



Agricultural Marketing Service



## The 2015 Farmers Market Managers Survey Shows Exciting Trends

In 2015, AMS surveyed nearly 1,400 farmers market managers from USDA's National Farmers Market Directory about their 2014 season activities. Some noted findings include:

**Fresh Produce Dominates, Strong Organic Presence-** Locally-grown fresh fruits and vegetables remain at the heart of the U.S. farmers market business model. Virtually all market managers surveyed sold locally grown fresh fruits or vegetables at their market, with many having at least one USDA-certified organic producer.

**Customer Demand Remains Robust-** The majority of farmers market managers reported increases in customer traffic and market sales.

**Markets Look to Expand to Meet Demand-** Most farmers market managers looked to expand by adding new vendors, often to increase different types of products to the market.

**Markets Strengthen Community Engagement-** Nearly half of farmers markets surveyed offered programs or opportunities to their community, providing market space for special events or retail space for community organizations.

**Access to Nutritional Assistance at Farmers Markets is a Win-Win-** A large number of farmers markets now have at least one vendor accepting federal nutrition assistance as payment.

**Markets Step Up Nutrition Education-** Most farmers markets feature healthier eating programming, including nutrition education, healthy recipe cards, and cooking demonstrations.

**Markets Act as Key Link in Local Food Business Development-** Farmers markets also provide essential services to other local food businesses, helping incubate new businesses by sharing facilities, retail space, and/or providing technical assistance.