



IE 6600, Project 1

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Section: 03

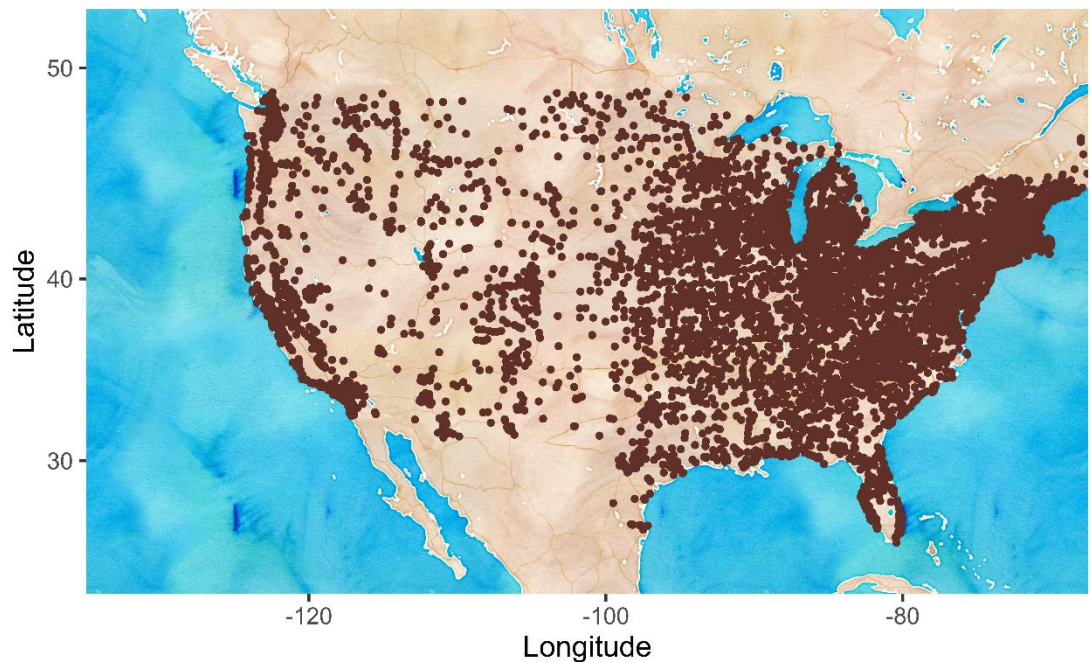
UNITED STATES FARMER MARKET REPORT.

Photo by Houstonia

Distribution of the Farmer Markets in the United States

The geographic distribution of the farmer market clearly shows a higher density towards the East coast as compared to the West coast. The Southwest region has the least concentration of farmer

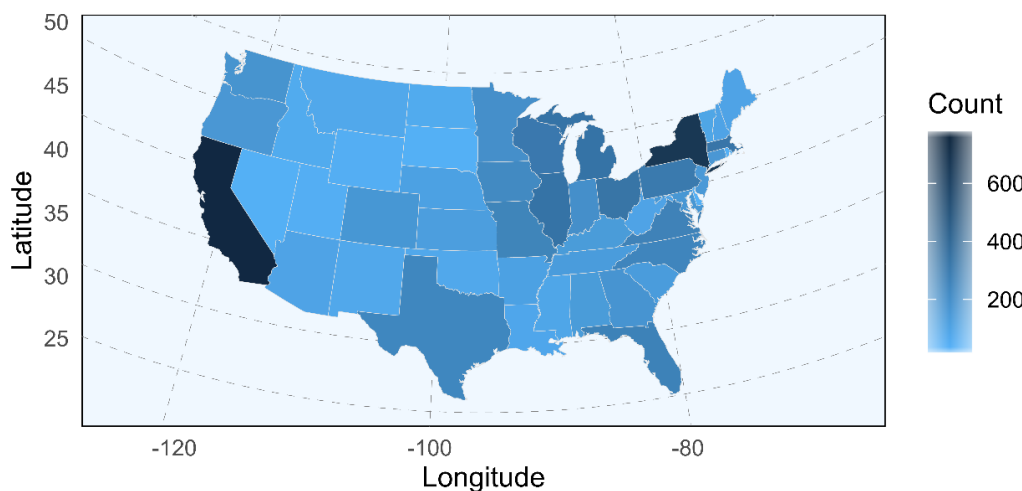
Distribution of US Farmer Markets



markets. It can be verified by the report submitted by the United States Department of Agriculture's, Farmer Markets Promotion Program of 2016, where the Southwest region received the least amount of grants.

