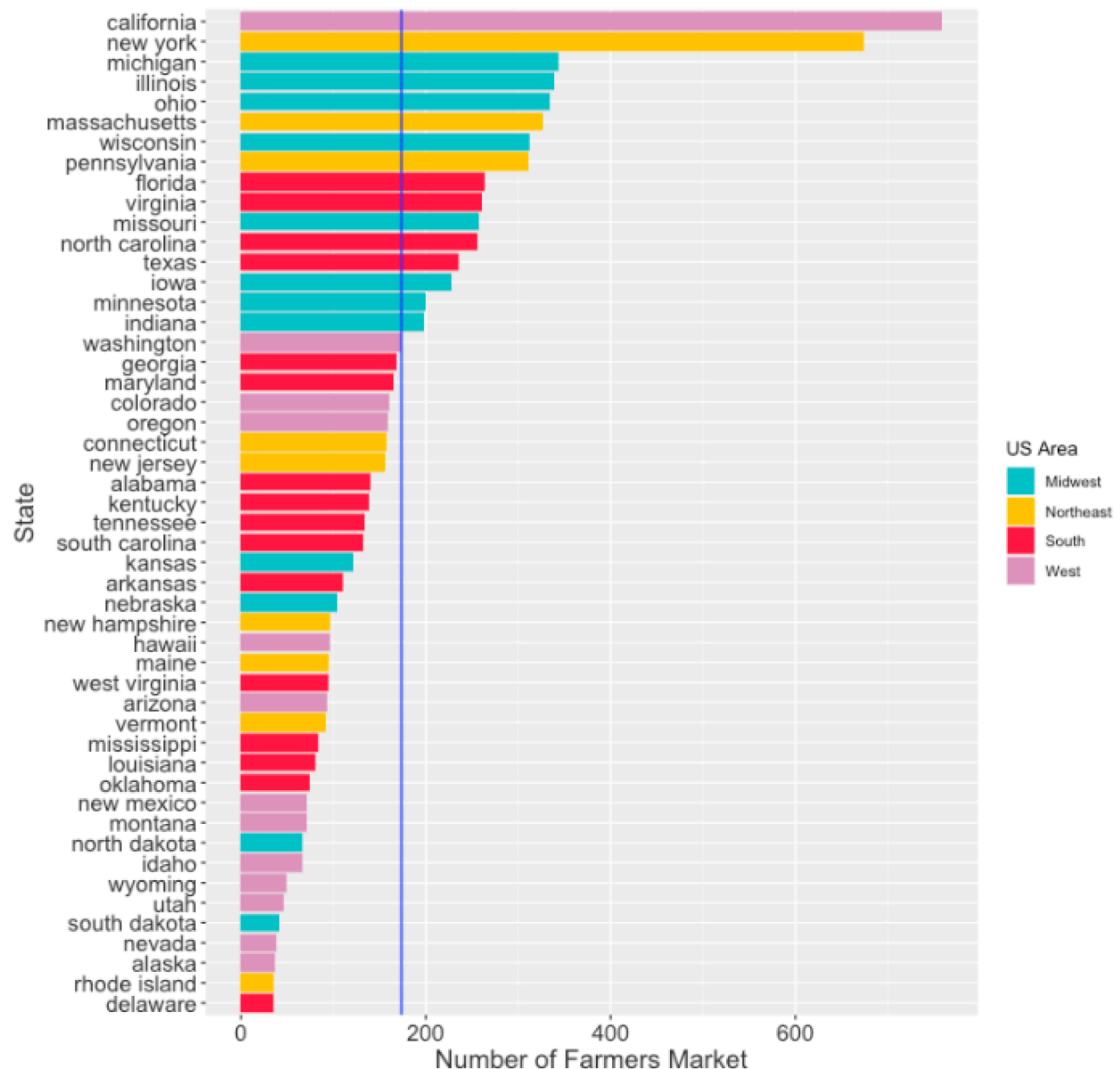


Farmers Market Insight Report – Yuru Li

Part 1: Farmers market distribution in Northeast, Midwest, South and West US.

Farmers Market Distribution over US



The plot shows the farmers market distribution over different areas in US (the states included in area is defined by United States Census Bureau).

From the plot we can see that California in West US has the largest number of farmers market.

