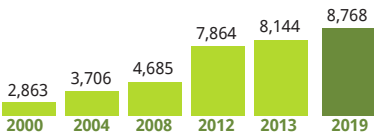




WHY FARMERS MARKETS?

AN INFOGRAPHIC BY
FARMERS MARKET COALITION

Number of markets
in the USDA Farmers
Market Directory.



STIMULATE LOCAL ECONOMIES

Growers selling locally create **13 full time jobs** per \$1 million in revenue earned. Those not selling locally create **3**.



Locally-owned retailers, such as farmers markets, **return more than three times as much of their sales to the local economy** compared to chain competitors.

LOCAL \$

Chain

Locally-owned



INCREASE ACCESS TO FRESH FOOD

\$24 million

in **SNAP benefits** (food stamps) were spent at farmers markets in 2018. That's fresh food for low-income Americans and increased revenue for local farmers.

60% of farmers market shoppers in low-income neighborhoods say that **their market had better prices than the grocery store**.

Markets bring fresh food to the neighborhoods that need it most.



PRESERVE FARMLAND + RURAL LIVELIHOODS



The U.S. loses an acre of farmland a minute to development.

The **7** Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support **9,491 acres of farmland in diversified production**.

25% of vendors derive their sole source of income from the market.



SUPPORT HEALTHY COMMUNITIES



People who shop at farmers markets have **15-20 social interactions per visit**.



They would have only **1-2 per visit** to the grocery store.



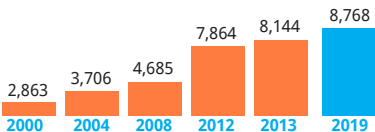
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