State-wise concentration of the Farmer Markets

Concentration of Farmer Markets in US States

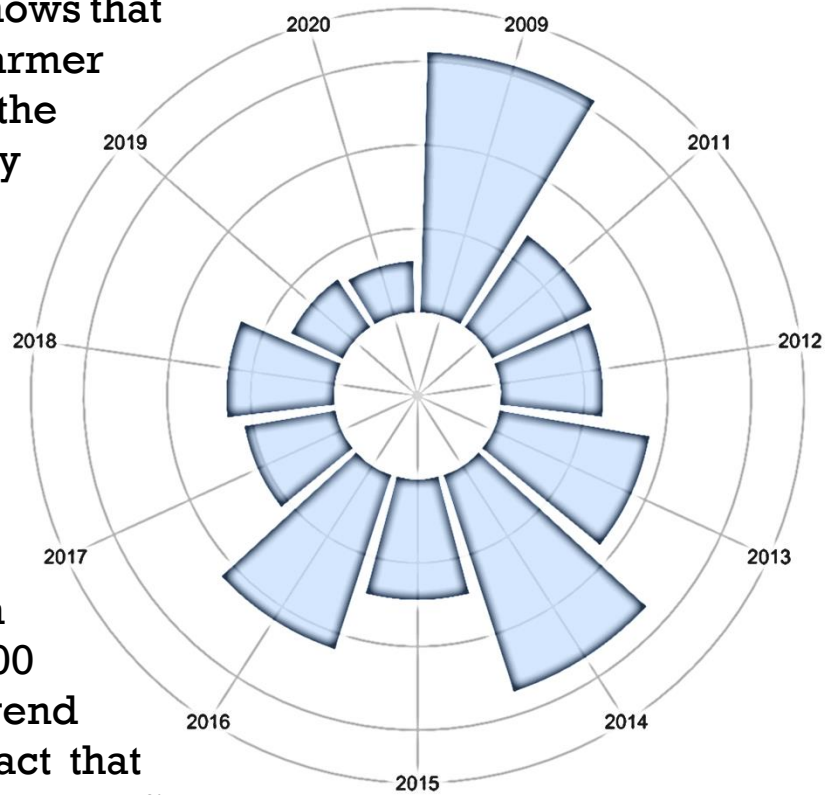


Farmer Markets are mostly concentrated in the states of California, New York, and Michigan, with California having the most number of farmer markets. Farmer markets in