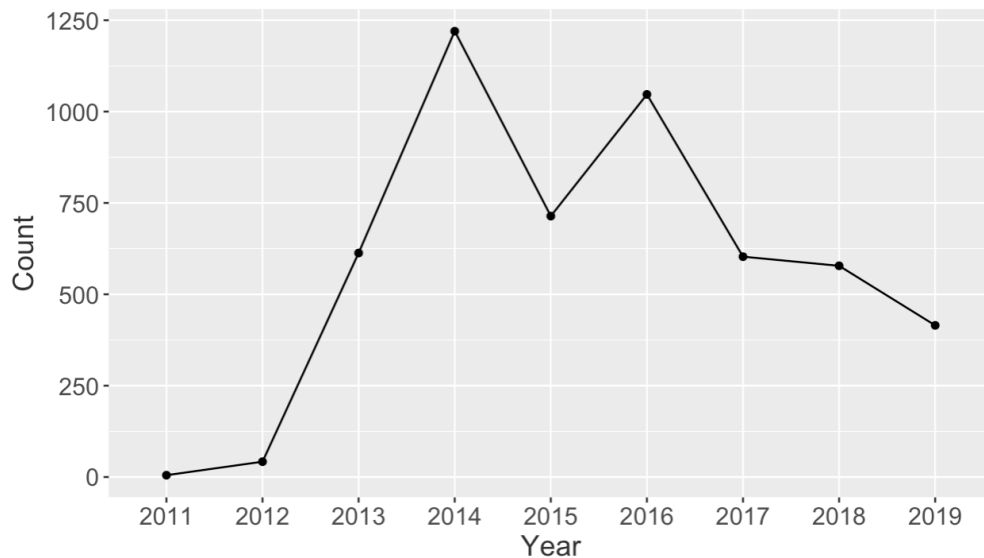
Delaware in South area, however, has the smallest number of farmers market.

In West US, basically all the markets are in California, the other states in west area doesn't have number of markets as much as California (less than 200).

In Midwest US, things are much different. 4 states in Midwest US have over 300 markets, and another 4 over or around 200.

