



US Farmer Market Report

- Suman Ravichandran

Highlights

This report takes us through the Farmer Markets in the USA by analyzing their geography, seasonality, product distribution, social media presence, premises and payment modes.

The report presents wide range of illustrations through graphical and textual contents which help us understand the nature and the growth of Farmer Markets in the USA.

Inside This Report

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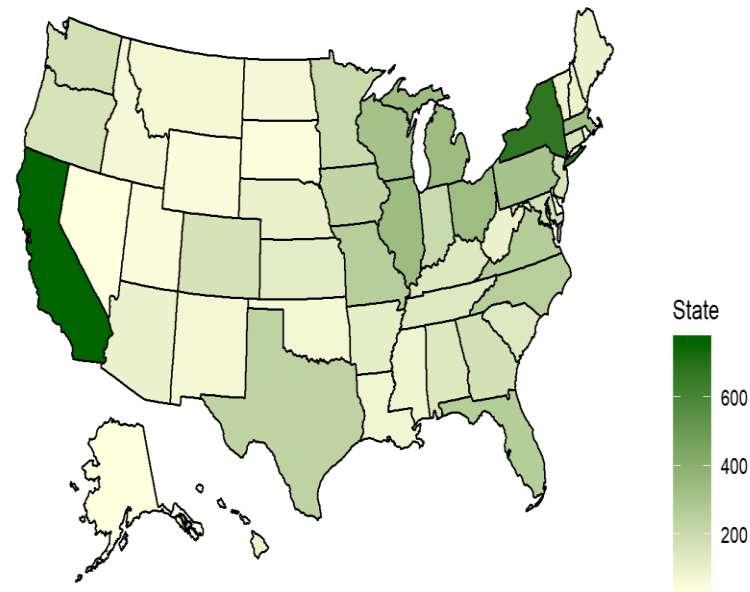
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Farmer Market

Farmer market is a public and recurring assembly of farmers or their representatives selling the food that they produced directly to consumers by shortening the supply chain. Farmers markets facilitate personal connections and bonds of mutual benefits between farmers, shoppers, and communities.

The number of farmer markets have grown by 300% in the last 25 years across the USA. Farmers markets vary in size and always reflect a region's agriculture and seasons. Some markets concentrate on produce, while others carry everything from fruits and vegetables to baked goods, meat, eggs, flowers, and dairy products. Some may carry locally made crafts or prepared foods as a complement to the agricultural products they sell. As the number of markets grows, so does the variety of foods available.

Farmer Markets spread across USA



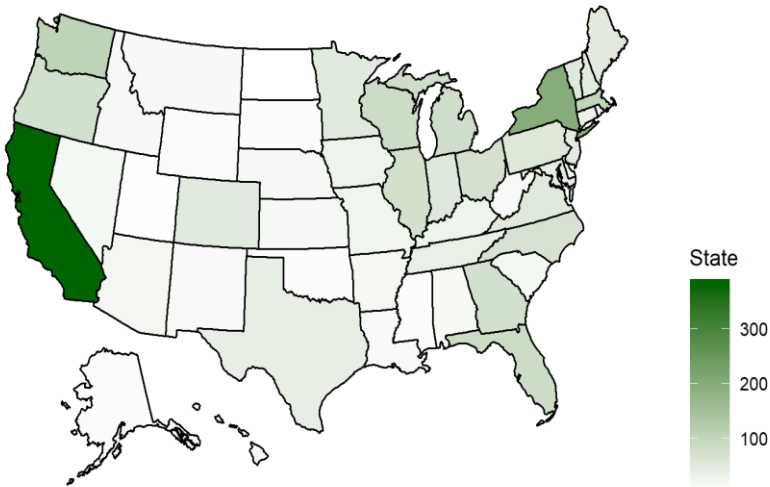
Did you know?

Farmer markets
employ 13 workers
per \$1 Million
Revenue earned.

The great thing about farmers markets is that if you are ever unsure about what a product is, where it came from, or how it was grown, you can just ask! Some direct-marketing farms even offer tours.

