



**FRESHFARM**

nourishing our food future



**268**

farmers & producers participated  
in FRESHFARM markets

**\$28.5m**

revenue for farmers & producers

**1,029,148**

customers shopped at  
FRESHFARM farmers markets

**\$1.5m**

Produce Plus, DC Senior Farmers  
Market Nutrition Program, and  
FreshMatch bonus redeemed by  
community members and  
administered by FRESHFARM





# FRESHFARM

## FARMERS & PRODUCERS

### 2023 Market Vendor Map

SOUTHERN MID-ATLANTIC REGION

FARMERS & PRODUCERS IN MARYLAND,  
VIRGINIA, PENNSYLVANIA & WEST VIRGINIA  
THAT VEND AT FRESHFARM MARKETS

- Farmers attending FRESHFARM markets  
(Vegetable Farms, Orchards, Ranches, etc.)
- Producers attending FRESHFARM markets  
(Baked Goods, Prepared Foods, Beverages, etc.)

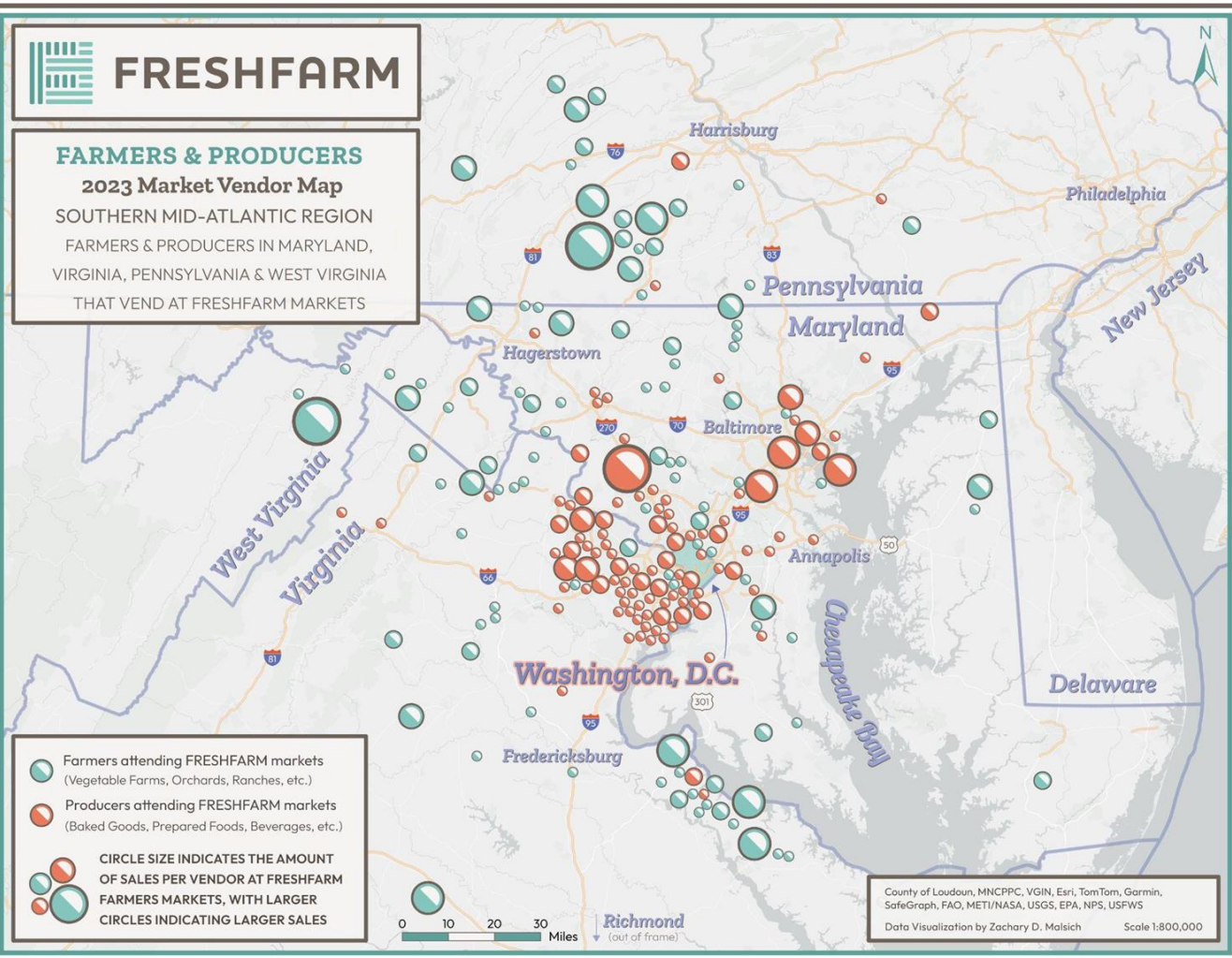
CIRCLE SIZE INDICATES THE AMOUNT  
OF SALES PER VENDOR AT FRESHFARM  
FARMERS MARKETS, WITH LARGER  
CIRCLES INDICATING LARGER SALES



