

# FARM TO TABLE AISLE

BRING THE FARMERS' MARKET  
TO THE GROCERY STORE

A Data Science Proposal  
to Local Grocery Store  
to stock from FARMER MARKETS



# 01

## **BACKGROUND**





USDA Farmers' Markets Data

143 / 8804

New York City

All the country

# PROBLEM

Lack of continuous access to FMs  
(DAY OF WEEK)

Lack of variety of local produce  
(CATEGORIES)



# Goal

01

## Why

Make available  
**fresh & local** food

02

## When

All the time  
-simulate FMs

03

## What

Variety of produce  
-from FMs

04

## Where

Stock  
-from closest FMs

# 02

## **OUR SOLUTION**



# Data Science Solution

Given a specific Grocery Store

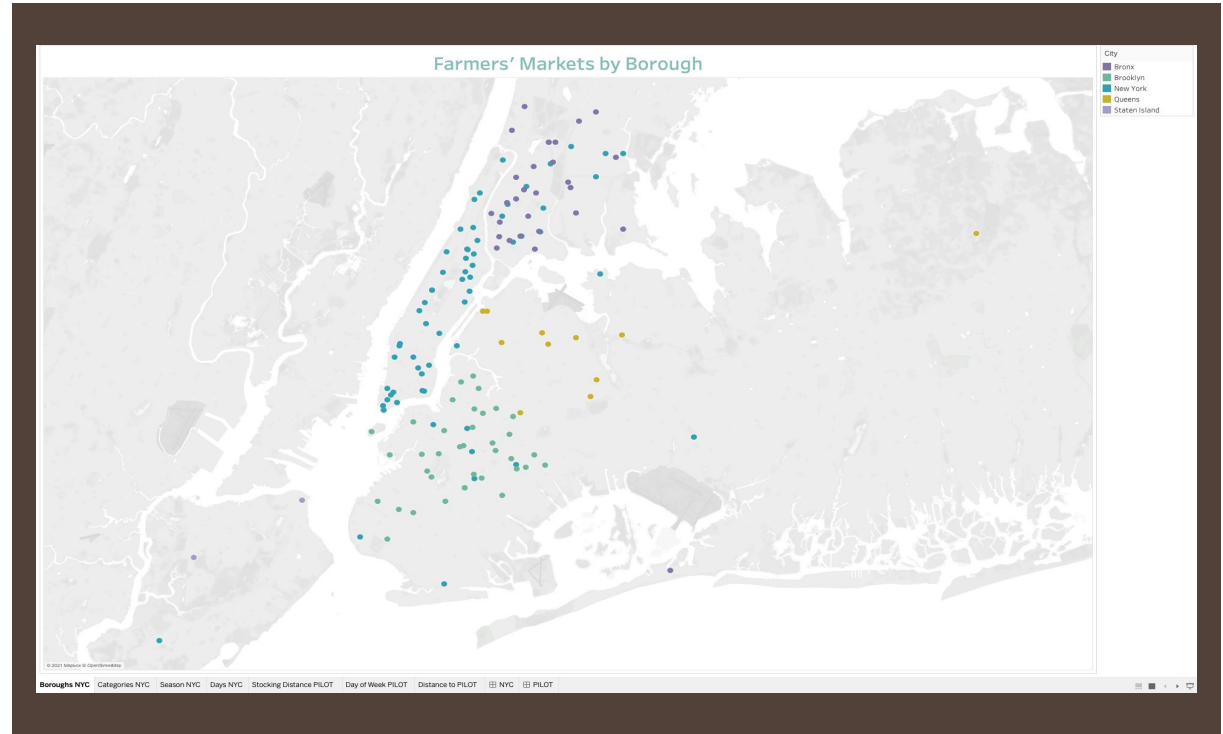
Identify the closest FMs WHERE

Each day of the week WHEN

Supplying highest variety WHAT

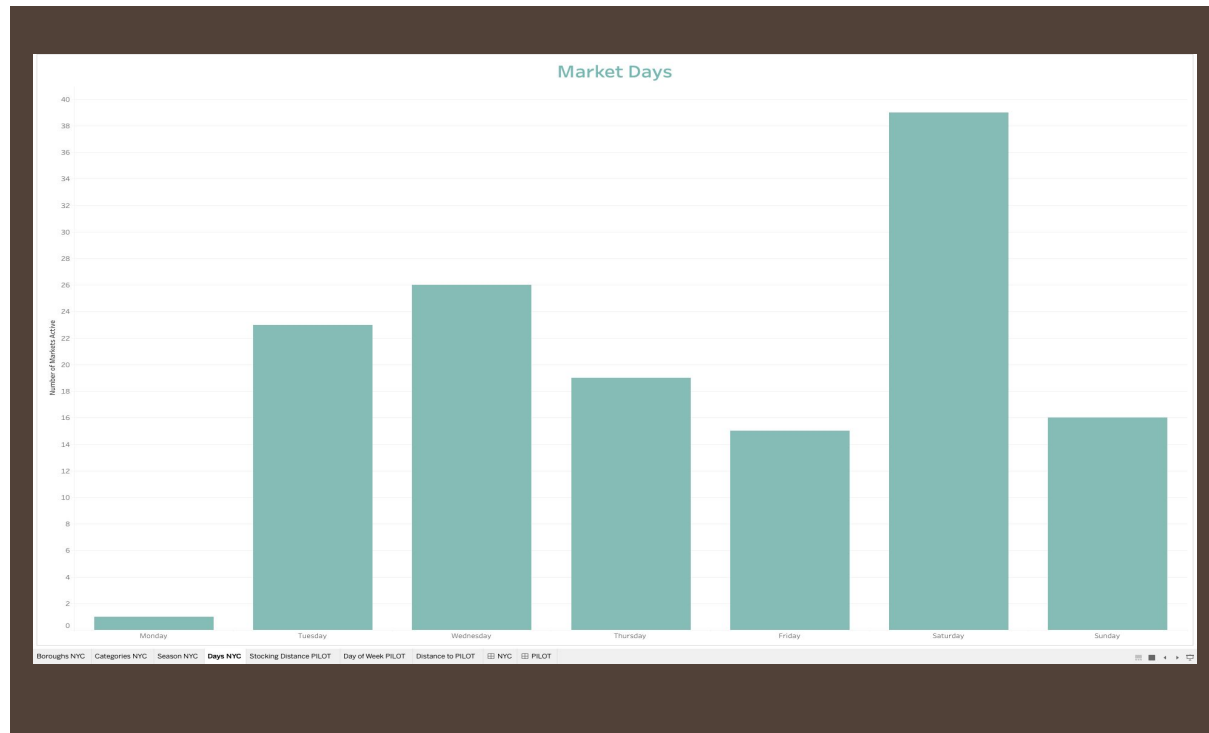


# Farmers' Markets by Borough





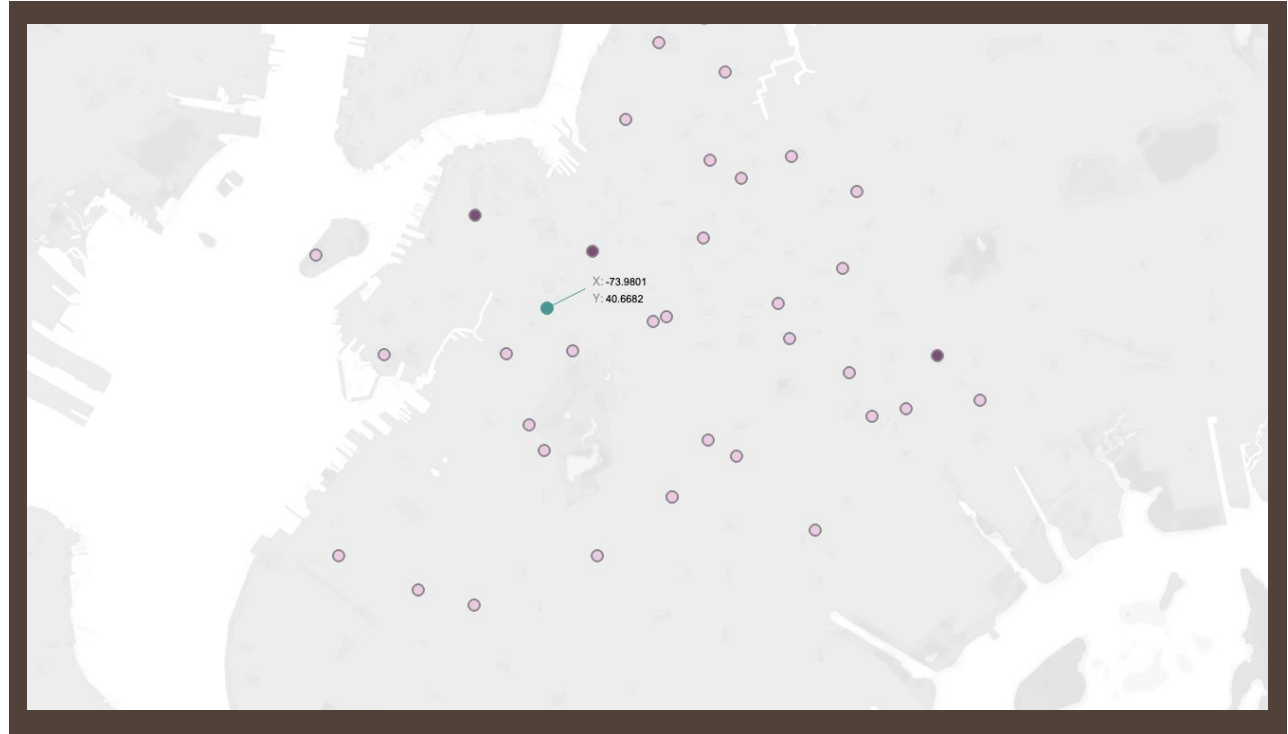
# Market Days



03

# PILOT PROGRAM

# Tuesday Markets near pilot





# Product Categories

## Subcategory

- Beverages
- Bread, Baking & Grai..
- Dairy, Eggs & Cheese
- Flower & Plants
- Meat, Poultry, Seafo..
- Petfood, Crafts, Pers..
- Produce