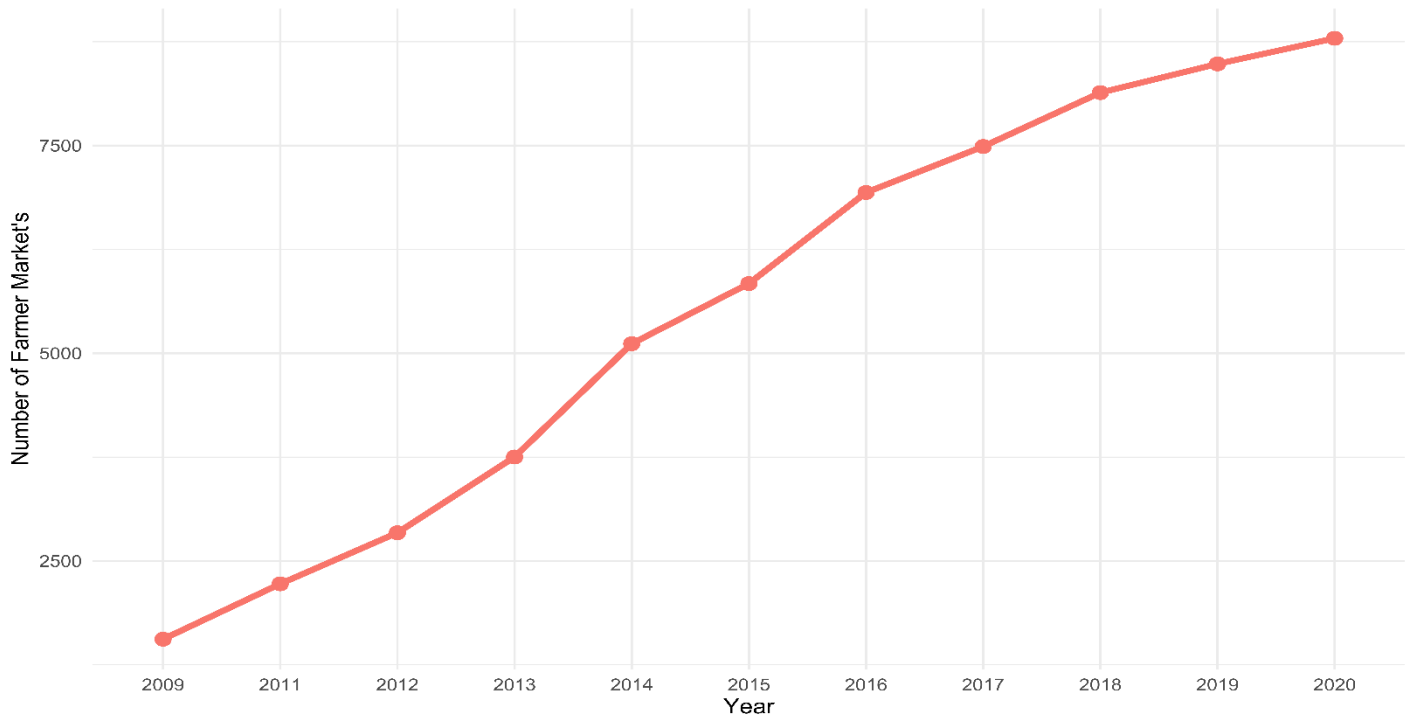
California received a funding of almost 19 million dollars in the fiscal year of 2019 as per the report submitted by the USDA's Agricultural Marketing Service.

Year Over Year Growth of Farmer Market's

The Circular Bar-plot clearly shows that the maximum number of farmer markets introduced was in the fiscal year of 2009, followed by the year of 2014 and 2016. The year over year growth line graph of United States farmer markets shows an increasing trend in the growth of farmer markets. Most growth in the number of farmer markets was seen from the fiscal year 2013 to the year 2014, with an increase of more than 1300 markets in a single year. The trend line is also indicative of the fact that the most growth rate was from the fiscal year 2009 until the year 2016. The growth rate steadily started decreasing after the year 2016, and the least growth was seen from the year 2019 to the year of 2020.