County of Loudoun, MNCPPC, VGIN, Esri, TomTom, Garmin,  
SafeGraph, FAO, METI/NASA, USGS, EPA, NPS, USFWS

Data Visualization by Zachary D. Malsich

Scale 1:800,000





# FRESHFARM

## Walking Service Area Map

Household Dot Density  
within a 15 or 30 Minute  
Walk to FF Farmers Market



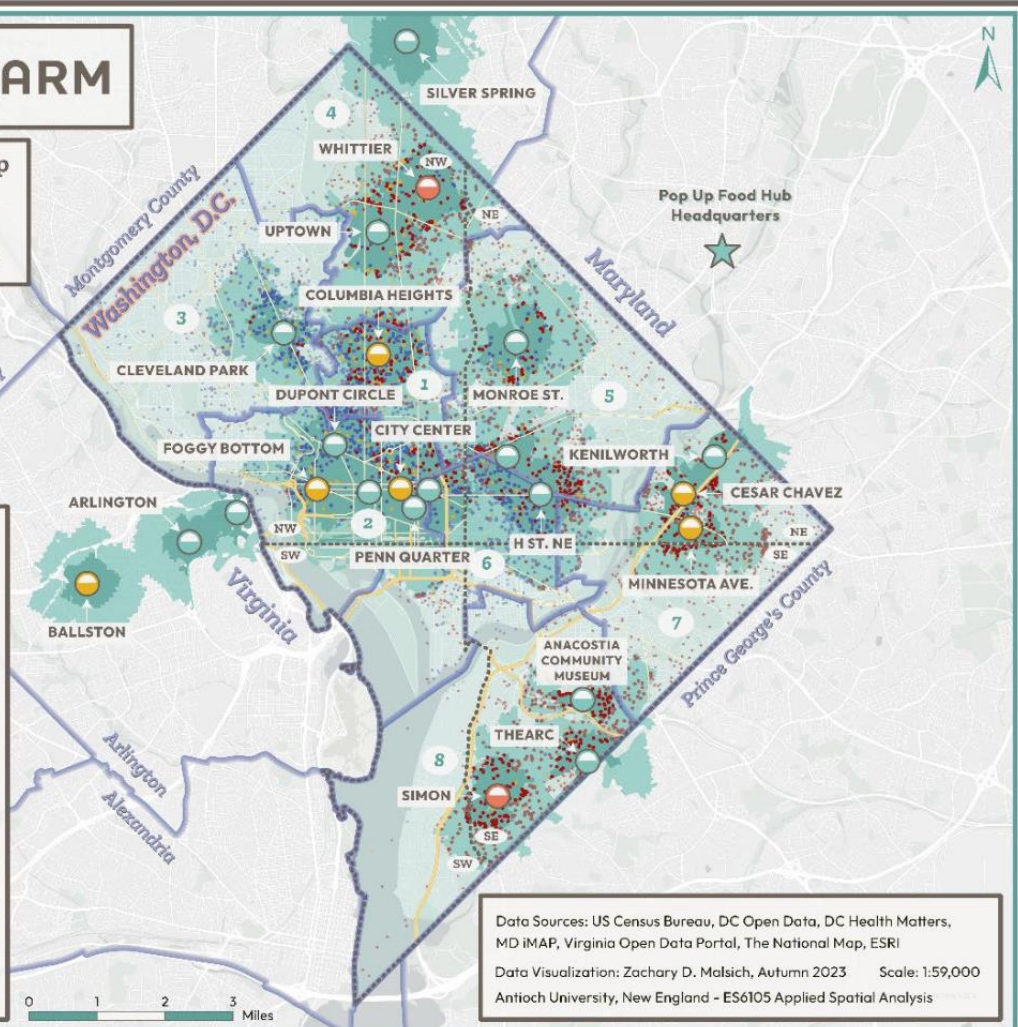
**Population Density by Race**  
1 Dot = 100 Households

- Black Households
- White Households
- Hispanic Households

Dot visibility classified by:

- 1) within a 15 Minute Walk
- 2) within a 30 Minute Walk
- 3) beyond a 30 Minute Walk

- 15 Minute Walking Distance towards Farmers Markets
- 30 Minute Walking Distance towards Farmers Markets
- Farmers Markets or Farms Stands
- Farmers Markets or Farms Stands with Market Share Distribution
- FoodPrints Elementary Schools with Farm Stands



Data Sources: US Census Bureau, DC Open Data, DC Health Matters, MD IMAP, Virginia Open Data Portal, The National Map, ESRI

Data Visualization: Zachary D. Malsich, Autumn 2023      Scale: 1:59,000

Antioch University, New England - ES6105 Applied Spatial Analysis