



Northeastern University

Evolution of Farmers' Market in the United States

Yash Shinde

Sec- 02

Computation & Visualization

IE600

Prof. Radhakrishnan

NUID: 001493321

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Introduction:

The following report consist evolution of farmers' market in the United States. A farmer market is a public and recurring assembly of farmers' or their representatives selling the food that they produced directly to consumers. Farmers' markets facilitate personal connections and bonds of mutual benefits between farmers', shoppers, and communities. By cutting out middlemen, farmers' receive more our food dollars and shoppers receive the freshest and most flavorful food in their area and local economies prosper. Each farmers' market defines the term "local" according to the agriculture of its region and regularly communicates that definition to the public. Farmers' markets also implement guidelines and operating rules that ensure the farmers' market consists principally of farms selling directly to the public products that the farms have produced. In order to protect both farmers' and consumers, some states have even established their own formal definitions which specify market characteristics in more detail. ¹

[1] <https://farmersmarketcoalition.org/education/qanda/>

Division by region of the United States:

For our convenience, we have divided United States into 4 major regions as West, North Central (Midwest), South, and Northeast. States falls under these regions are as follows:

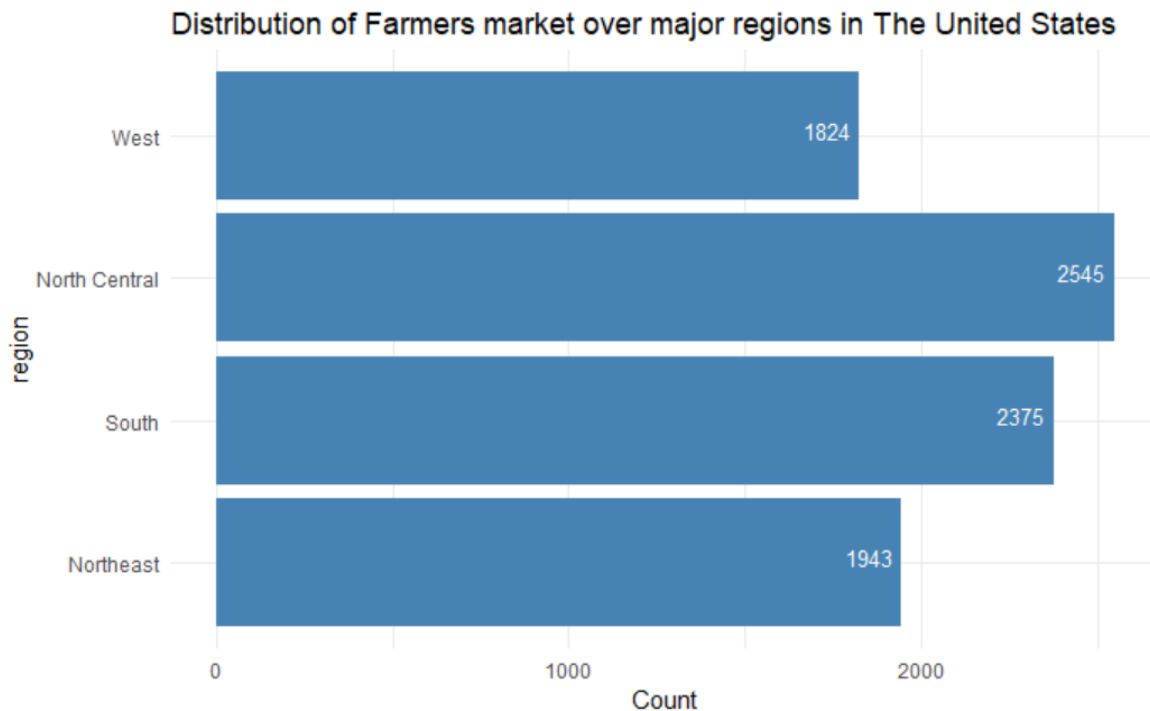


States distributed in regions of the United States:

Northeast	North Central (Midwest)	South	West
Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont, New Jersey, New York, Pennsylvania	Indiana, Illinois, Michigan, Ohio, Wisconsin, Iowa, Nebraska, Kansas, North Dakota, Minnesota, South Dakota, Missouri	Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia, Alabama Kentucky, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma, Texas	Arizona, Colorado, Idaho, New Mexico, Montana, Utah, Nevada, Wyoming, Alaska, California, Hawaii, Oregon, Washington

Distribution of Farmers' market by regions in the United States:

These regions are further classified into number of farmers' markets in particular region. Out of 8687 markets in the United States, North Central region has maximum number of farmers' market. Availability of cultivation land, suitable climate, and less hindrance from third party marketeers are few reasons why north-central states are succeeding in number of farmers' market.