Year Over Year Growth of United States Farmer Market's

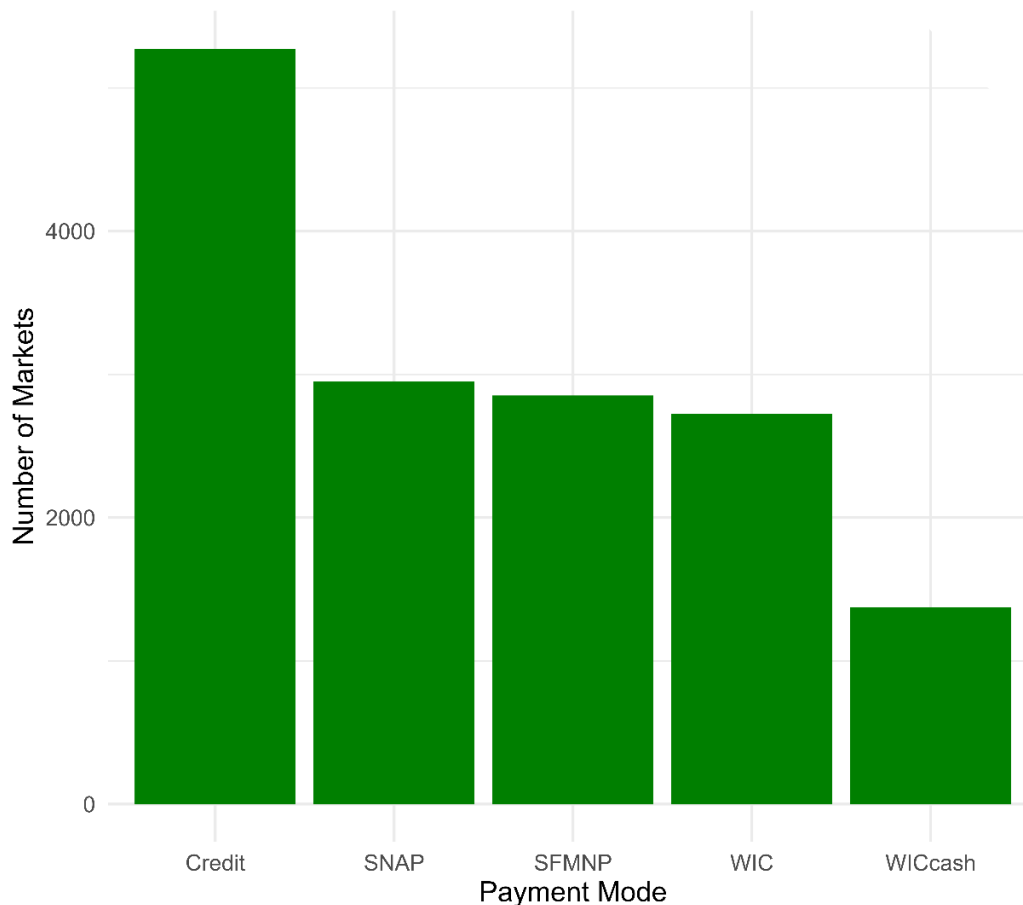


Widely Accepted Payment Methods

Credit-based payment the system is the most commonly accepted payment mode in the Farmer Markets. The next most widely accepted payment method is the Supplemental Nutrition Assistance Program (SNAP), which amounts to nearly half of the credit-based system.

