



Carrots
2nd bunch

Beets

2nd bunch

Illinois Farmers Market Association
www.ilfma.org



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ILFMA Executive Director



ILFMA
ILLINOIS FARMERS MARKET ASSOCIATION

136 ILFMA MEMBERS

**CERTIFIED MARKET
MANAGERS 58**

1,000'S OF VOLUNTEER HOURS

**ORGANIZATIONS THAT WERE EDUCATED
ON HOME TO MARKET ACT 598**

**1,015 WEBINAR
PARTICIPANTS**



239

Market Manager
Network Group Members



624

Youtube Subscribers



961

Instagram followers



3,140

Facebook followers



We support local food and food systems by giving Illinois farmers markets and producers access to resources, education, and connections in order to grow healthier and economically vibrant communities.

Professional Development and Training

- *ILFMA Certified Farmers Market Manager*
- *Farmers Market Master Series*
- *Live Local Food and Farmers Market Conference*



- *Farmers Market 101*
 - Supported by an Illinois Specialty Crop Grant from the Illinois Department of Agriculture

Partnerships to build local food system

Promote Benefits of Farmers Markets

Address barriers to success

Why Farmers Markets? Direct to Consumer Sales

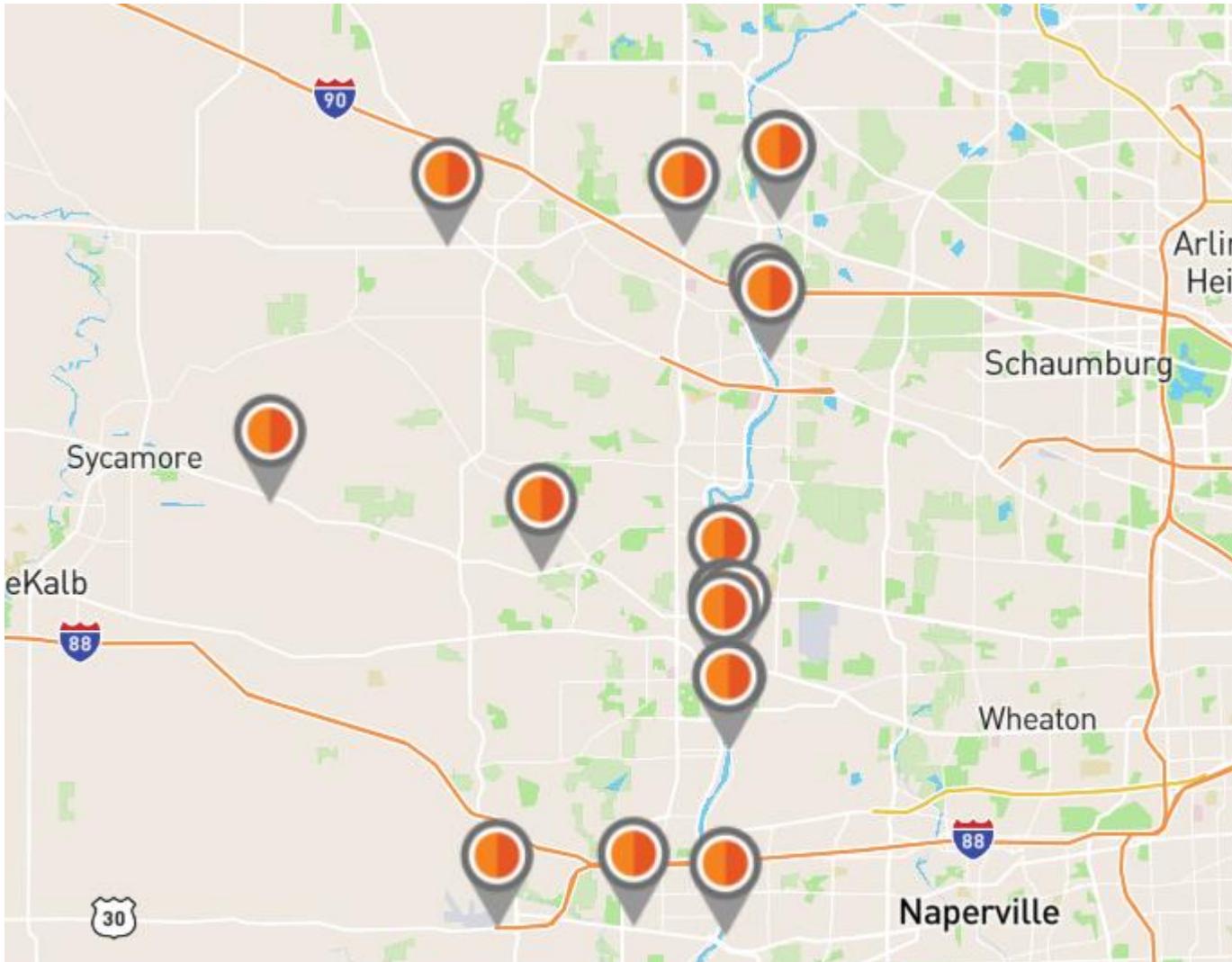
- Access to food
- Food aggregation
- Health Impact
- Business incubators
- Economic impact
 - for producer
 - for community

