

Farmers' Market Benefits

A FARMERS' MARKETS ONTARIO® TOOLBOX CHECKLIST FOR MARKET MANAGERS



Checklist 3: FM Community Benefits



How communities like yours benefit from farmers' markets

- ✓ **Farmers' markets stimulate the local economy.** In some markets, retailers in areas adjacent to farmers' markets have reported that on market days, business has been up by as much as 30%. In fact 55% of market shoppers do other shopping nearby. On average, shoppers spend \$32.06 per visit at the market, plus another \$18.44 nearby.
- ✓ **Farmers' markets are a draw for shoppers from neighbouring communities,** shoppers who don't just spend money at the market. Typically, they stop nearby for lunch, coffee or a snack, and then explore what's for sale in local shops.
- ✓ **Farmers' markets also encourage locals to shop locally** instead of going further afield. Markets give them a reason to stay in their community to shop for market items and then stay in their community to take care of their other shopping needs, too.
- ✓ **75% of farmers' market shoppers return week after week** so many get used to shopping and dining in the market's local area, establishing habits that often continue long after the market season ends.
- ✓ **Farmers' markets can help revitalize a community's downtown core.** Communities in need of main street regeneration can benefit from having a farmers' market downtown and encouraging local businesses to spruce up to take advantage of the influx of visitors. Markets can bring people into areas that used to be vacant on Saturday mornings.
- ✓ **Farmers' markets are fun—and boost social interactions,** both within the community and between your city or town and its nearby rural areas. Markets encourage people to get out and mingle, interact with others and have fun.
- ✓ **By stimulating the local economy, markets help increase employment in market towns.** Shops and restaurants enjoying improved business as a result of the market can afford to hire more employees. The increase in employment then further stimulates the local economy.
- ✓ **Markets can provide direct employment for the un- or under-employed,** helping them develop marketable new skills and increasing their confidence.
- ✓ **Markets keep farmers farming and preserve green space surrounding towns and cities.** So they play an important role in their regions' environmental sustainability.
- ✓ **Markets are educational,** teaching kids where food comes from and helping people learn to eat better.

The bottom line: farmers' markets are good for communities,

- ✓ 150+ Ontario communities count a farmers' market as one of their most important assets.
- ✓ More than a million Ontarians shop at local farmers' markets.
- ✓ Ontario farmers' market sales exceed \$600 million annually—and have a total economic impact (i.e., "ripple effect") estimated at \$1.8 billion.

Want to start a farmers' market in your community? Fill out the questionnaire at farmersmarketsontario.com.

Statistics are from *The National Farmers' Market Impact study 2009* sponsored by FMC and AAFC.