

FARMERS MARKET REPORT



Amazing Fact:

Farmers markets generate business, and business creates jobs. It is found that fruit and vegetable farms selling into local and regional markets employ 13 full-time workers per \$1 million in revenue earned. Comparatively, fruit and vegetable farms that are not selling locally employed only three full-time workers per \$1 million in revenue.

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TABLE OF CONTENTS

Chapter-1
Introduction

Chapter-2
Distribution of the farmers market across the US

Chapter-3
Products availability across farmers market in the US

Chapter-4
Online social media presence of farmers market in the US

Chapter-5
Payment methods used in farmer's market in the US

Chapter-6
Conclusion & References

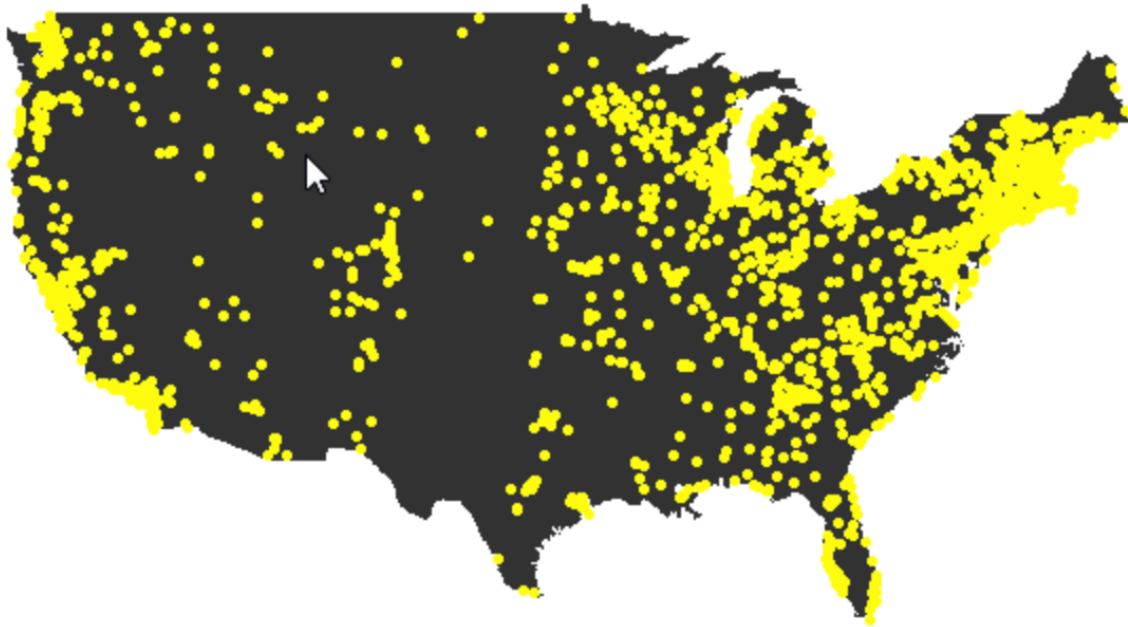
INTRODUCTION

Farmer's markets are defined as fixed locations where several farmers gather to sell their own products at recurring times. These are often located in the middle of cities and towns. Some markets are open seasonally, while others are open on weekends or daily, especially those located in big cities. Farmer's markets are a fundamental part of the urban-rural interface, they have continued to grow in popularity, mostly due to the growing consumer interest in obtaining fresh products, especially produce directly from the farm. Farmer's markets allow consumers to have access to locally grown, farm-fresh produce, enable farmers to develop personal relationships with their customers, and cultivate consumer loyalty with the farmers who grow the produce. Direct marketing of farm products through farmer's markets continues to be a significant sales outlet for agricultural producers nationwide. These markets connect consumers with where and how their food is grown, creates new economic opportunities for producers, and draws young people back to rural communities. It fosters appreciation for America's farms and ranches and marketing opportunities for farmers, ranchers, chefs, and local food businesses. Several government authorities promote this movement by introducing various promotion programs some of them are:

- **Farmers Market Promotion Program (FMPP)**, administered by USDA's Agricultural Marketing Service (AMS). The program awards competitive grants, with the goal of expanding access to locally produced agriculture products and developing new market opportunities for farms and ranches participating in direct farmer-to-consumer marketing.
- The **Seniors Farmers' Market Nutrition Program (SFMNP)** is designed to provide low-income seniors with access to locally grown fruits, vegetables, honey and herbs, b) Increase the domestic consumption of agricultural commodities through farmers' markets, roadside stands, and community supported agricultural programs, c) Aid in the development of new and additional farmers' markets, roadside stands, and community support agricultural programs.
- The **Supplemental Nutrition Assistance Program (SNAP)** provides nutrition benefits to supplement the food budget of needy families so they can purchase healthy food and move towards self-sufficiency.
- The Special Supplemental Nutrition Program for **Women, Infants, and Children (WIC)** provides federal grants to states for supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.

