

Farmers Markets in the Washington Metropolitan Area

Food and Agriculture Regional Member (FARM)
Ad Hoc Advisory Committee





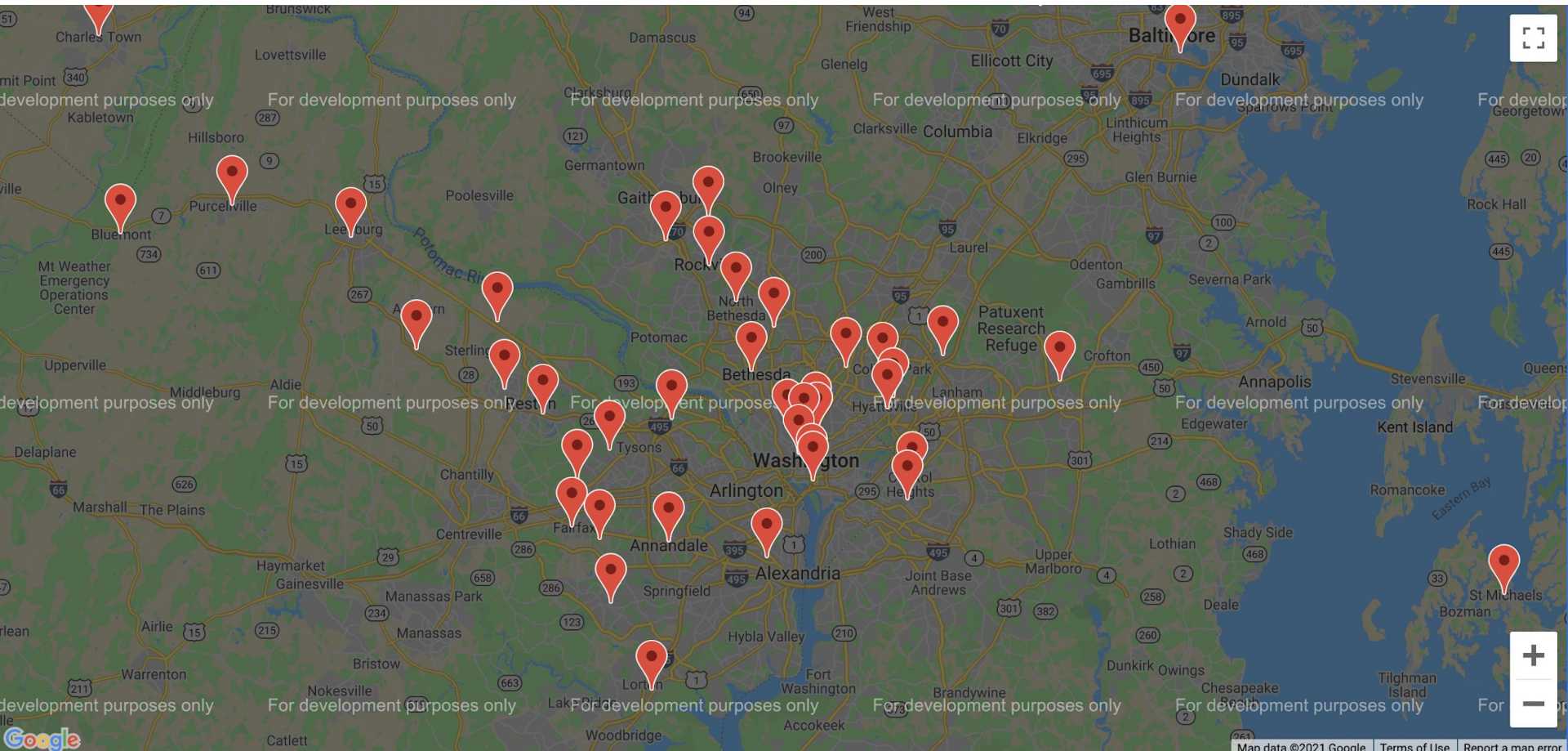




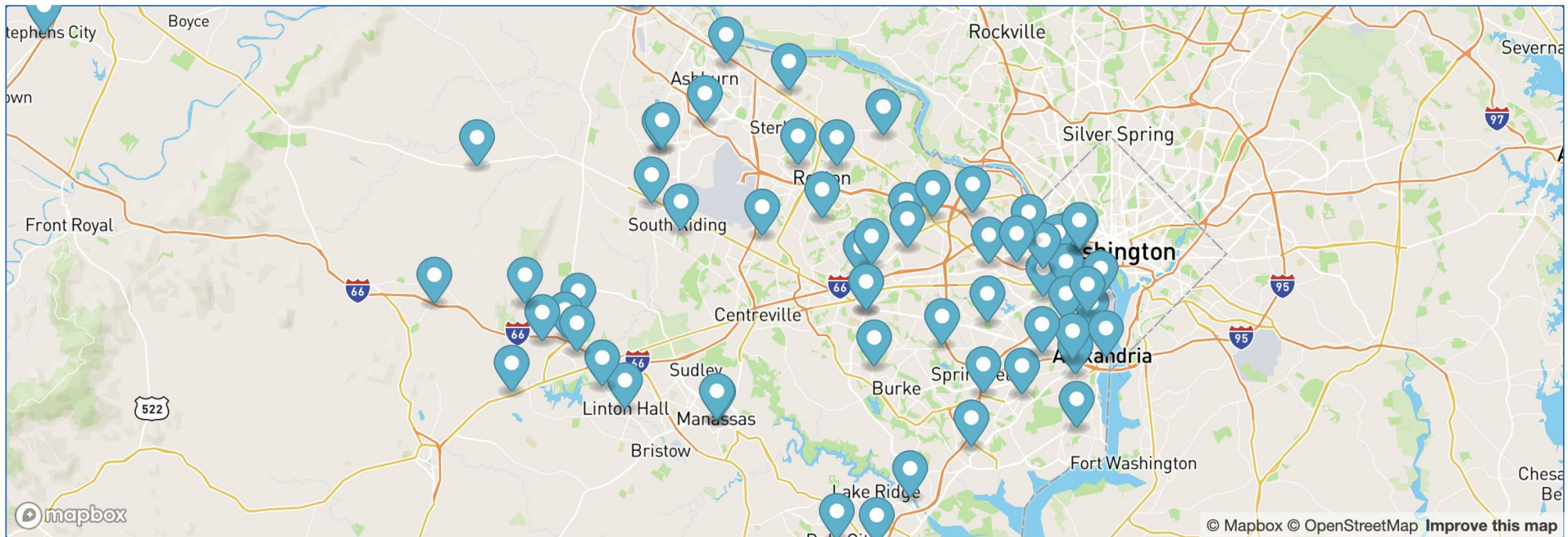
Economic Impact (FRESHFARM Downtown Silver Spring)