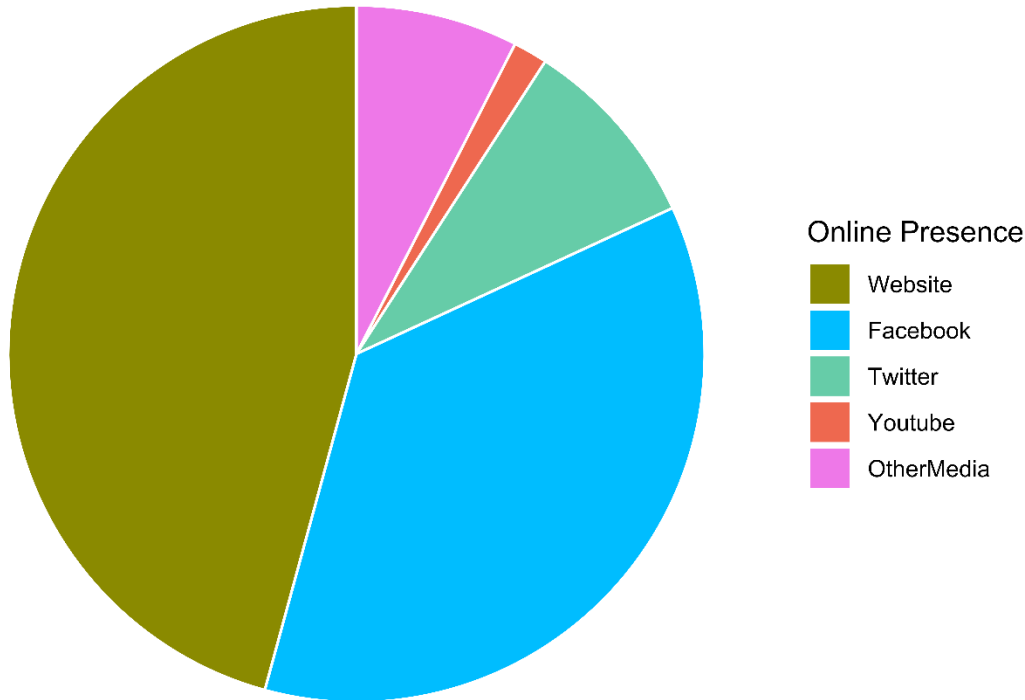


The Senior Farmer's Market Nutrition Program (SFMNP) and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) comes on the third and fourth numbers on the



most accepted payment methods, respectively. The WICcash based payment system has the least amount of acceptance rate, and the number of markets accepting such kind of payment method is almost one fourth when compared to the Credit based system.

Distribution of Social Media handles and Websites



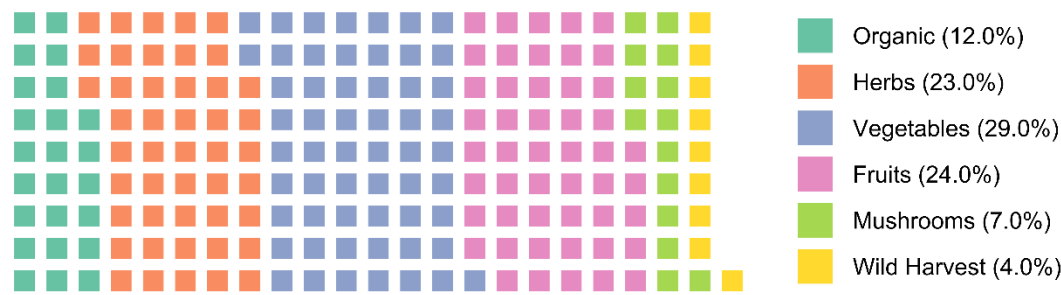
Farmer Market's mostly used Websites and Facebook pages to spread awareness and information regarding their work and how they can be useful for the community and the families within the community. A significant amount of farmer markets also use Twitter handles to share information and update people with any time-sensitive information. Quite a few farmer markets also have a YouTube channel where they can upload videos and share information in a video format.



Source: Google

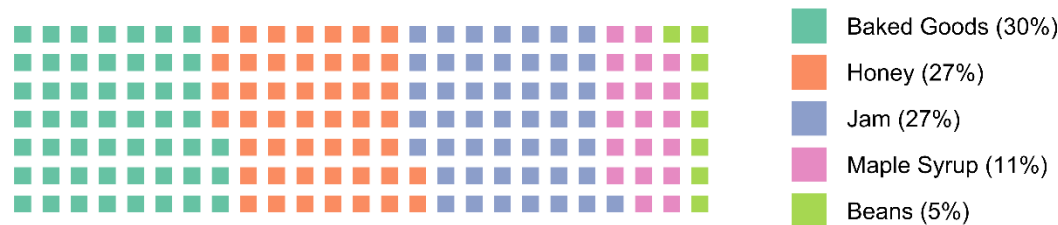
Distribution of Product Share by Category:

Produce Products Distribution



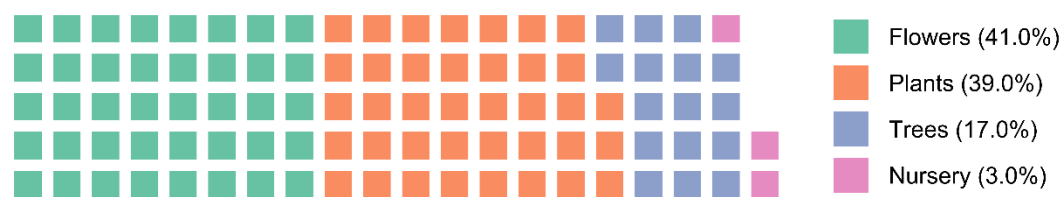
29% of Farmer Market’s selling produce consists of Vegetables and 24% of markets having produce sell Fruits. Herbs accommodate 23% of the total share of produce sold at farmer markets, and Organic food consists of 12%. Mushrooms and Wild Harvest comprised of 7% and 4% of crop sold at farmer markets.