Distribution of the farmers market across the US

Organic Farmers Market Across US

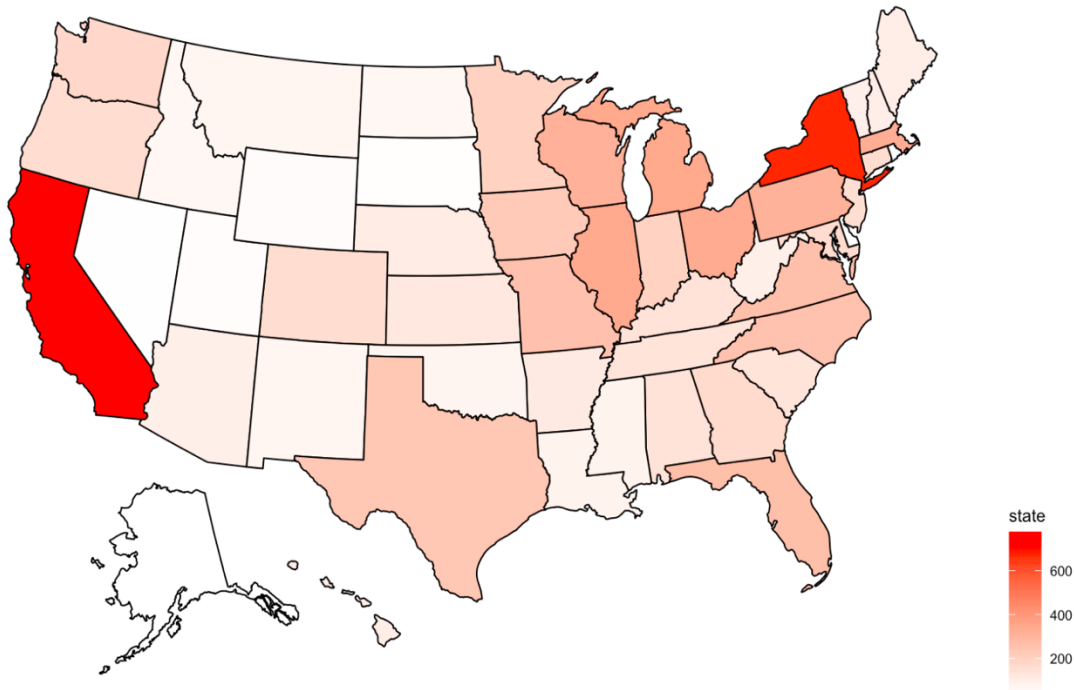


A distribution of organic farmers market across US is illustrated. It is observed that Coastal regions has majority of organic farmers market. Further, East coast has a greater number of organic farmers as market compared to West Coast.