More than 50% of the farmers had to travel less than 10 miles to sell their homegrown products to the consumers. American farmers receive only 17.4 cents of every dollar American's spent on food. At farmers markets, farmers head hope with upwards of 90 cents on the dollar. Shopping at a farmers market is also a wholly unique experience where farmers and shoppers get to know each other, do business, and help each other.

Organic Farmer Markets spread across USA



Organic Farmer Markets

The Organic Farmer markets are those which sell organic products to its consumers. Three out of four farmers who sell at farmers markets use practices that meet or exceed organic standards. The organic farmer markets are predominantly present on the coastal states with the highest number of organic farmers being in California.

Nearly 50% of all the organic farmer markets are present in the states close to the water-bodies.

A certification agency accredited by the Department of Agriculture checks annually that the farm is complying with organic standards. The exception: Farmers with yearly sales of less than \$5,000 do not need to be certified to use the term organic.

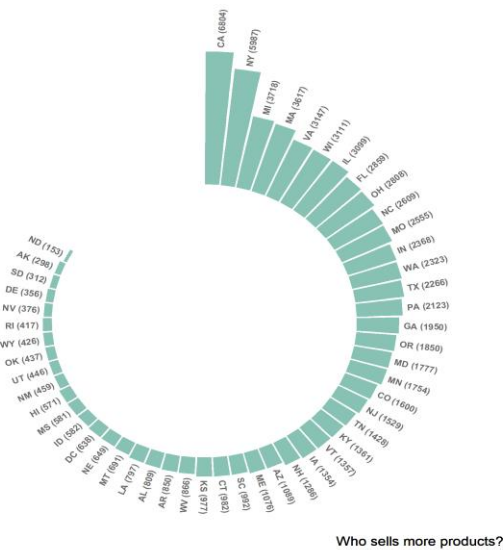
Did you know?

The survey further found that more than one-third of those sales (\$3 billion) were made directly to consumers via farmers markets, CSAs, farm stands, and the like.

Distribution of Organic Farmer market



State-wise product distribution



Farmer Markets Products

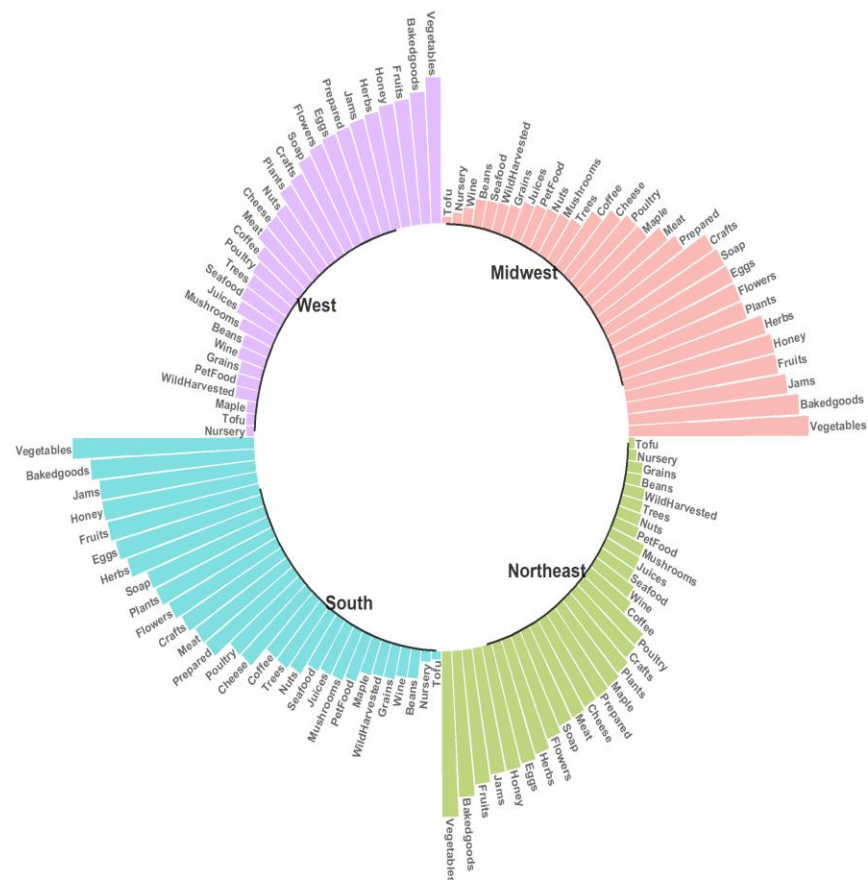
The farmer market sells a range of 29 different types of products across all the regions in the USA. California being the most dominant in terms of organic and also the number of farmer markets offering products more than any other State across the USA. The offerings are directly proportional to the number of farmer markets present in the state as California, New York, Michigan and Massachusetts also have more number of farmer markets compared to other States.