Pantry Products Distribution



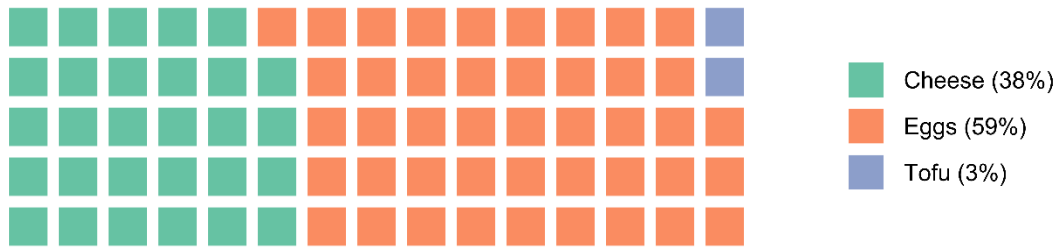
Farmer Market’s selling pantry products mostly contain Baked Goods, with 30% of markets selling it. Honey and Jam each rank on the 2nd number, with 27% of each being sold. 11% of pantry products sold consist of Maple Syrup, and 5% percent of products sold consist of Beans.

Nursery Products Distribution



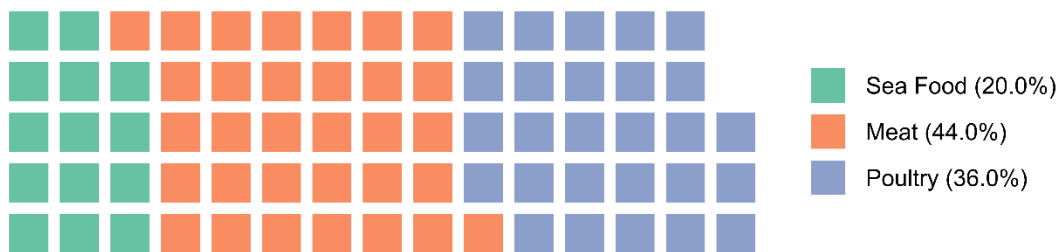
Flowers accommodate for 41% of the nursery products being sold at Farmer Markets. Plants rank on the 2nd number, with 39% of nursey products being sold plant. Trees rank in the 3rd position with 17% of Farmer Market’s selling them.

Dairy Products Distribution



Farmer Market's selling dairy products accommodate 59% of their total share with Eggs, Cheese products contribute a total of 38% of their stock, and very few farmer markets only 3% of them have Tofu in their inventory.

Meat Products Distribution



Farmer markets selling meat products, almost 44% of those sell meat. Poultry ranks on the 2nd place, with 36% markets selling them. One-fifth, that is, 20% of the farmer markets sell Sea Food.

Beverages Types Distribution



Farmer Market's selling Beverage products almost half of them, that is, around 46% sell Coffee. Juices are available at 32% of the farmer markets. Quite a few farmer markets i.e., 22% of them sell Wine.

Conclusion:

From this Farmer Market Project Report, we can conclude that the farmer markets in the United States are dispersed in every state, and there is at least one farmer market in big cities with high population concentration. Even though the trend line shows a decrease in growth rate in the number of farmer markets, we can still be optimistic about the fact that more and more farmer markets will be introduced in smaller cities with lower population concentration. A vast sum of farmer markets accepts payment via the Promotional Programs offered by the USDA's Agricultural Marketing Services. This can be indicative of the fact that underprivileged families, senior citizens, and children are reaping the benefits provided by the USDA. Farmer markets also growing their online presence and are expanding the range of social media channels they use to communicate. We can tell that the increase in the online presence of the farmer market is surely grabbing a considerable crowd. If was to summaries this report in one line, then I would say that the United States Farmer's Market is the most cost-effective and efficient program which delivers as per the planned intentions.

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