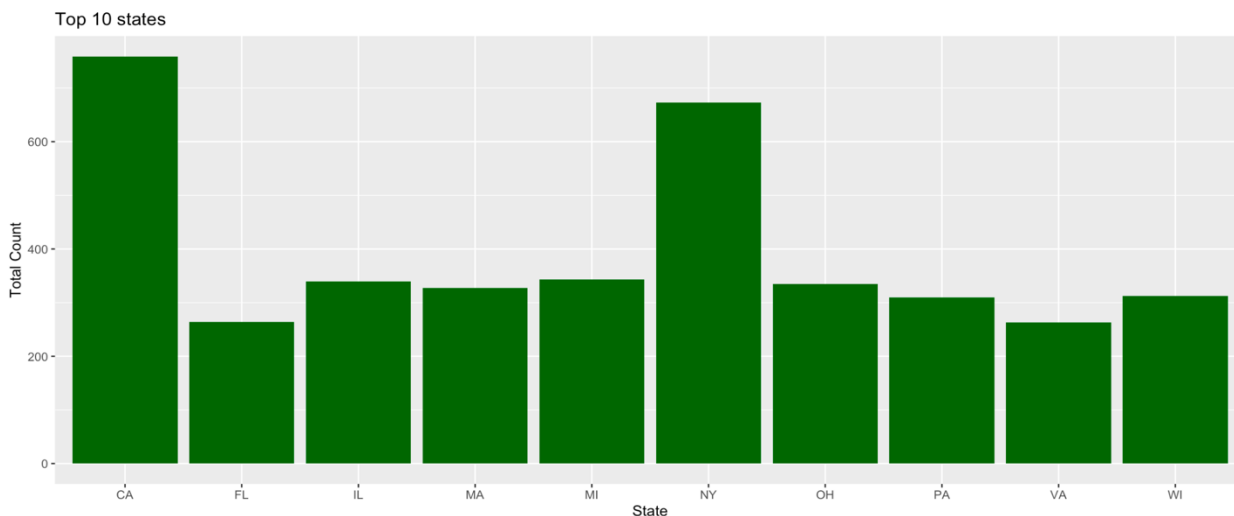
Do You Know?

Three out of four farmers who sell at farmers markets use practices that meet or exceed organic standards.