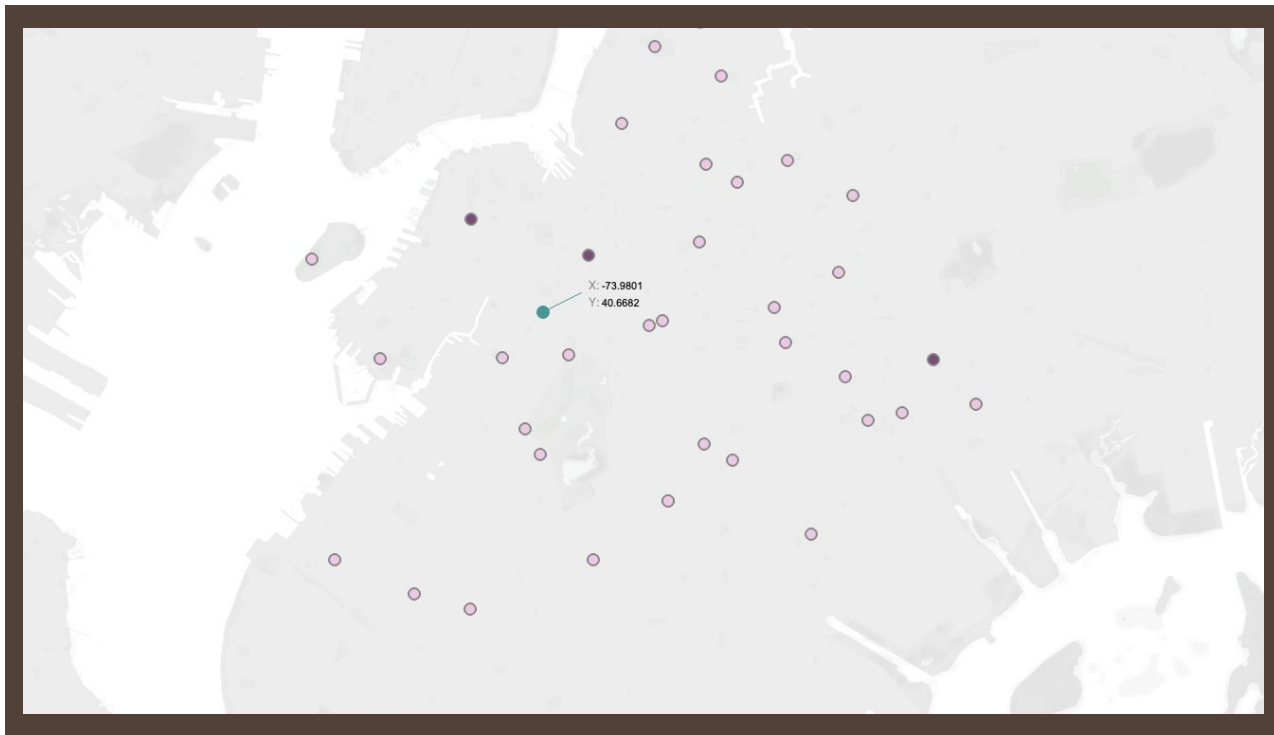


# Tuesday Markets

**Basics**      **75%**

**Necessities**      **50%**

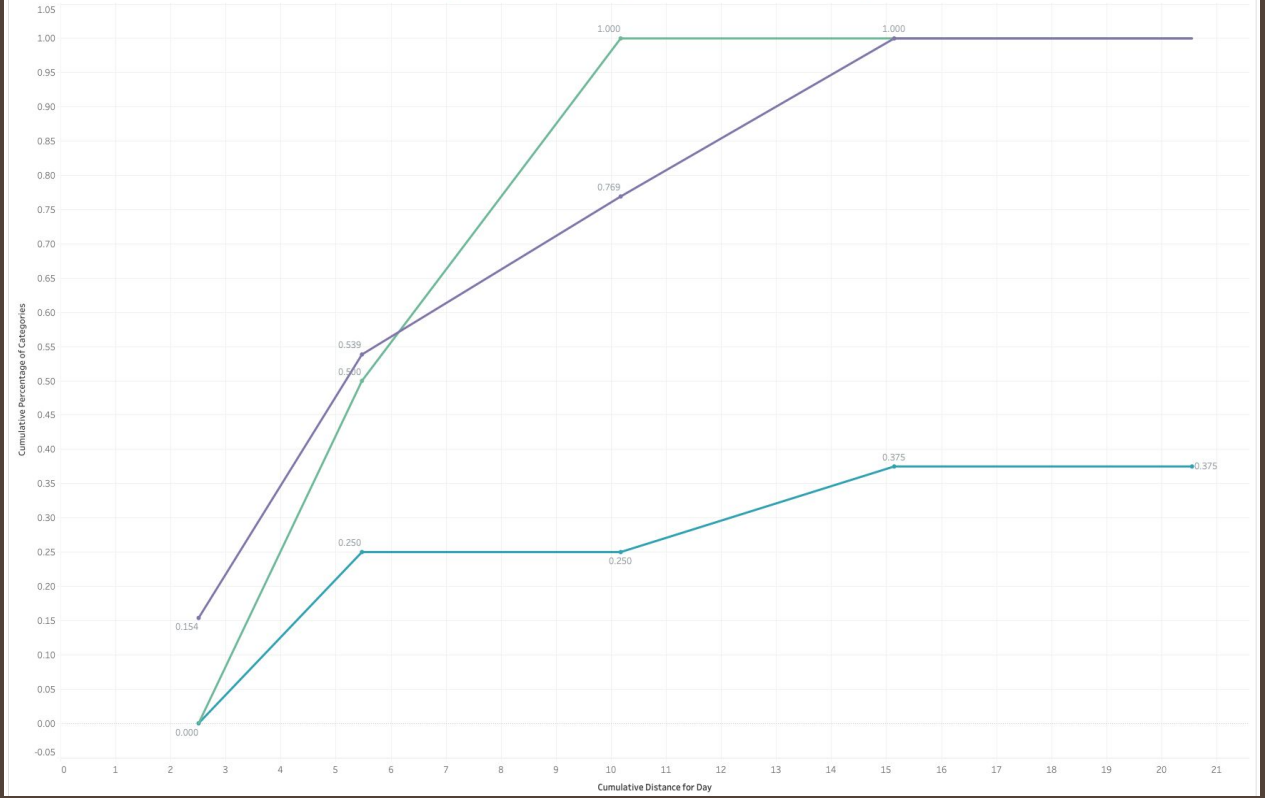
**Good to Have**      **25%**



# Categories stocked by Distance on a Tuesday

## Measure Names

- Cumulative Basics
- Cumulative Necessit..
- Cumulative Good To ..





