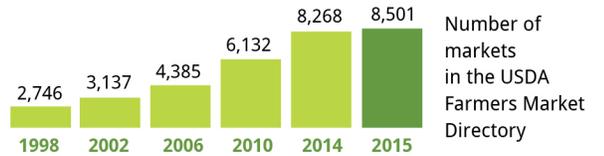




FARMERS MARKET COALITION

Why Farmers Markets?



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** than do chain competitors.



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.



Increase Access to Fresh Food

\$19.4 million

in SNAP benefits (food stamps) were spent at farmers markets in 2015. That's fresh food for low-income Americans and increased revenue for local farmers.

USDA reports that **produce prices at farmers markets are lower**, on average, than grocery stores prices.

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



Support Healthy Communities



A study showed that shoppers have more than **three times as many social and informational encounters** at farmers markets than they do at national chain supermarkets.



Proximity to farmers markets is associated with lower body mass index (BMI).