State-wise farmers market count

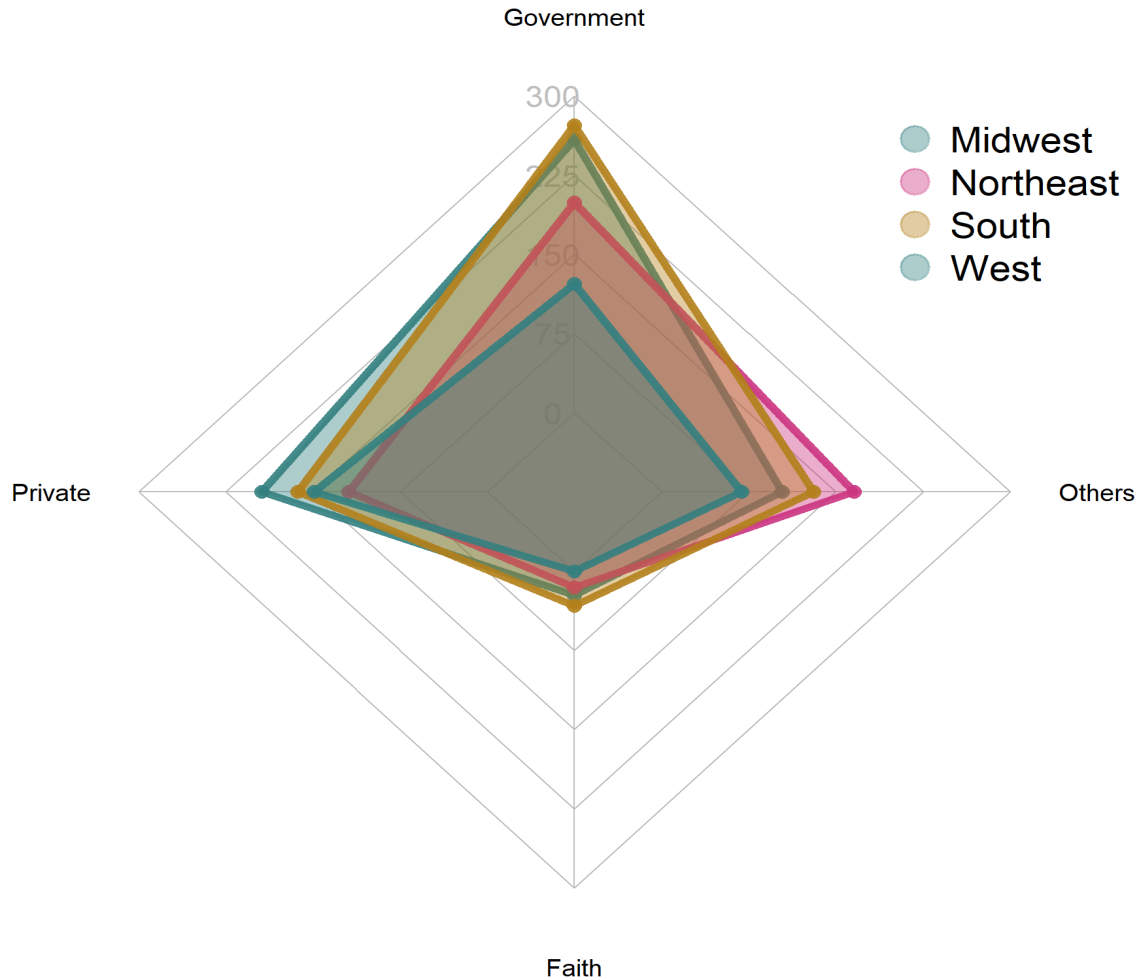


- The above Choropleth map represents state wise distribution count of farmer's market across the US.
- It illustrates that States like California and New York has the highest number of farmer's market as compared to other states. With a count greater than 600.



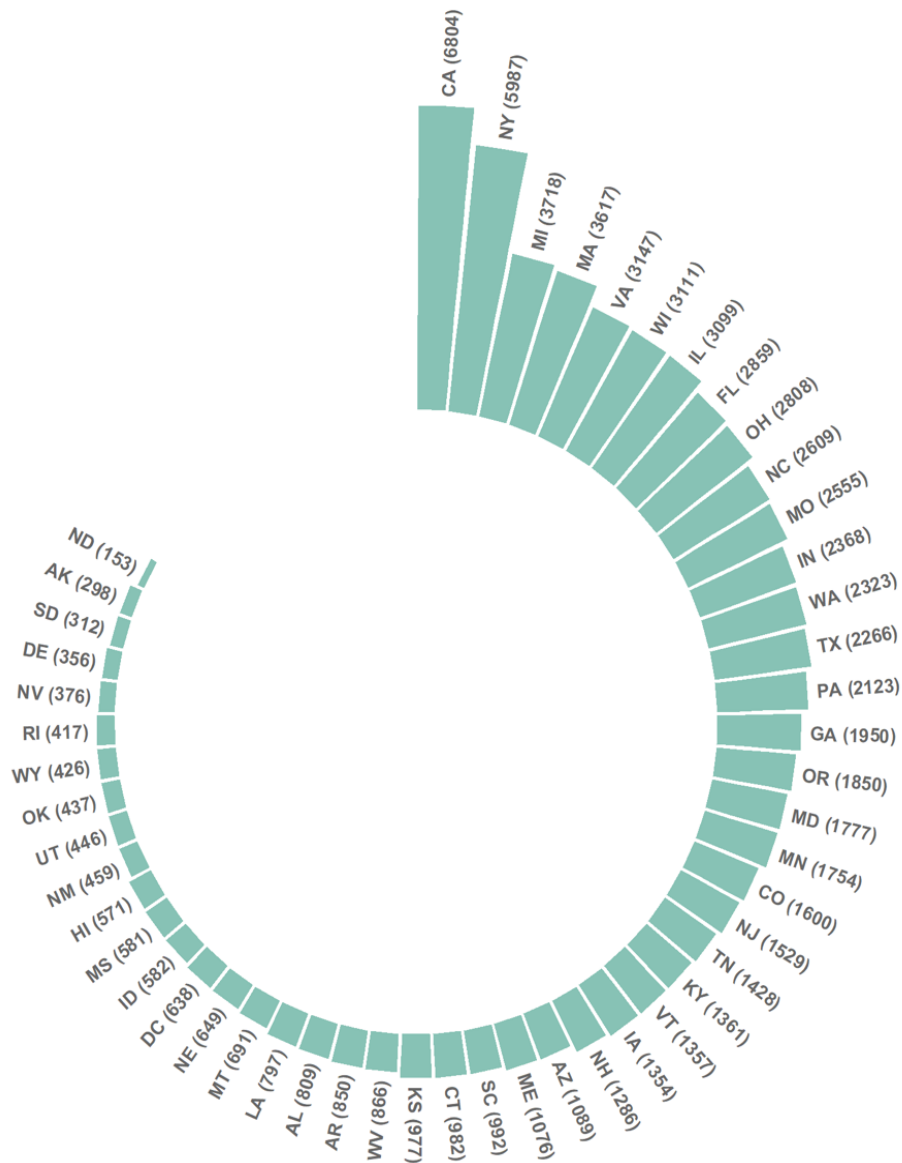
➤ Top 10 states with highest number of farmer's market in the US.

