



# Farmers Markets

## Stimulate Local Economies

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Farmers markets and other locally owned retailers return more than three times as much of their revenue to the local economy than do chain competitors. This “economic multiplier effect” helps create jobs and boosts economic activity.<sup>8</sup>

- Growers selling locally create thirteen full time farm operator jobs per \$1 million in revenue earned. Those that do not sell locally create three.<sup>3</sup>
- Florida households spent an estimated \$1.8 billion at farmers’ markets, roadside stands, and U-pick farms in 2011.<sup>9</sup>
- In Iowa and Oklahoma, every dollar spent at farmers markets led to an additional \$0.58 - \$1.36 in sales at other nearby businesses.<sup>10,11</sup>
- Farmers markets create between 257 and 361 full-time jobs and generate up to \$13 million in South Carolina alone, according to one recent estimate.<sup>12</sup>
- The 52 producers of the Williamsburg Farmers Market in Virginia generated an estimated \$48,969 in state sales tax in 2011, supporting the state economy.
- A 2010 study by USDA’s Economic Research Service compared producers selling salad mix, blueberries, milk, beef, and apples locally with producers of the same products selling to mainstream supply chains. “In all five cases, nearly all of the wage and proprietor income earned in the local market chains is retained in the local economy.”<sup>13</sup>
- Wyoming’s economy was bolstered by more than \$2.8 million in 2013 from sales at the state’s farmers markets.<sup>14</sup>
- Virginia Cooperative Extension reported that Southern Virginia households spending 15% of their weekly food budget on locally grown food products would generate \$90 million in new farm income for the region.<sup>15</sup>
- According to the US Census of Agriculture, 144,530 farms sold \$1.3 billion in fresh edible agricultural products directly to consumers in 2012.

“Farmers Markets are the most genuine type of commerce. Selling at the market allowed us to start our business slowly and focus on building our brand and customer base. It gave us confidence. We wouldn’t be here without the market.”

*Freddy Kaufmann, Owner, Proper Sausages, Miami Shores, Florida*

[farmersmarketcoalition.org](http://farmersmarketcoalition.org)

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