# TAKEAWAYS



**%75**

Minimum  
Basics Coverage



**Under 20 km**

The most distance  
covered



**1/7 days**

Didn't cover the  
Basics need



**Ave. 10 km**

One day mileage  
to achieve 75%



**Ave. 3 stops**

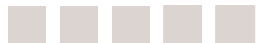
When it did cover  
the Minimum



**Frequently**

3rd or 4th stop

# TAKEAWAYS



**%50**

Minimum  
Necessities Coverage



**Ave. 4.2 km**

One day mileage  
to achieve 50%



**Ave. 2 Stops**

1 Day, 5 Stops &  
Coverage not achieved



**%25**

Minimum  
Necessities Coverage



**Ave. 0.25 km**

One day mileage  
to achieve 25%



**Ave. 2 Stops**

3 Days, 5 Stops &  
Coverage not achieved

# 04

## **FUTURE WORK**



# OUR PLANS



**Expand into**  
other boroughs  
&  
diverse neighborhoods  
(Benefits Program)

**CITYWIDE**



**Merge with**  
DSNY Food Scrap Drop Off  
&  
GrowNYC  
(50 Food Access Locations)

**FOOD SCRAP  
PROGRAM**



**Scale**  
Statewide  
&  
to Other States  
with high FM Numbers

**COUNTRYWIDE**

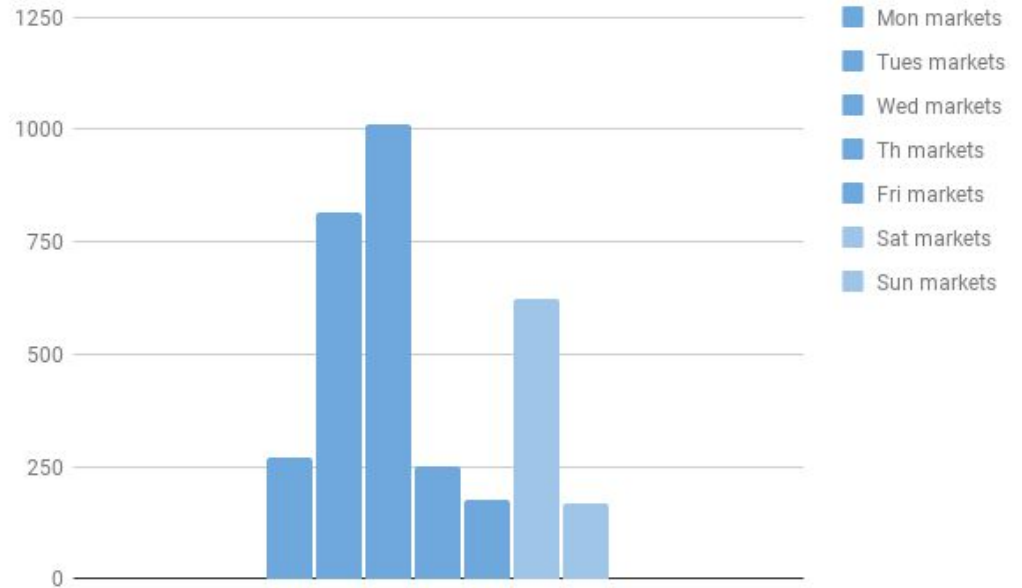
# 05

## **APPENDIX**

## FREQ OF MARKETS

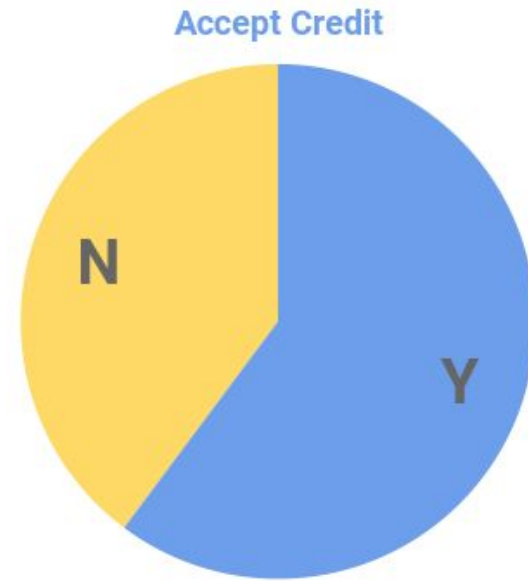
Contrary to belief, Sat & Sun  
not when most FM open