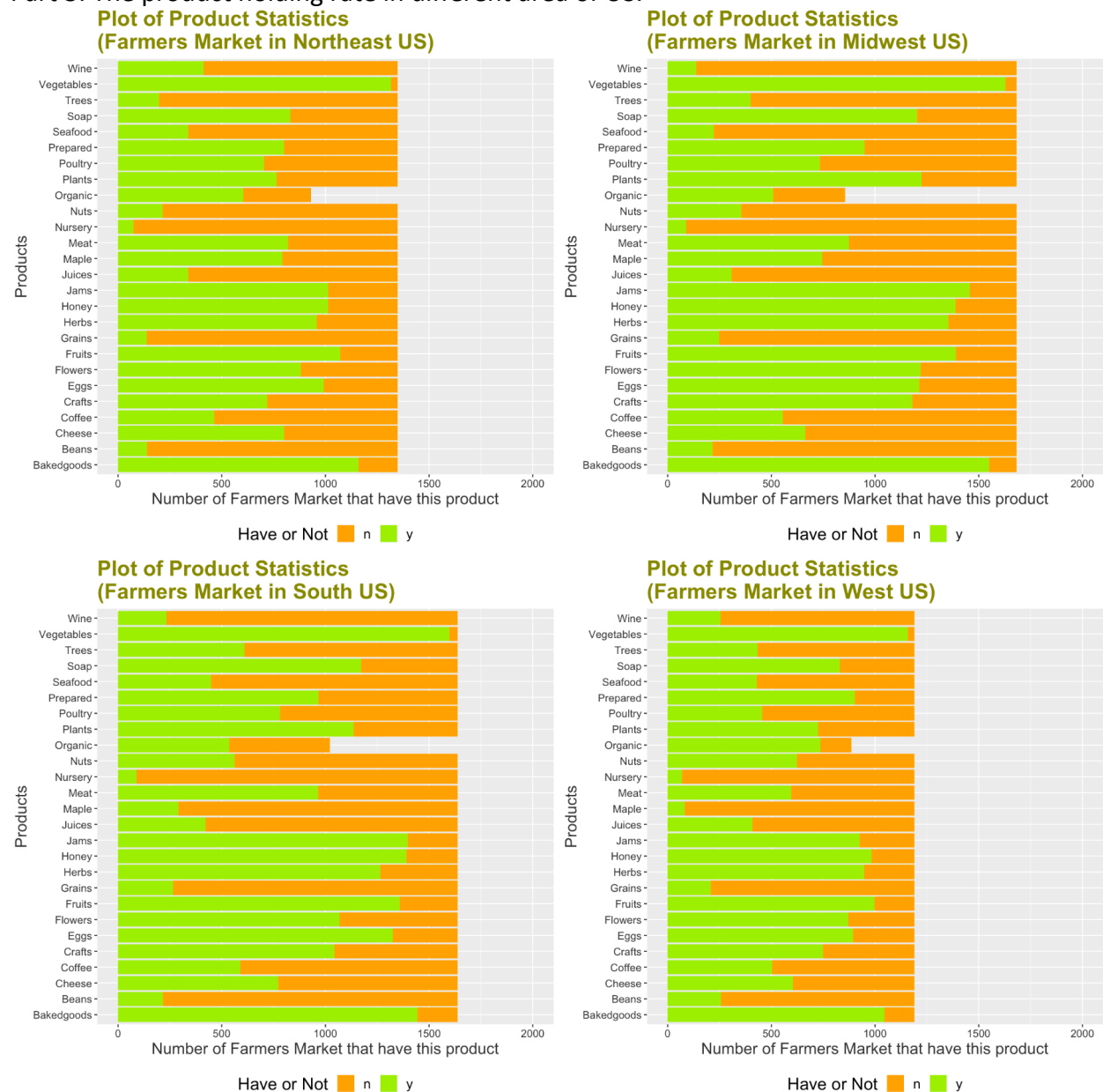
Part 2: The Trend of Farmer Market

The Trend of Farmer Market



The plot shows the trend of farmer market expansion from 2011 to 2019. From 2011 to 2014, the number of farmer market increased. Especially from 2012 to 2014, it expended dramatically. In year 2015, the number decrease, it is likely that there are some unexpected factors happened in 2015, like bad weather or government restriction. From 2015 to 2016 the trend has picked up, however, from 2016, the trend is not satisfied. The number of markets decreased. Until 2019, the number of markets shrink to only half of the number in 2014. It is not likely a good time to open a new market.

Part 3: The product holding rate in different area of US.

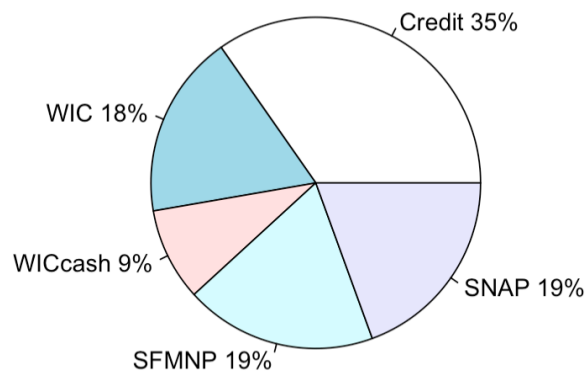


*the "Organic" data has serious input error, therefore all the graph of "Organic" has a shorter bar.

The markets in Midwest US has an overall bigger range and quantity of products. The market in West US has relatively smaller range and quantity of products. Vegetables and bake goods are far-reaching most of the market in all the area. Other product present differently between each area. For instance, although Midwest markets in US has the most wide-ranged product inventory, is have lesser wine selling than all the other area.

Part 4: The payment mode distribution over US

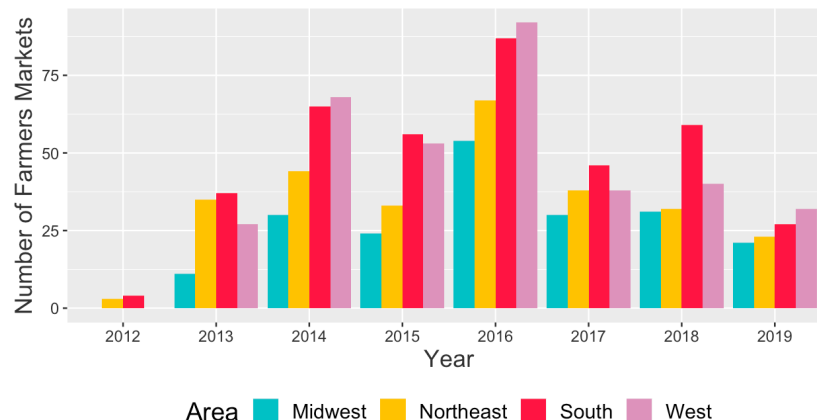
Pie Chart of Payment modes



This plot shows the distribution and ratio of payment method in US. The credit is the most popular payment method. 35% of the trade is using this method. Then it's WIC, SFMNP and SNAP, 18~19% of the trade is using this method. WICcash seems like the most unpopular payment mode.

Part 5: the market analysis focus on sea food.

Number of Farmers Markets that Offers Seafood in Different Area from 2012 to 2019



From the plot we can see that from 2012 to 2016, the number of markets that sells sea food increased. This is probably due to the farmer market expansion. The south states in US shows the most adequate inventory, at the same time West market shows a strong ability of expansion. In 2012, there is barely no market in west area sells seafood. However, in 2016, the number of markets that sells seafood in West US is more than any other area. The market in west area is likely prefer to make flexible adjustment on products inventory.