According to USA Today, the ranking of best 10 for farmers' markets in USA has been topped by **GREEN CITY MARKET, CHICAGO, ILLINOIS.**

About the market: Since 2008, Green City Market has been Chicago's largest and only year-round farmers' market with a mission of supporting local farmers' and sustainable agricultural practices. From May through October, the market is outdoors in Lincoln Park every Wednesday and Saturday from 7 am-1 pm. You will find many of Chicago's top



chefs making the rounds for inspiration for their seasonal menus. Along with honey, maple syrup and a colorful array of produce, including heirloom varieties you won't find in grocery stores, try Gayle V's Best Ever Grilled Cheese and wash down your sandwich with Arize Kombucha.² Also, This list consists 4 out of 10 markets which belongs to North Central region of the United States which makes North Central Region the major income source from farmers' market products.

To put it in Nutshell, Farmers' Market and Local Food Promotion Program (FMPP) is currently aiding North Central region of the United States the most followed by South, Northeast, and West region.

² <https://www.10best.com/interests/food-travel/10-best-farmers'-markets-in-u-s-many-year-round/>

Analysis by Product:

Analyzing different product mixes across all the regions in United States gives more in-depth knowledge and understanding of the product.

For this, we have categorized all the products available in farmers' Markets and the categories are as follows:

Product 1 Dairy & Eggs	Product 2 Produce	Product 3 Meat & Poultry	Product 4 Beverages	Product 5 Others
Cheese, eggs	Organic, Vegetables, Maple, Nuts, Herbs, Mushrooms, Grains, Fruits, Beans, Flowers, Wild Harvested	Seafood, meat and poultry	Wine, coffee and juices	Pet Food, Trees, Soap, Prepared, Plants, Nursery, Honey, Jams, Crafts, Baked goods and Tofu



Aforementioned, the representation of products available in farmers market and their distribution across the regions in United States.

It is clearly visible that **Produce & Others** are the categories which are stocked in maximum count. Explanation to this is the demand & life expectancy of the products which falls under the category.

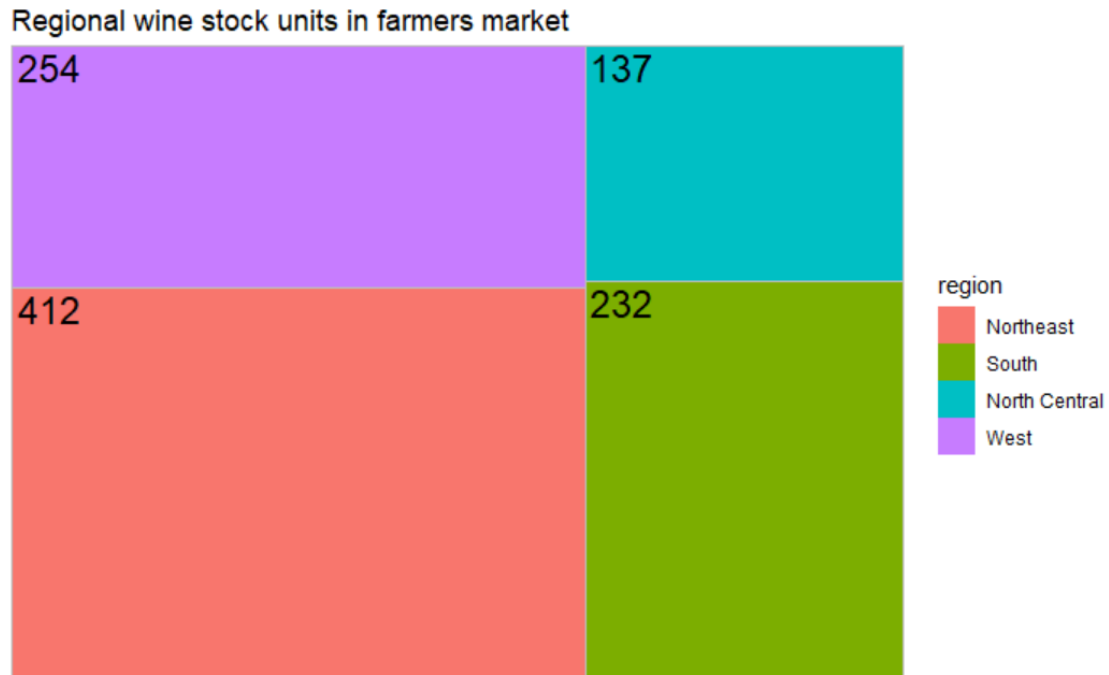
Second, these products are stocked and sold in **South region** in the most numbers. Due, to abundance of the farmers' producing products from produce and others category.