Also almost all are open only  
one season



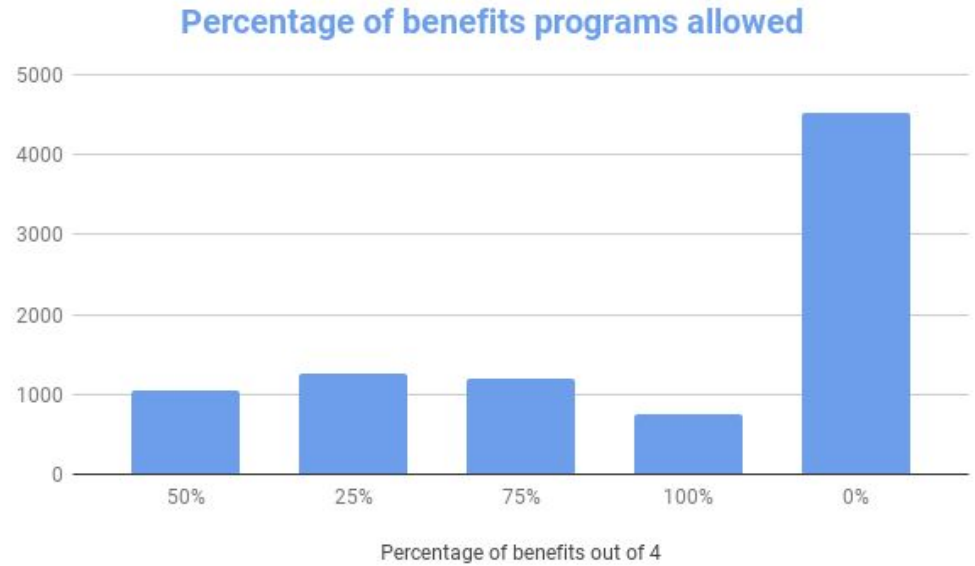
## ACCESSIBILITY

Do they accept credit cards



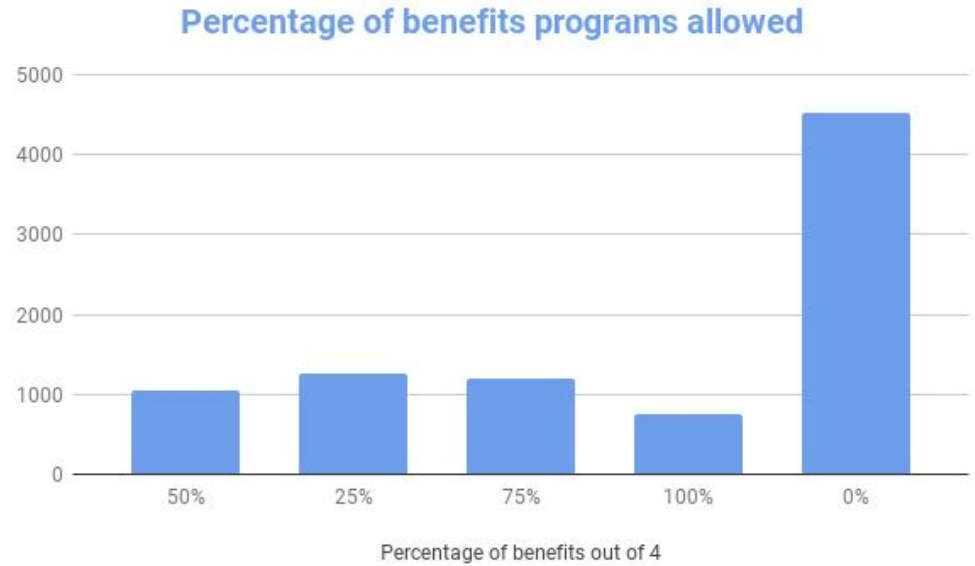