- The Market has an annual **combined economic impact of \$6,642,915** on its vendors, host neighborhood, and surrounding region.
- Estimated annual attendance of **72,930 shoppers**.
- Estimated gross annual receipts at **businesses near the market** from purchases made by market shoppers: **\$1,664,304**.
- Projected annual **municipal and state sales tax revenue** (at 6.0%) rate: **\$99,858.28**



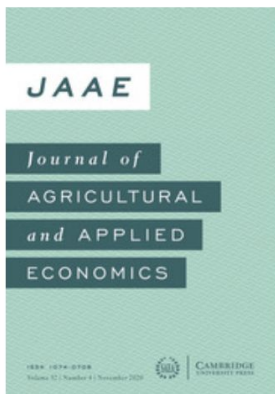


USDA AMS Farmers Markets Map



Virginia Farmers Markets Association, Farmers Markets Map





**Journal of Agricultural
and Applied Economics**

Article contents

Abstract

COVID-19's Impact on Farmers Market Sales in the Washington, D.C., Area

Published online by Cambridge University Press: **13 January 2021**

[Jeffrey K. O'Hara](#) , [Timothy A. Woods](#), [Nony Dutton](#) and [Nick Stavely](#)

[Show author details](#) 

Article

Metrics



Save PDF



Share



Cite

Abstract

We use a sales database of farmers market vendors in the Washington, D.C., area to estimate how first half 2020 sales were impacted by the COVID-19 outbreak. We use 2019 data as a counterfactual for sales that would have occurred in 2020 in the absence of COVID-19. For neighborhood weekend markets that were able to remain open during the pandemic, the change in 2020 average sales between the winter and spring is between 75% and 79% lower than in 2019. Other farmers markets, particularly weekday markets in business districts, experienced delayed openings or were closed for the entire year.





Category	Gross Sales	% Gross Sales
Alcohol	\$374,257	2.4%
Baked Goods	\$1,684,070	10.8%
Coffee	\$415,127	2.7%
Dairy Products	\$915,031	5.9%
Dry Goods	\$37,058	0.2%
Meat	\$1,962,584	12.6%
Non-Food	\$38,328	0.2%
Pickles & Ferments	\$435,940	2.8%
Plants	\$269,439	1.7%
Prepared Foods	\$1,054,671	6.8%
Produce	\$7,166,383	46.0%
Seafood	\$243,201	1.6%
Value-Added Beverage	\$220,798	1.4%
Value-Added Non-Beverage	\$772,322	5.0%



Local

District's food insecurity rate estimated to be 16 percent, up from 10.6 percent before pandemic

In Affluent Maryland County, Pandemic Exacerbates Food Insecurity

September 27, 2020 · 5:52 PM ET
Heard on [All Things Considered](#)



Health & Fitness

Coronavirus Increases Hunger: Find A Food Bank In Arlington

The coronavirus sent millions of Americans, including some in Arlington, into an economic tailspin that's being felt at the dinner table.



Michael O'Connell, Patch Staff 
Posted Wed, Sep 2, 2020 at 2:43 pm ET



**INDEPENDENT.
NONPARTISAN.
NONPROFIT.**

The premier site for news about Maryland government and politics.

Home > COVID-19 in Maryland > Volunteers Working Harder as COVID Heightens Need for Food

COVID-19 in Maryland Working & the Economy

Volunteers Working Harder as COVID Heightens Need for Food

By **Capital News Service** - December 31, 2020

Latest Stories

Lawmakers Debate Legislation That Would Protect Essential Workers

Alanah Davis: The Cultural Benefit of Good Grief















OPPORTUNITY



Regional Support

- **Grants to support food access at markets**
 - **Expand Matching Programs**
 - **Bring markets to communities affected by systemic racism**
- **Policies**
 - **Permits and licenses**
 - **Access to affordable insurance for producers, food businesses**
- **Permanent Infrastructure**
 - **Pavilions, or roofs**
 - **Signage**
- **Work with and Invest in Farmers Markets Associations.**
 - **Capacity building**
 - **Professionalization**
 - **Outreach**

Regional GusNIP Grant Application

Funds projects providing incentives to increase the purchase of fruits and vegetables by low-income consumers. By bringing together stakeholders from various parts of the food and healthcare systems, GusNIP grants help foster understanding to improve the health and nutrition status of participating households, facilitate growth in states with low participation, as well as collect and aggregate data to identify and improve best practices on a broad scale.