



**FRESHFARM**  
nourishing our food future

Farmers Markets

Economic and Social Impact 2022

Preliminary Report



# Our Farmers Markets





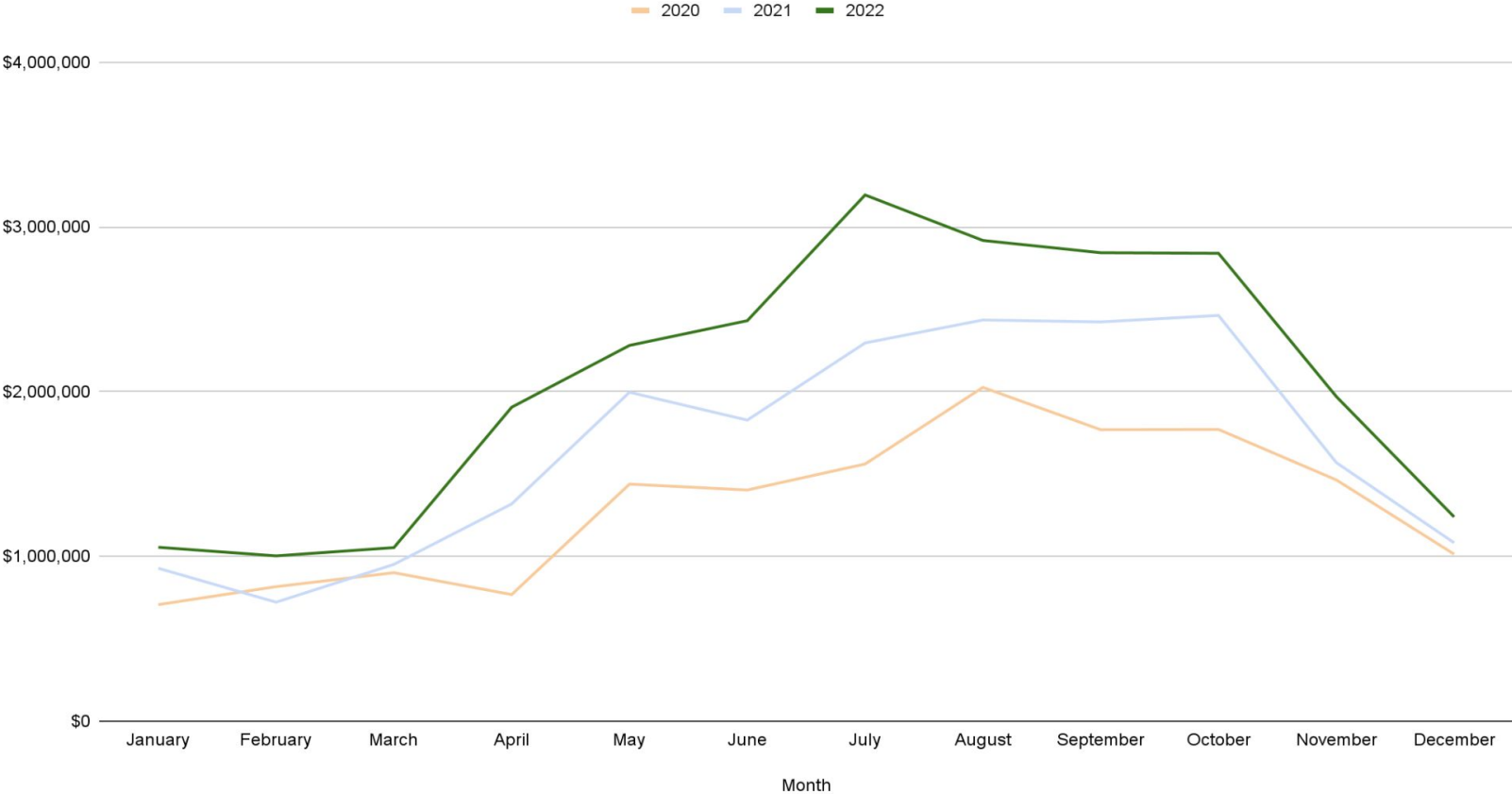
# Economic Impact

METRIC	2021	2022
# markets	27	26
# vendors	213	237
\$ revenue	\$20 million	\$24.7 million
\$ benefits	\$680,747	\$1.1M
SNAP	\$127,000	\$228,979