From the Region wise product distribution, we can infer that the Vegetables, Baked-goods, Jams and Fruits are predominantly higher than other products across all the four regions

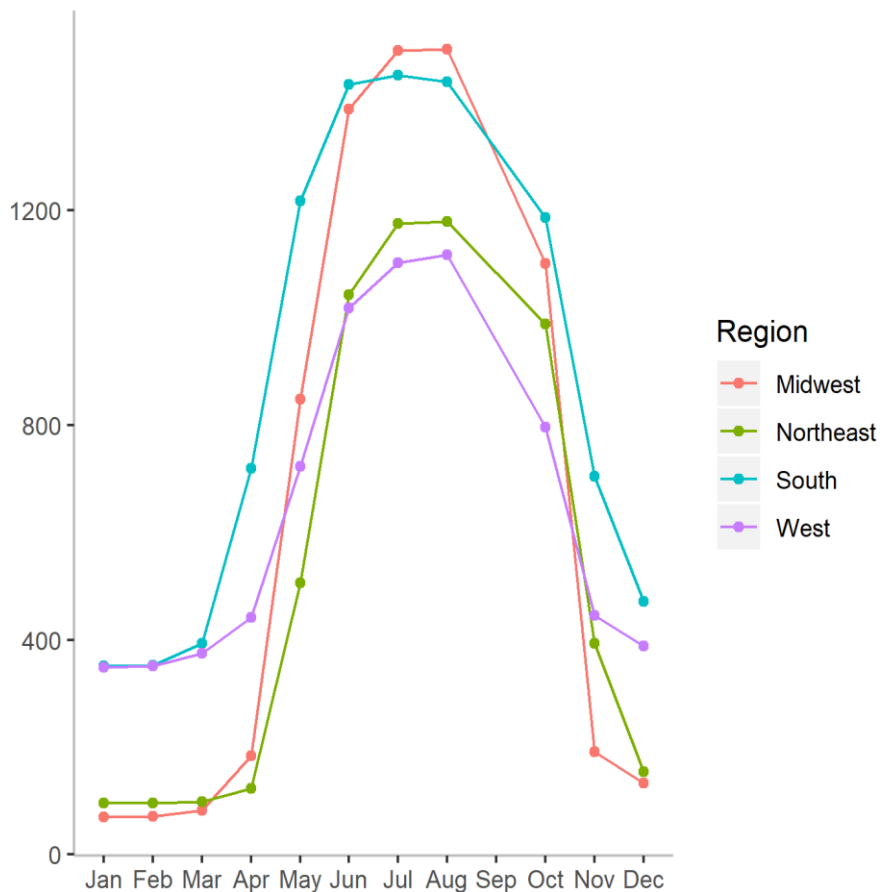
Did you know?