Locations of farmers market



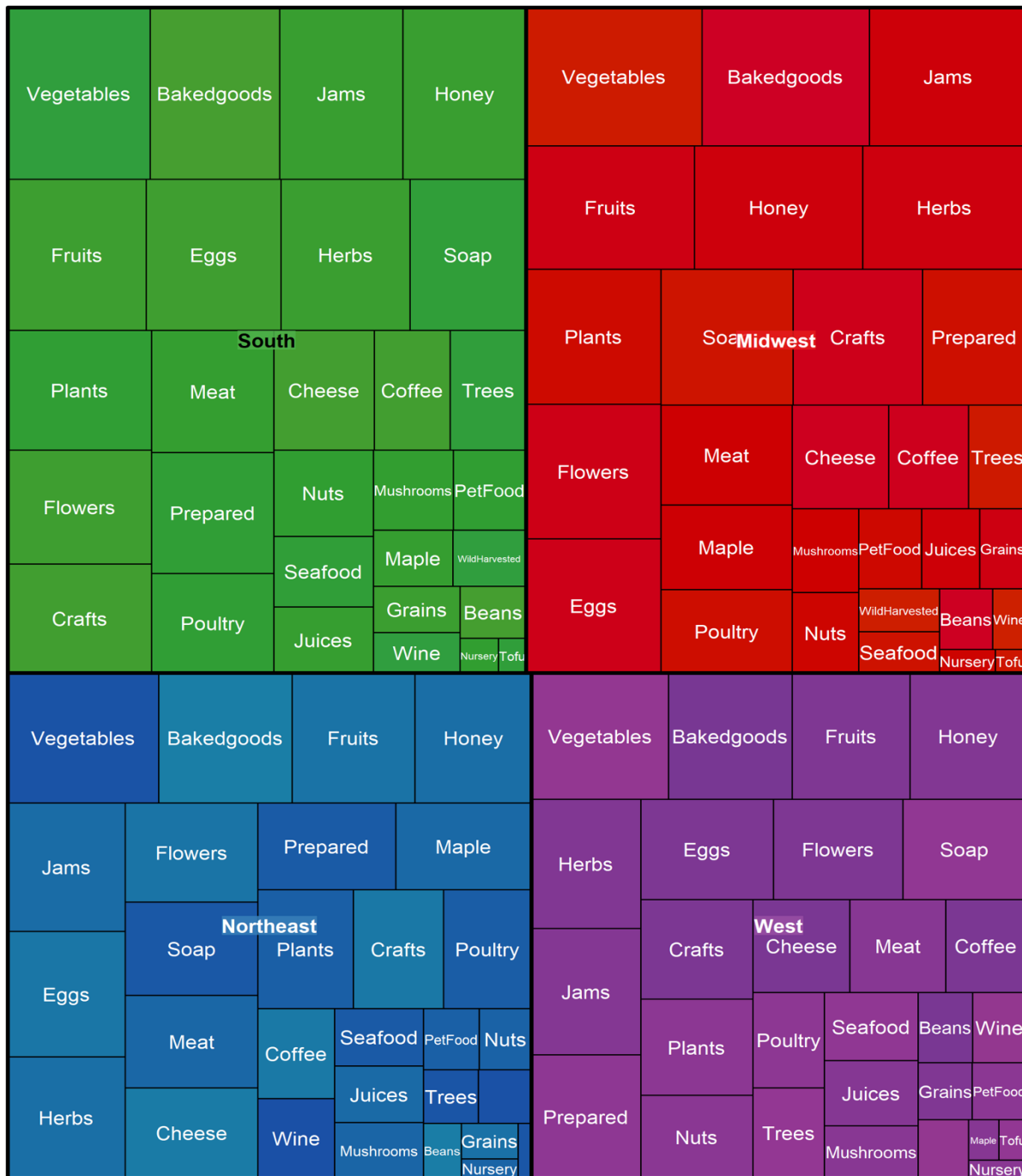
This radar chart shows that in which region farmer's market are located on what type of grounds. There are mainly are mainly 3 types of grounds: government, private, faith (churches, mosques, etc.), few miscellaneous grounds. It is observed that most of the markets are located on government grounds.

