The Value of Farmers Markets:

Economic, Social and Community Building



Customer Appeal of markets: supports local businesses



Foster New Businesses

- New business start-ups take advantage of the consumer draw of a farmers market
- Farmers markets incubate small businesses that spin off into the community
- Current businesses experience growth as the market grows.

Farmers Markets foster tourism

- Tourism dollars add to the local economy
- Tourism dollars generate tax revenue
- Tourism creates jobs



Windmill Farm & Craft Market



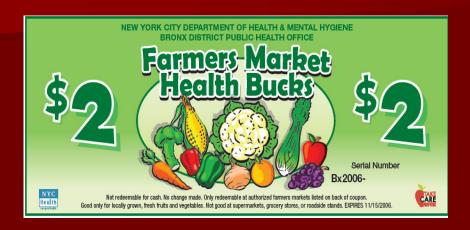
Ithaca Farmers Market

Pathways to Health and Nutrition

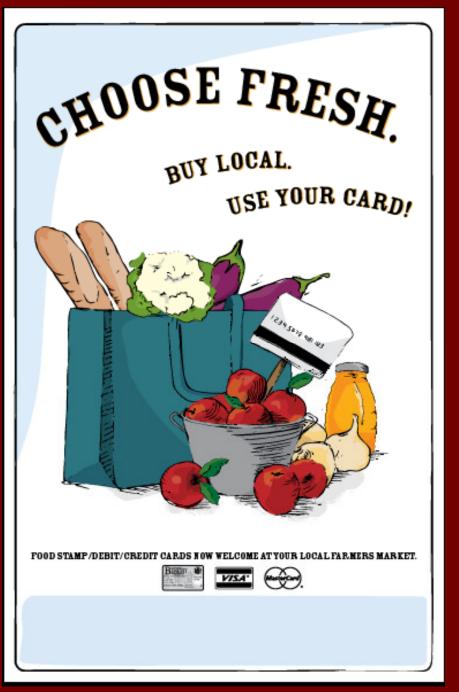
- Nutrition programs provide access for low income families
 - WIC families, low income seniors, food stamp recipients
 - Increases awareness of importance of fresh fruits and vegetables to health and nutrition
 - Brings additional dollars to a community
 - Nutrition education helps promote the use of local foods



Low Income Access Programs







Satisfying demand for locally grown

- Fewer food miles
- Fresher equals more nutritious, greater flavor
- Supporting local farms, local economies
- Less chance for contamination
- Connection to growers

Building Community Around Markets

Diversity of cultures, ages and economics



29 different languages spoken in the market



Far Rockaway, Queens – culturally diverse community



Opportunities for ethnic farmers

Creating Vibrant Public Spaces



Reclaiming Parks and Neighborhoods



Creating Opportunities for Youth

Summer Jobs programs

Urban agriculture programs

Entreprenuership programs











Hosting Community Events



Cultural Festivals



Community Concerts



Community organizations reach out through markets

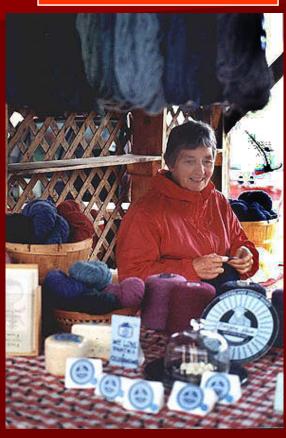
Farms Days!

Support Local Agriculture

- Low cost start-up opportunities in agriculture
 - Higher profit margins with direct marketing
 - Low overhead at farmers markets
 - No need for large acreage or large equipment

Access to steady customer base

Test new products



Awareness of emerging trends







Promote on-farm enterprises



Farmers Market as a form of Farmland Protection

- Keeping farmers profitable is the best way to preserve farmland.
 - Greenmarket supports 27,355 acres of farmland, with 1277 placed in permanent farmland protection programs.
 - 80% of Greenmarket farmers credit farmers market sales with their farm's continued existence.
 - 35% of Ithaca Farmers Market farmers would not exist if not for IFM, while 25% say their farms would be significantly smaller without the Ithaca Farmers Market
 - Number of small farms are on the rise in Monroe County

Farmers Markets ...

- Build local economies ...
- Pathways for health and nutrition ...
- Nurture community development ...
- A mechanism for agricultural protection ...

A partnership of farmers, consumers and communities.

For more information on NY Farmers Markets visit:

www.nyfarmersmarket.com

Farmers Market Federation of NY