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Product Region-wise Distribution



Farmer markets availability month-wise



Farmer Markets Seasons

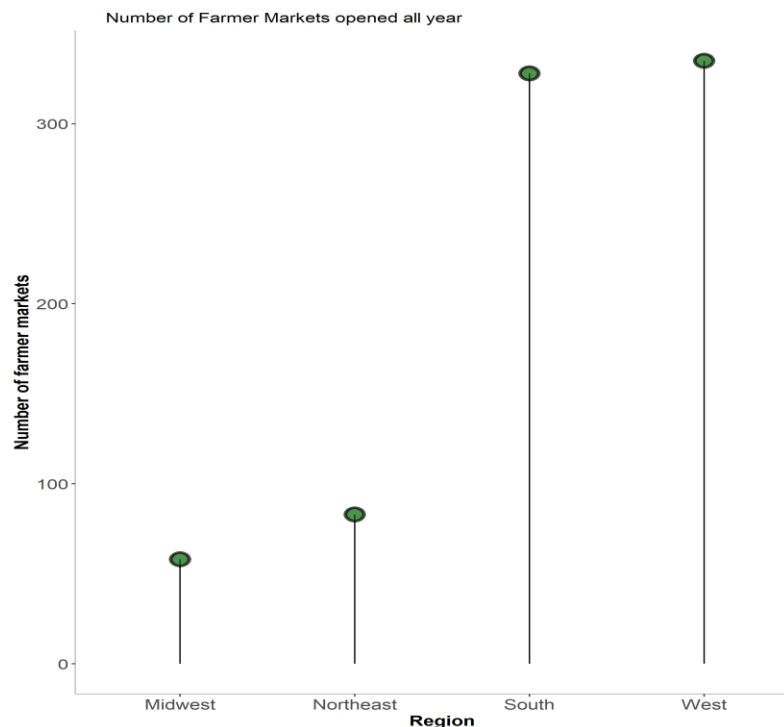
Farmers markets vary in size and always reflect a region's agriculture and seasons. Some markets are seasonal and comprised of a small number of vendors, while others involve hundreds of vendors and take place year-round. What is at market depends on a combination of location, season, and market rules about what can be sold.

Peak harvest season is usually peak market season, and some markets are only open in the spring, summer, and early autumn. In 2010, roughly 15% of all farmers markets were open in the winter months. Nevertheless, year-round farmers market thrive in many states.

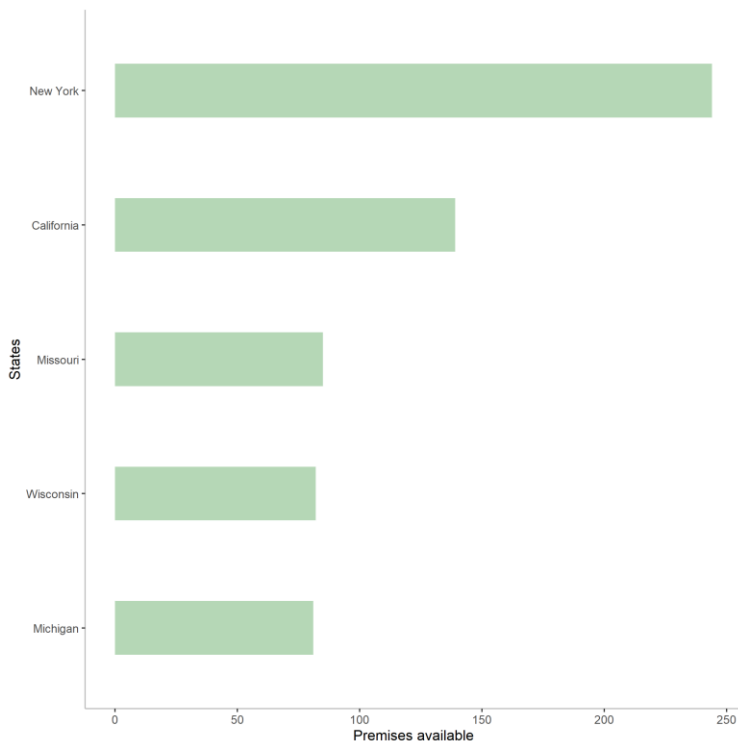
Even in colder climates, farmers are implementing a variety of season-extending techniques that can protect crops from frosts and allow them to be picked and sold fresh for more weeks of the year. You can learn more about what is seasonally available in your community here.

Did you know?