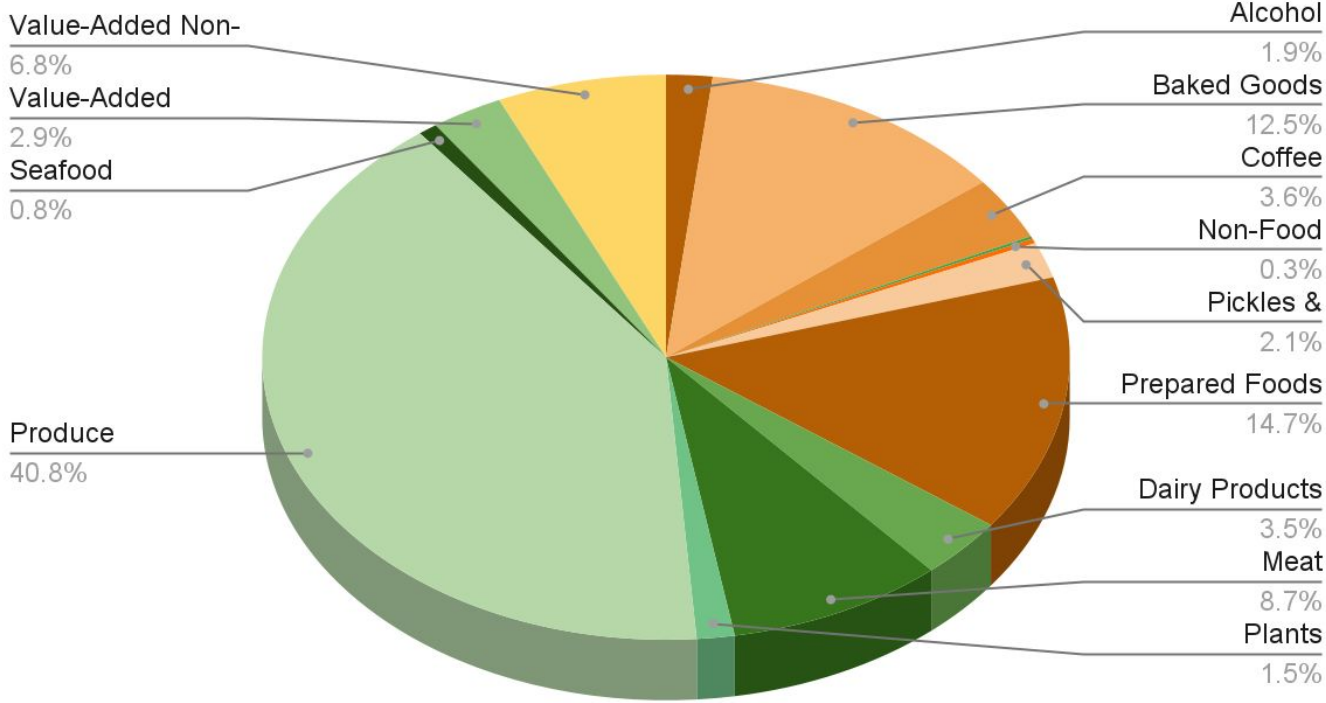




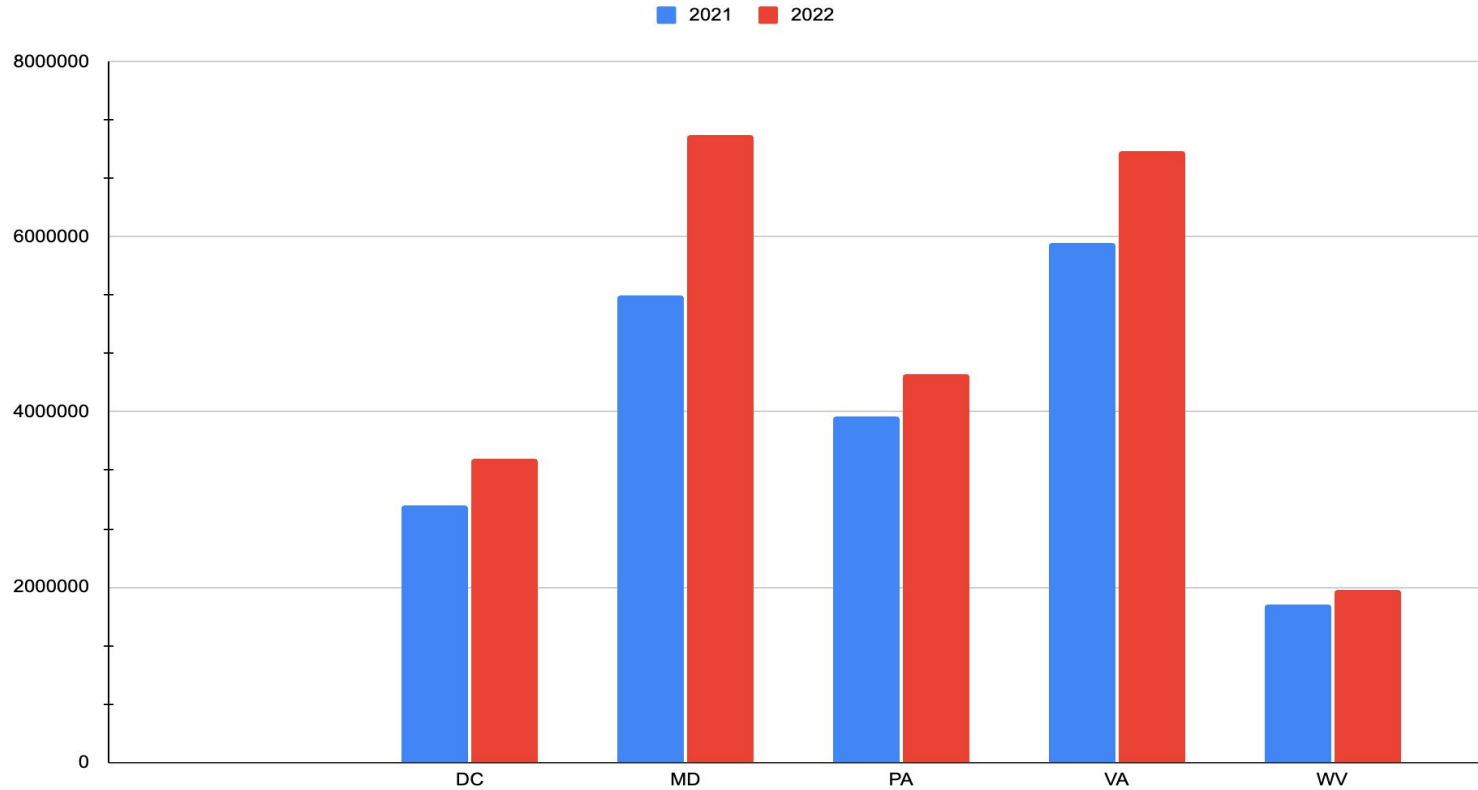
# FRESHFARM MARKET GROSS SALES PER YEAR



# Gross Sales by Category 2022



# Vendor Revenue by State



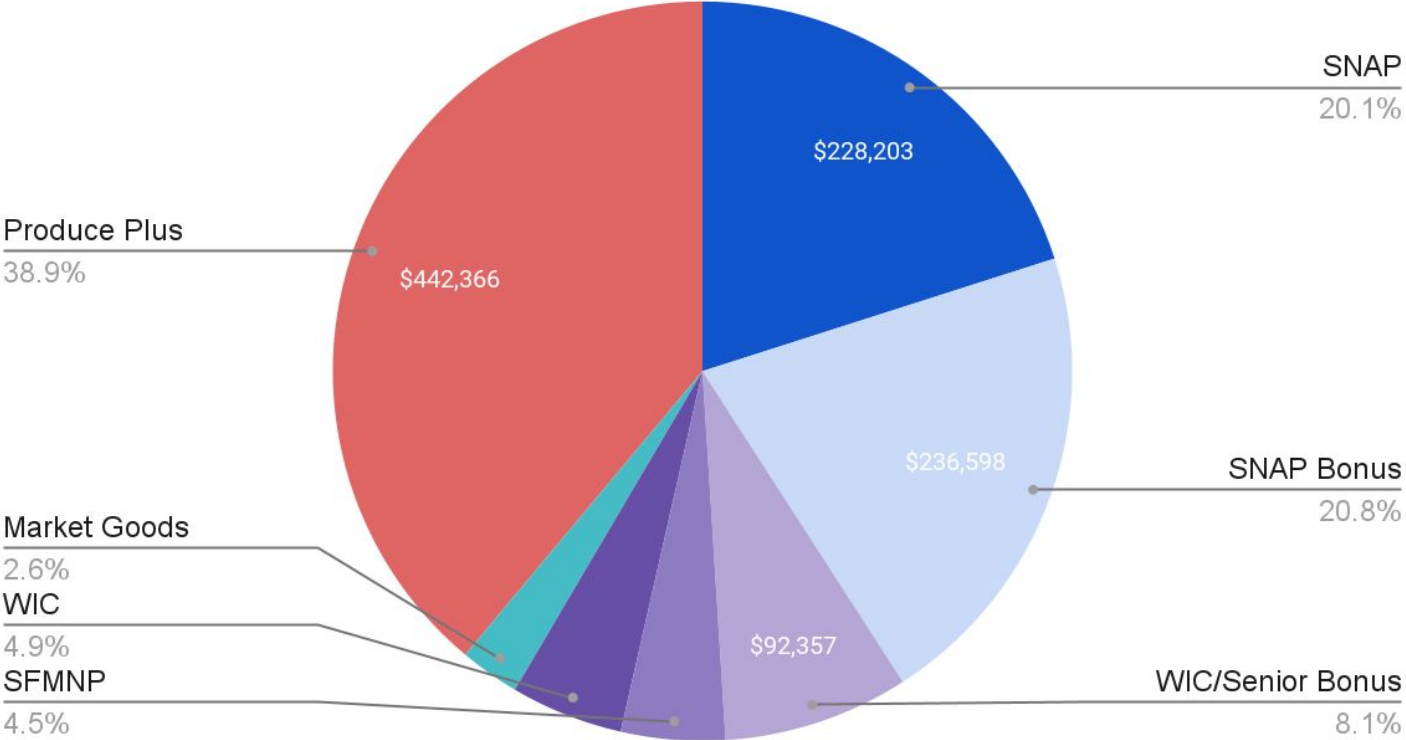


# Food Access, Food Benefits & Incentives



# Food Access

## Food Benefits and Incentives 2022 (\$1.1M)



Summary of benefits to communities identified. Modified from Brown and Miller (2008).

Community Impact	Description
Economic Development	Markets generate additional business for local businesses, increase local circulation of money, increase employment.
Social Cohesion	Markets foster social interactions between diverse community members, act as a multipurpose gathering space.
Food Access	Prices for fresh produce in markets are competitive with local retailers. Expansion of food assistance increases consumption of fresh produce.
Citizen Awareness	Market shoppers report increased willingness to learn more about sustainable practices. Greater awareness of social justice issues, such as public health and hunger.
Promote Innovation	Food Entrepreneurs can test their business at Farmers Markets. Many programs have been pioneer at Farmers Markets (SNAP Matching, Fruits and Vegetables Prescriptions)