

## FARMERS' MARKETS

*A Resource for Fresh, Healthy Food in Cuyahoga County*



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## Farmers Markets

- Public Markets
- Farmers Markets
  - Producer-only
  - Organized and managed by non-profits – CDC's
- Farm Markets and Farm Stands

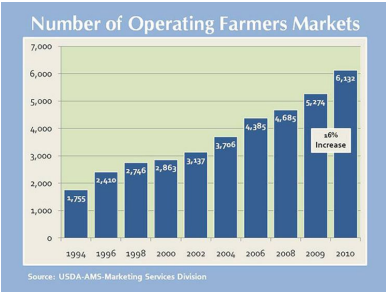


## Farmers Markets

- Public spaces
  - Parks
  - Parking Lots
  - Institutions/Campus
- Multiple farmers
- 5 – 100 vendors and farmers
- Urban and rural producers
- Mix of produce, farm products, crafts



## Farmers' Market Growth Trends



Year	Number of Markets
1994	1,755
1996	2,418
1998	2,768
2000	2,863
2002	3,137
2004	3,766
2006	4,385
2008	4,685
2009	5,274
2010	6,133

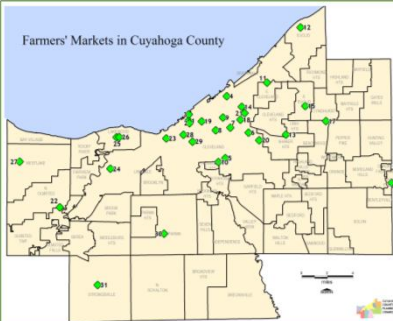
Source: USDA-AMS-Marketing Services Division

## Farmers' Market Sales

- Average Farmers' Market revenue is roughly \$245,000 annually (2008 data)
- Customers tend to spend \$15-\$20 on average
- Average vendor sales are approximately \$7,100
- Economic Impact of Cleveland's markets \$1M - \$3M according to SEED study and customer surveys

(Agricultural Marketing Service of USDA)

## Farmers Market in Cuyahoga County



**Farmers' Markets**

1. Cuyahoga County Farm Market
2. Downtown Farmers' Market at Public Square
3. North Coast Harbor Farmers' Market
4. Blue Pine Farm Market
5. Broadway Farmers' Market
6. Cleveland Botanical Garden Green Corps - Buckeye Learning Farm
7. Cleveland Botanical Garden Green Corps - Parkside Learning Farm
8. Cleveland Botanical Garden Green Corps - Lorainie Burton Learning Farm
9. Cleveland Botanical Garden Green Corps - Hilltown Learning Farm
10. Cleveland Botanical Garden Green Corps - Stavic Learning Farm
11. Coll Road Farmers' Market
12. Euclid Farmers' Market
13. First Baptist Church Farmers' Market
14. Gateway 19th Farmers' Market
15. Green Road Farmers' Market
16. North Union Farmers' Market at Chagrin Falls
17. North Union Farmers' Market at the Cleveland Clinic - Beachwood
18. North Union Farmers' Market at the Cleveland Clinic - Cleveland
19. North Union Farmers' Market at Cleveland State University
20. North Union Farmers' Market at Staker Square
21. NW7th Road Chagrin Woodlands
22. Proville Farmers' Market
23. Garden Square Farmers' Market
24. Karam's Carvers Farmers' Market
25. Lakewood Earth and Food Community Farmers' Market
26. Lakewood Farmers' Market
27. North Union Farmers' Market at Crocker Park
28. Ohio City Farm Stand
29. Tremont Farmers' Market
30. Stearns Homebased Farmers' Market
31. Strongsville Farmers' Market



Coit Road Farmers Market  
East Cleveland, OH



Coit Road Farmers Market  
East Cleveland, OH



Kamm's Corners Farmers Market  
Cleveland, OH



Tremont Farmers Market  
Cleveland, OH

### Customer Service



We Accept Ohio Direction Card, WIC FMNP, and Senior FMNP

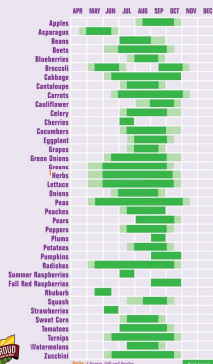
### Vegetables



## Fruit throughout the Season



### OHIO Produce Availability



## Cut Flowers and Vegetable Starts



## More than just Produce!



## Music, Arts, and Activities



## Community Connections



## Food Trucks



## Chef Demos



## Winter Farmers' Markets



## Cleveland-Cuyahoga County Food Policy Coalition

- Health and Nutrition Working Group
  - Public health, hospitals, WIC, emergency food providers
- Accepting food benefits at farmers markets
  - Expand the number of farmers markets that accept benefits
  - Increase utilization of farmers markets
  - Develop promotions and programs that bring new shoppers to the markets
  - Research partnership with Prevention Research Center for Healthy Neighborhoods



## Food Benefits at Farmers Markets

- Senior Farmers Market Nutrition Program
  - Western Reserve Area Agency on Aging
  - One coupon book per season
  - Local produce purchased direct from farmer
  - Individual vendors need to sign up to accept the coupons

## Food Benefits at Farmers Markets

- Women, Infants, and Children (WIC)
  - Two type of vouchers or coupons may be spent at farmers markets
    - WIC Farmers Market Nutrition Program coupons
    - WIC monthly fruit and vegetable voucher
  - WIC FMNP – only local produce purchased directly from farmers
  - Individual vendors or markets may sign up to accept the coupons

## Food Benefits at Farmers Markets

- Senior FMNP
  - Western Reserve Area Agency on Aging
  - One coupon set per season
  - Local produce only
  - Individual vendors need to sign up to accept the coupons

## Food Benefits at Farmers Markets

- Produce Perks
- Dollar-for-dollar match (up to \$10) **on fruits and vegetables when you shop with your Ohio Direction Card**
- 22 markets participating in 2013
- Coordinated by OSU Extension and Food Policy Coalition
- Universal token



## Produce Perks Markets - 2012



## Thank you!

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