Nearly 10% of the farmer markets are open throughout the year (From given data)



Highest number of Farmer market premises per State



Farmer Markets Premises

The Farmers' market is set up across various cities and rural places in USA in places that either belong to a local government, educational institution, a private parking lot, faith-based institutions like Church, Mosque, Temple, healthcare institutions, etc.

The number of farmer market in the premises of the local government is comparatively higher than the other premises. The Southern states have the highest number of premises for farmer market compared to the other three regions.

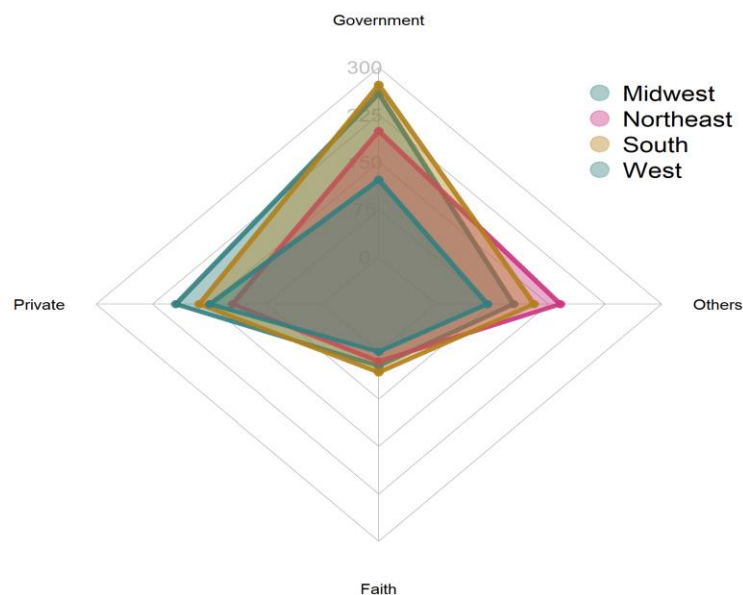
New York and California stand out in most of the segments and they also have the highest number of premises to host the farmer markets.

From the given data, there are about 2522 locations where the farmer markets are hosted and New York covers roughly about 10% of the overall available premises across the United States of America.

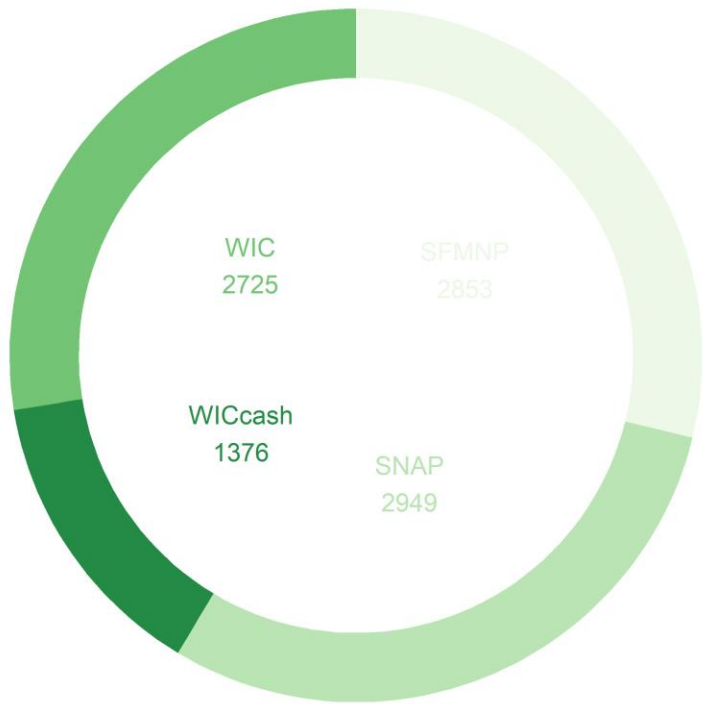
Farmer Market Premises Region-wise Distribution

Did you know?

82 percent of markets are self-sustaining; market income is sufficient to pay for all costs associated with the operation of the market (not including grant or in-kind support).