## AFFORDABILITY

How many of the 4 major US  
benefits programs do they use



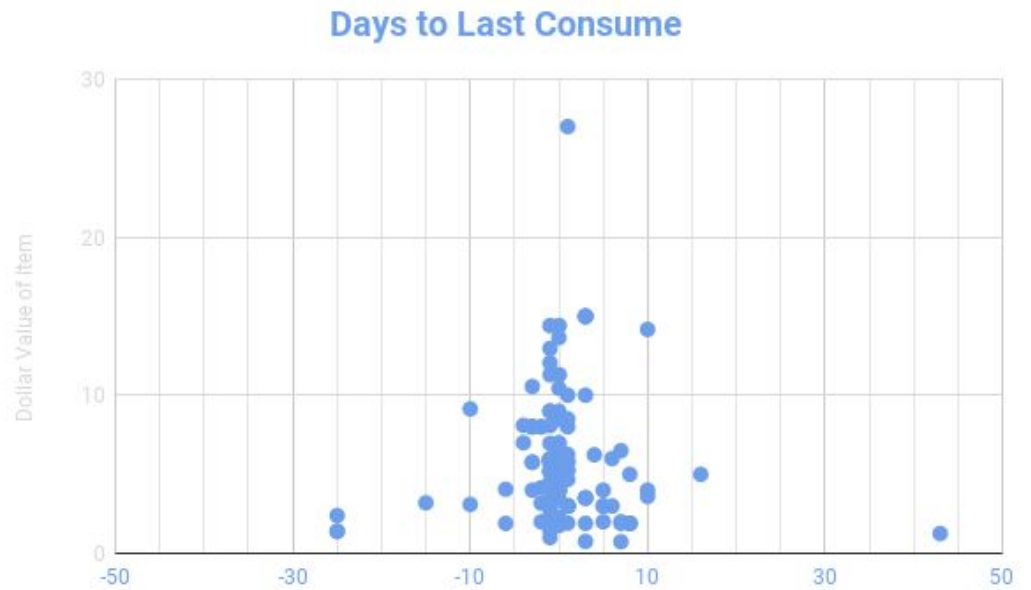
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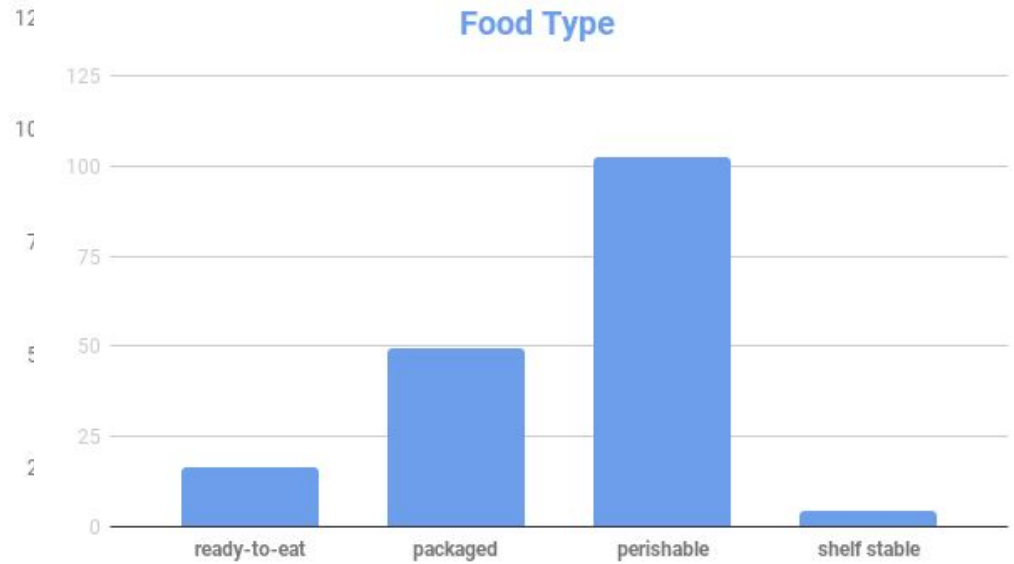




