



Farmers' Markets

The Farmers Market Experience is Ready for its Next Level of Maturity

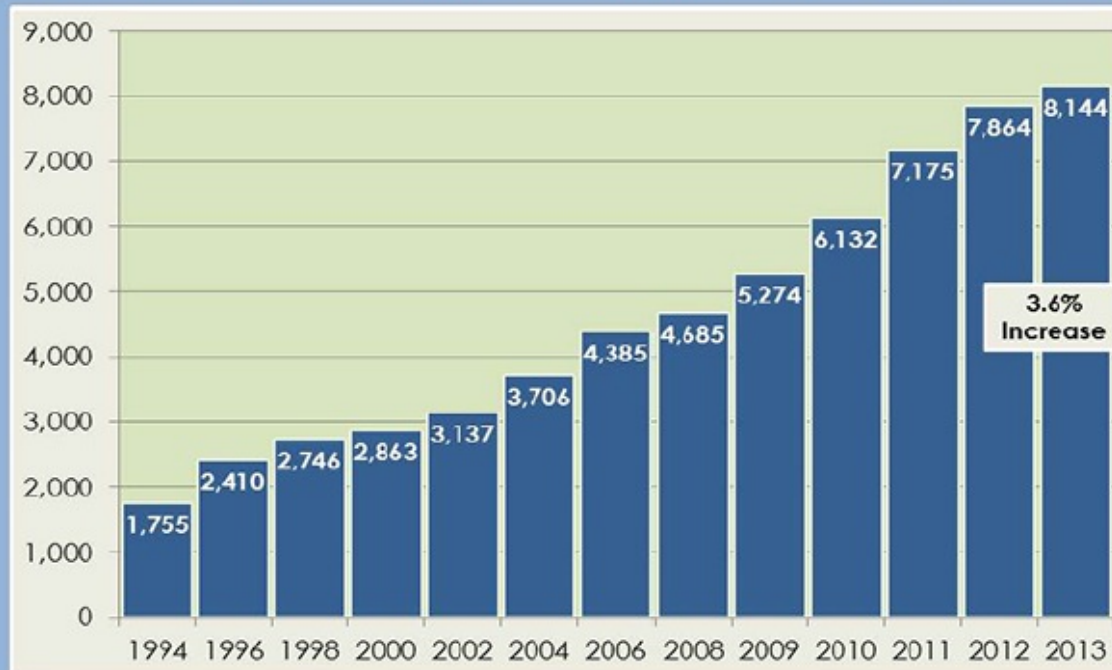


United States Department of Agriculture



U.S. Farmers Market Growth, 1994-2013

National Count of Farmers Market Directory Listings



Source: USDA-AMS-Marketing Services Division

Farmers Market information is voluntary and self-reported to USDA-AMS-Marketing Services Division

Some Numbers Behind the Strategy

- **In 1994, there were approximately 1,755 farmers markets in the US.**
- **In 2012 Farmers Markets have more than tripled to at least 8,100**
- **In excess of 3 million consumers shop at Farmers Markets**
- **One in every six US consumers surveyed by analyst group Mintel is going out of their way to buy local food products as much as possible**
- **Growth in the Rocky Mountain Region was 3 times more than more than other parts of the country.**
- **Farmers Markets create an estimated \$1.5 Billion in revenue annually**
- **This \$1.5 Billion in direct sales from Farmer to Customers equals less than ½ of 1% of total Farm Sales – but is growing fast**
- **When sales to local food retailers, restaurants and other local sources are added – total local food sales were estimated to be \$4.8 Billion in 2008.**



“Farmers’ Markets
are evolving.”

They are moving away from seasonal, parking lot produce stands and becoming year-round, self-sustaining, community hubs. As more and more cities and communities look for ways to strengthen their local economies, we’ve seen more emphasis placed on both the infrastructure and the actual structure of their farmers markets. That’s where I come in.

As an architect who specializes in farmers markets at USDA’s [Agricultural Marketing Service \(AMS\)](#), I work with local architects, state agriculture agencies or farmers market associations on development projects approved by Secretary Vilsack. Acting as an advisor and research expert for these communities, my goal is to help create a year-round center that brings local foods to consumers while sustaining itself in terms of environmental soundness and financial revenue.

- See more at: <http://blogs.usda.gov/2012/08/09/the-building-blocks-of-farmers-markets/#sthash.z53j3oLC.dpuf>