

Farmer's Markets Sales Grow 92%

Already a national leader, sales at farmer's markets in Iowa has grown 92% over the last five years. Iowa has also seen the number of markets increase by more than 75% over the past 15 years.

A new report by the Iowa Department of Agriculture and Land Stewardship (IDALS) estimates \$59.4 million in direct and indirect sales last year from farmer's markets and an additional \$12.2 million of personal income for our farmers and vendors. In addition, 374 direct jobs and over 200 indirect jobs could be attributed to the activities of farmer's markets.

Farmer's markets are a great opportunity to access fresh, nutritious, and locally grown foods. Consumers can purchase Iowa grown agricultural products and get to know and interact with the farmer that produced them.

In 2009, Iowa had 223 markets in operations, the fourth most nationally and second best per person. To find a farmer's market near you, check the IDALS website:

<http://idalsdata.org/IowaData/farmersMarket.cfm>.

Findings from the report show that approximately 99,000 customers and 1,500 vendors attended at least one market in 2009. Also, the average customer returned for approximately 11 market visits per season and spent an average of \$17.12 per visit.

IDALS conducts a comprehensive survey on farmer's markets every five years. The findings in this report come from the 2009 Farmer's Market Economic Impact Survey that was conducted by a cooperative agreement between IDALS and the USDA National Agriculture Statistics Service Iowa Field Office. Surveys were conducted at farmer's markets throughout the state and the data was provided to Strategic Economics Group, Inc for analyses.