Products availability across farmers market in the US



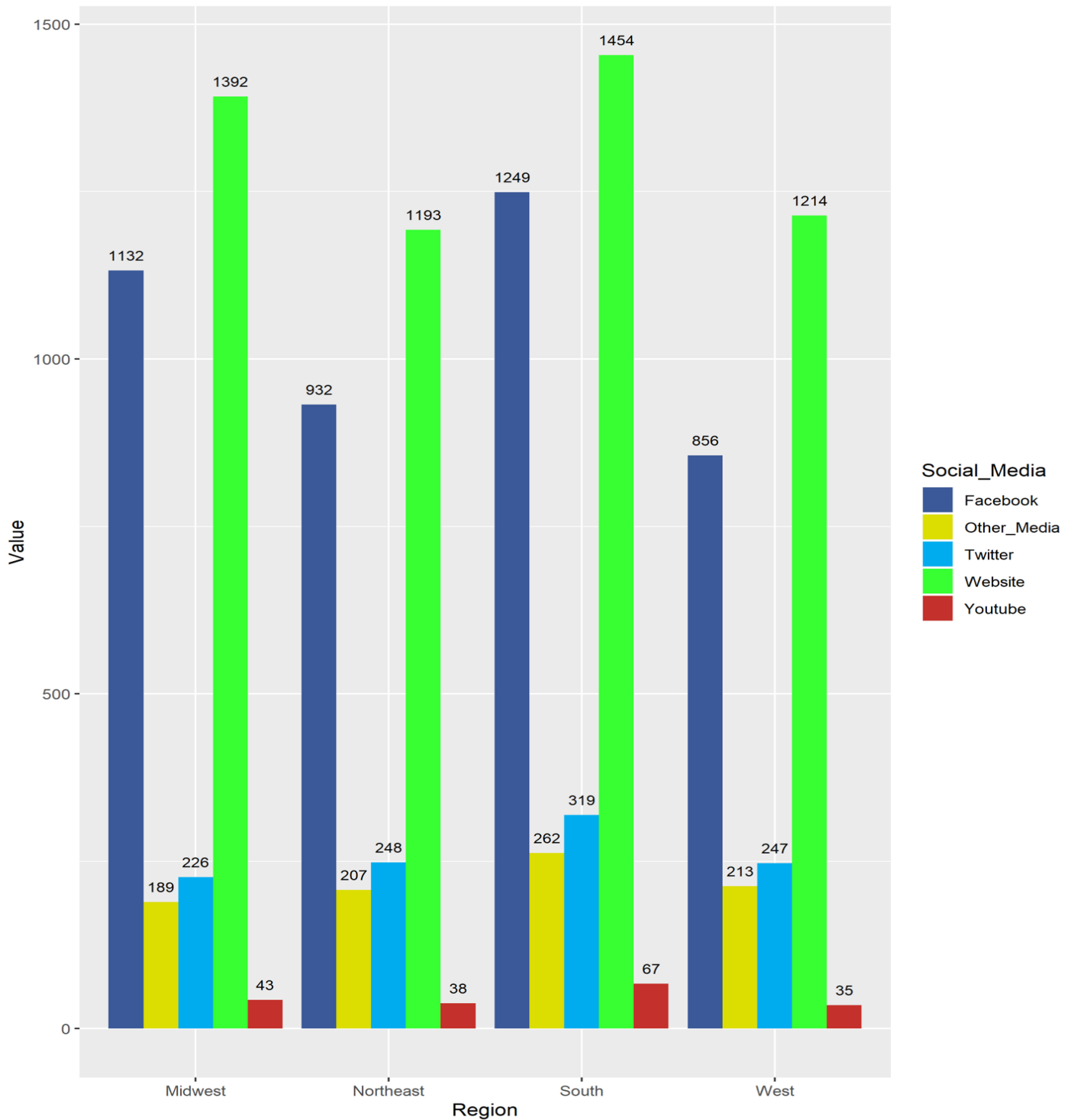
This graph shows which state in the US has the highest number of products available in their farmer's market. As CA has highest number of farmer's market thus it has highest number of product availability.