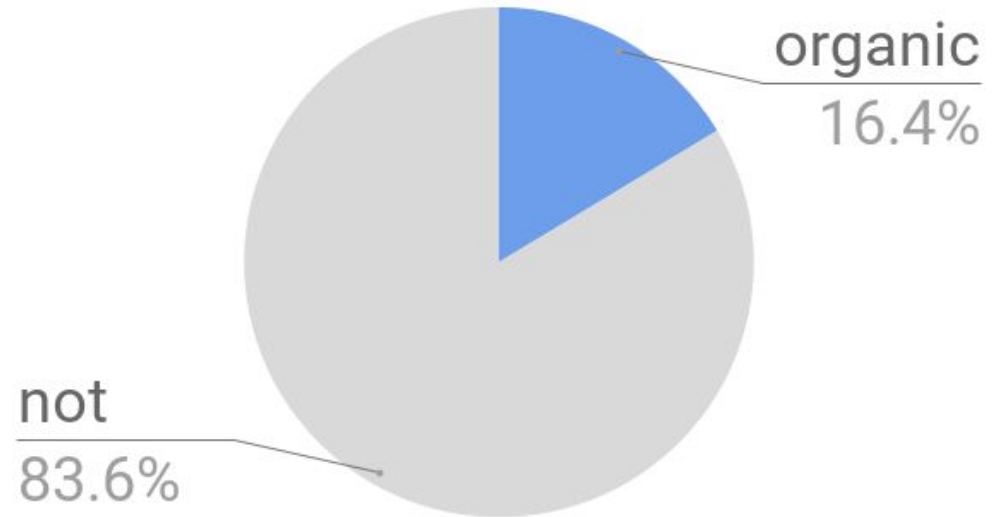
## BROOKLYN FOOD SCRAPS DATABASE



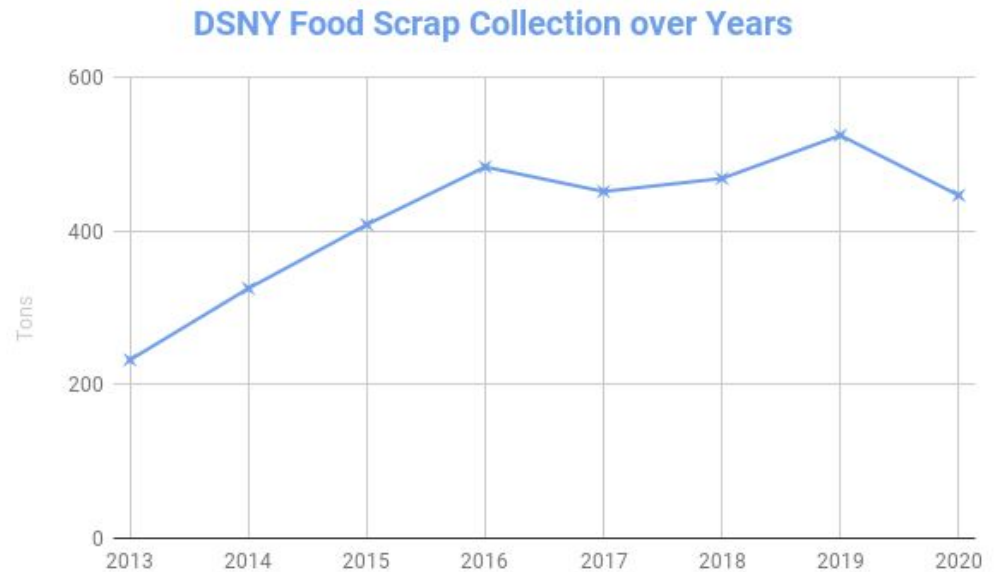
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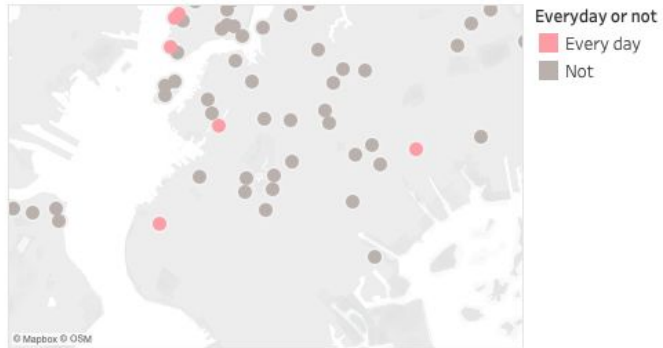


## DSNY FOOD SCRAP PICK UP BY TONNAGE



## DSNY FOOD SCRAP COLLECTION LOCATIONS

Can you drop off food every day?



Is the host GrowNYC (network of FM)?