But, its visible that stock of beverages in these regions are the least out of variety of products.

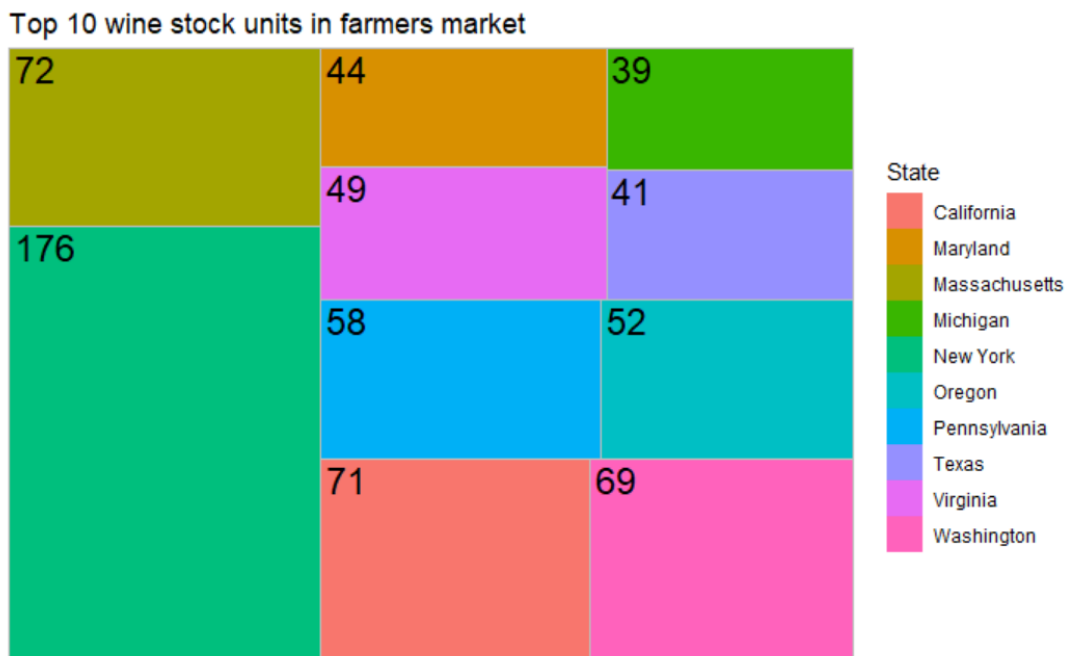
Deep-dive analysis of least stocked product will unveil more information about the same.

Stock of wine in the farmers' market of the United States:

Following is the char which shows stock of the wine as per region and its visible that **North Central** region has **least** stock of wine.



But, on the other side following are the highest states with stock of wine in their respective farmers' markets:



Given tree diagram shows that New York states has maximum has maximum stocks of wine.

Following could be reason why wine stocking and selling is maximum in farmers' markets of metropolitan states mainly New York, Maryland California, Washington etc.

- If alcohol vendors at your market intend to offer samples of their product as a way to encourage sales, they will need to also have a Tasting Permit. Most winery and breweries already have a three-year Tasting Permit but if a vendor that does not have this wishes to offer samples for a singular market/event, they will need to apply for a one-time Tasting Permit and pay a fee of \$30.³

The solution for this problem in North Central regions' wine stocks is hidden in the budgets assigned for beverages in those regions.