value



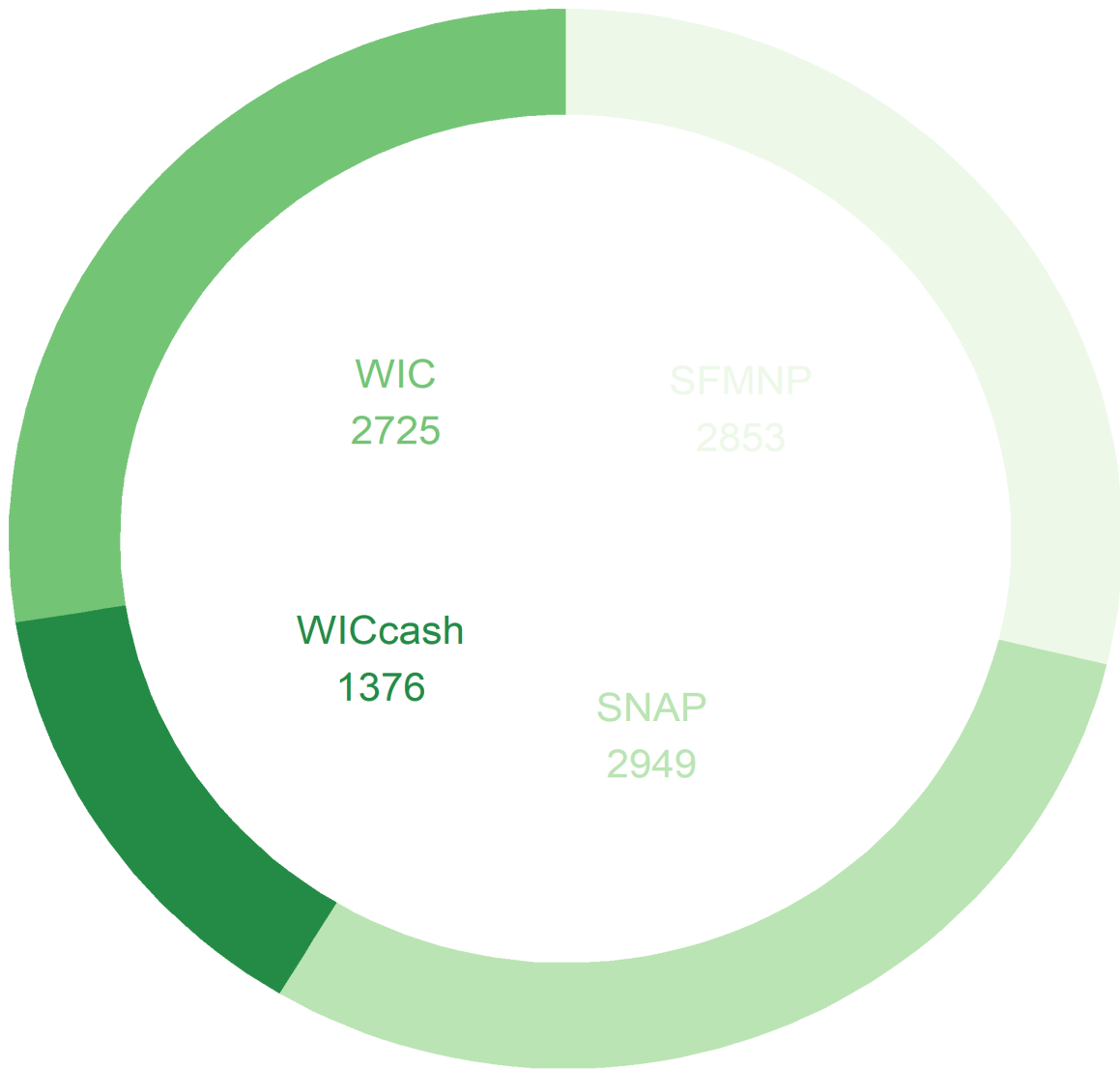
This tree map tells which product type is most available in which region. Larger the box more the count in farmer's market. Bottom-rights are the least value and top-left are highest.

Online social media presence of farmers market in the US



Social media is a great way to promote farmer's market, thus most of the farmer's has a website and a Facebook page for their markets. In south region most farmer markets have social media presence.

Payment methods used in farmer's market in the US



All the farmer's market accept credit as a payment mode. This graph shows which farmer market accepts government designed schemes for the welfare of the people.

Conclusions

With an increase of 300% farmer markets in the last 25 years and the positive impact of social media and e-commerce coupled with the benefits for underprivileged and old citizens, the sales and the growth of farmer markets looks to be in the right direction.

References

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