Farmer markets that support Special Payment Programs



The Supplemental Nutrition Assistance Program (SNAP) provides over 45 million low-income Americans with monthly benefits that can be used to purchase most foods and beverages. Each year program participants spend roughly \$70 billion in SNAP benefits, including more than \$22.4 million at farmers markets in 2017

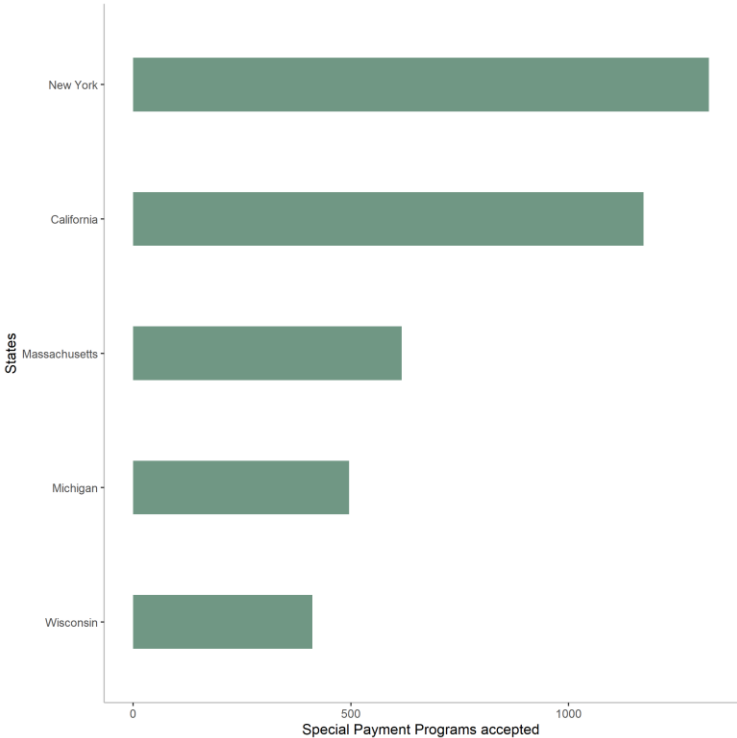
Did you know?
In Fiscal Year (FY) 2017, 811,809 people received SFMNP benefits

Farmer Markets Payment-modes:

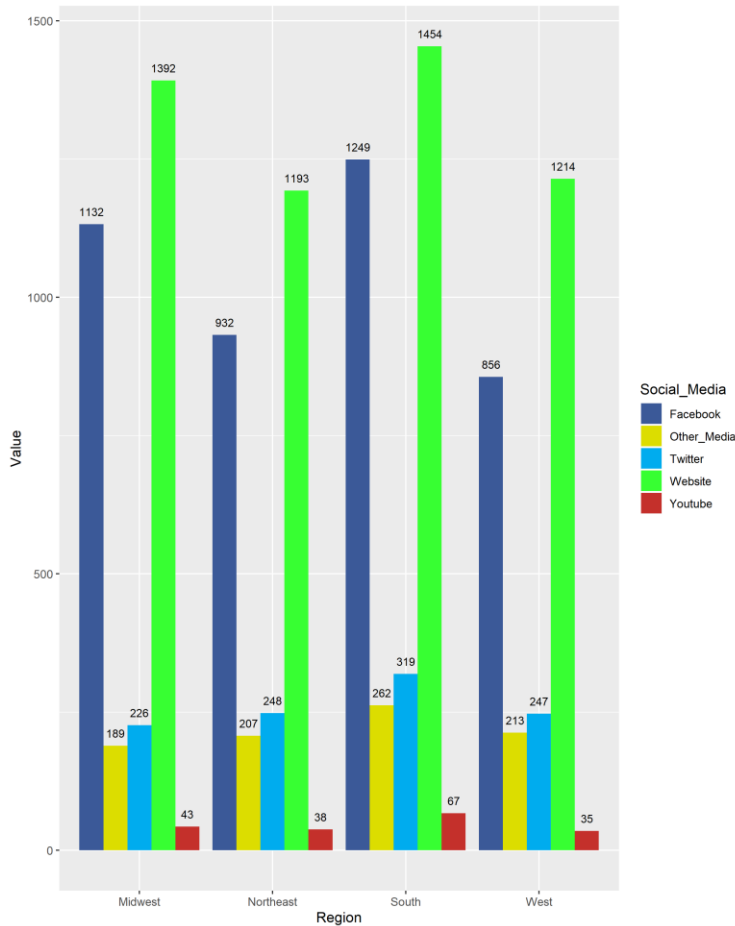
The Seniors Farmers' Market Nutrition Program (SFMNP) is designed to: Provide low-income seniors with access to locally grown fruits, vegetables, honey and herbs. Increase the domestic consumption of agricultural commodities through farmers' markets, roadside stands, and community supported agricultural programs. Aid in the development of new and additional farmers' markets, roadside stands, and community support agricultural programs.

