

The Value of Farmers Markets:

Economic, Social and
Community Building



Customer Appeal of markets: supports local businesses



Shopping Malls



Kmart Plaza



Kinney Drugs



Downtown Syracuse
Farmers Market



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
- Entrepreneurship programs



Hosting Community Events



Cultural Festivals



Community Concerts



Farms Days!



Community organizations reach out through markets



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