³ <http://www.nyfarmers'market.com/selling-and-sampling-alcoholic-beverages-at-farmers'-markets-and-fairs/>

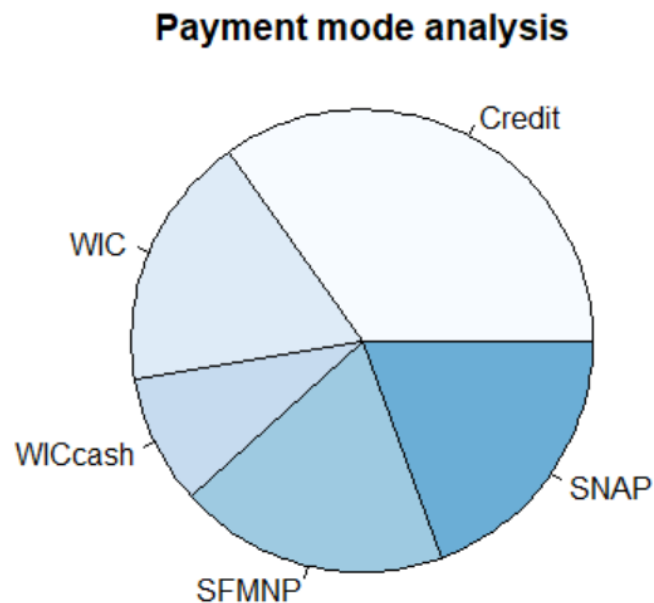
Analysis by Payment Methods:

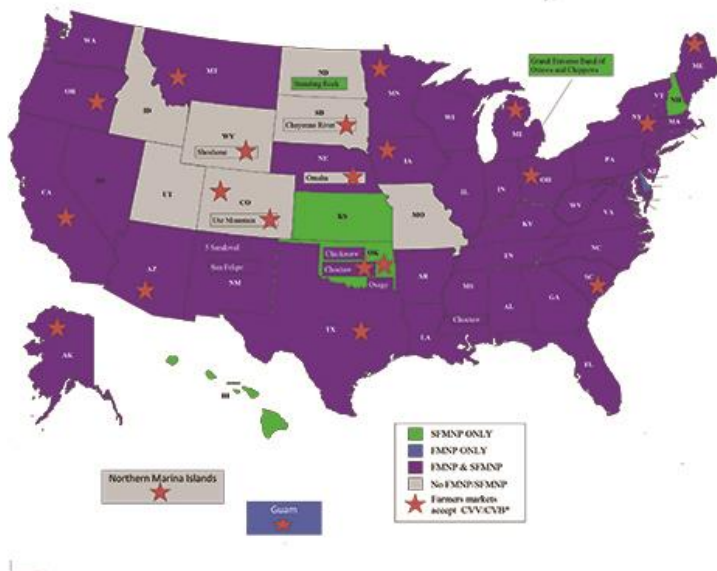
Unlike old times when people use to carry cash to the markets and use to get the transactions done with cash, now majority of the population opt for various electronic methods for payments such as:

- Credit: Using credit card
- SFNMNP: The Seniors Farmers' Market Nutrition Program
- SNAP: The Supplemental Nutrition Assistance Program
- WIC: The Special Supplemental Nutrition Program for Women, Infants, and Children
- Cash

Out of the payment methods used for purchase at the farmers' market **Credit stands first**. Covering over 30% of payment methods. Followed by SNAP, SFMNP, WIC, and Cash.

This analysis portrays government of United States has to invest more in programs such as SNAP, SFMNP, and WIC which aids majority of senior citizens, women and children.





We can see maps of agencies which participates in SFMNP method of payment and it shows that except some states in Central West region of United States, majority of the state agencies participates in this program.

Facts:

- In Fiscal Year (FY) 2017, 811,809 people received SFMNP benefits.⁴
- 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).⁵
- In Fiscal Year (FY) 2017, over 1.7 million WIC participants received FMNP benefits.⁶

⁴ <https://fns-prod.azureedge.net/sites/default/files/sfmnp/SFMNPFactSheet.pdf>

⁵ <https://www.fns.usda.gov/pressrelease/2015/wh-120815>

⁶ <https://fns-prod.azureedge.net/sites/default/files/fmnp/WICFMNPFactSheet.pdf>

Conclusions:

- **The West region** of the United States has **least number of farmers'** markets and so do revenue through it. If budget for farmers' market could be increased for West region by government, it can be beneficial to citizens.
- If **FMPP could focus more on Beverages and meat products** in farmers' market, the popularity in the region may increase **resulting in more sale.**
- **Wine, Coffee, Juices** are the products which are **least in stock** and sale over regions in the United States.
- Even though various payment initiative programs are launched by government in the United States, the **credit mode** still **stands first.** If WIC, SNAP, and SFMNP could be marketed more amongst citizen. It can bring about huge change and benefit.