



Iowa Farmers Market Association

1894 290th St., Melbourne, IA 50162



**Iowa Department of Agriculture
and Land Stewardship**

Wallace Bldg., 502 E. 9th St., Des Moines IA
50319

For more information about Iowa's farmers
markets, or to locate a farmers market, contact
the Iowa Department of Agriculture & Land
Stewardship web site at
www.iowaagriculture.gov

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Iowa Farmers Markets Economic Impact Study



**Iowa Department of Agriculture
& Land Stewardship
and
Iowa Farmers Market Association**

Iowa's Farmers Markets

Iowa's Farmers Market Facts

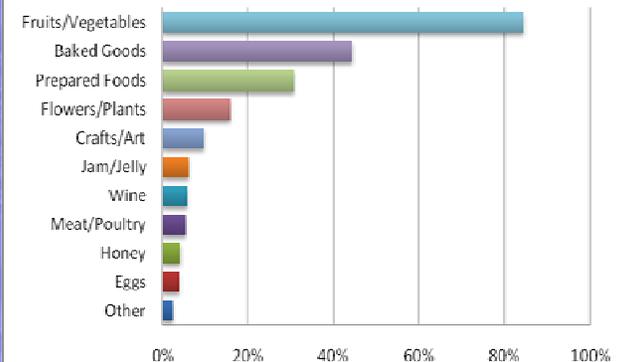
- ◆ Nearly 99,400 people shopped at Iowa's farmers markets during a typical week during the market season. That translates to about 2.2 million "consumer visits" for the 2009 season.
- ◆ The average shopper went to market 10 times during the 21-week market season, was about 53 years old, and reported spending a little over \$17 per visit.
- ◆ Weekly attendance at Iowa's farmers markets has increased 44% since 2004.
- ◆ The average distance a farmers market shopper traveled to attend the market was nine miles.
- ◆ Iowa has experienced a 70% increase in the number of farmers markets over the past fifteen years.
- ◆ Iowa has approximately 1600 seasonal market vendors. The average vendor sells at two markets, sells at any market for 25 days or more, and has participated in farmers markets for eight years.
- ◆ In the U.S., Iowa ranks fourth in the number of farmers markets and second in the number of markets per capita.

Freshness is our specialty

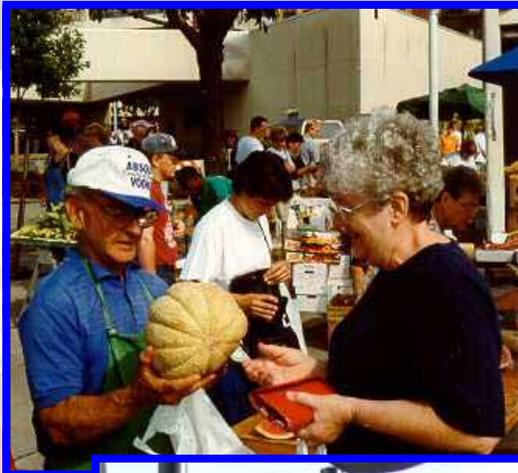
Economic Impact

Iowa's farmers markets generated **\$38.4 million in sales in 2009** resulting in an estimated **\$59.4 million gross sales transactions** directly or indirectly related to market activity.

Figure 4: Percentage of Market Consumers Purchasing from Goods Categories, 2009 (N=4,055)



32% of consumers questioned reported they spent from \$1 to \$10 per market visit; 46% reported they spent from \$11 to \$30 per market visit.



Fresh, locally grown produce is the main attraction to shop at farmer markets.

Baked goods are the second most frequently purchased items at farmers markets.