The WIC Farmers' Market Nutrition Program (FMNP) is associated with the Special Supplemental Nutrition Program for Women, Infants and Children, popularly known as WIC. Eligible WIC participants are issued FMNP coupons in addition to their regular WIC benefits. These coupons can be used to buy eligible foods from farmers, farmers' markets or roadside stands.

States with highest number of Special Payment Program



Farmer markets' Online Presence



Did you know?

There are another 2,000 farmers markets on Facebook who are large and small, seasonal or year-round, urban or rural, patronized by affluent customers or those from low-income communities

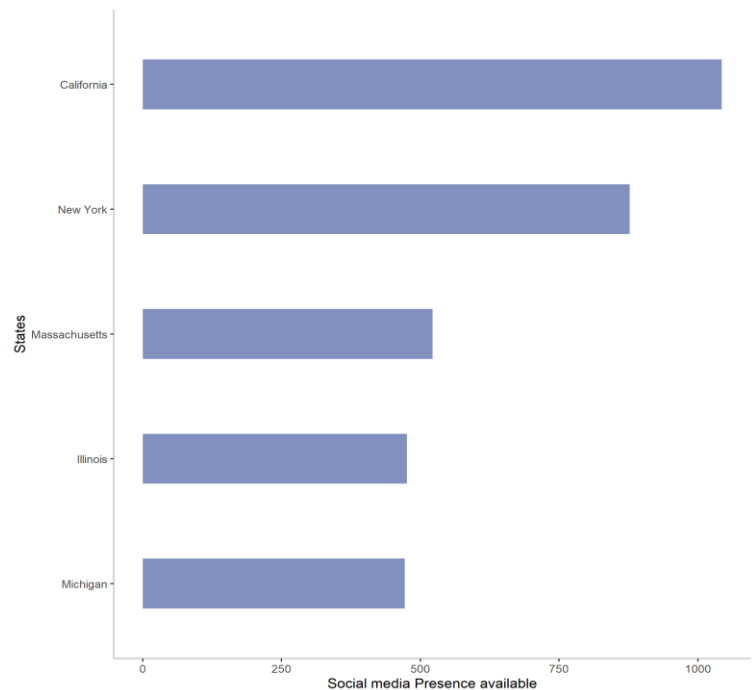
Social Media Impact

Food entrepreneurs have been known to launch their products at farmer's markets—everyone from bakers to fudge makers to artisanal jam makers started by selling at farmers markets. There are websites out there like Amazon and Etsy that make it easy for you to e-tail your products, but the word-of-mouth capabilities of farmers markets are not to be ignored.

In fact, you can pair your offline efforts, like hosting a booth, with your online efforts, like Twitter and Facebook. Social media has been a significant factor in most small businesses that have gotten any kind of viral promotion.

The online presence through Websites has the highest presence followed by Facebook in every region. The other social media platforms like Youtube, Twitter which constitute less than 25% of the overall online presence.

States with highest Social media presence



Conclusion:

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.

Also, the research conducted by the College of Agricultural Science of the Penn State University has shown an increasing trend in the number of farmer markets every year since 1994. With the visualizations and analysis that we have done in this report, it is evident that the growth pattern shown by Penn State University holds for our analysis as well.

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