Supports local food system and farms



Kane County Farmers Markets

ConnectFresh Collaborative Illinois

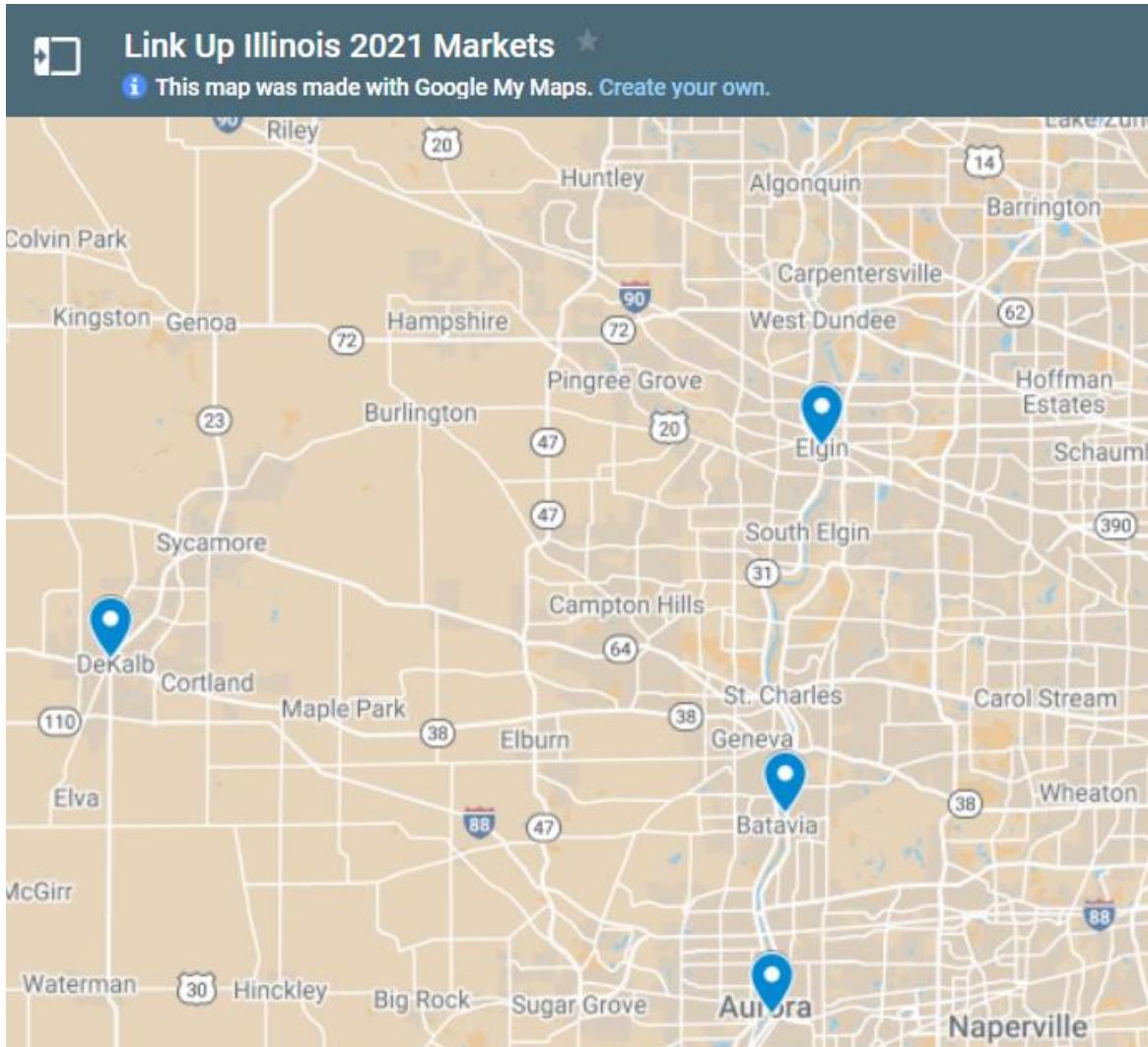


- **East Dundee**
- **Downtown Elgin Farmers Market**
- **St. Charles***
- **Geneva French Market**
- **Batavia***
- **Sugar Grove**
- **Aurora Downtown**

***Winter Market Also**

Kane County Farmers Markets

Markets accepting Link & Link Match



- **Downtown Elgin Farmers Market**
- **Batavia***
- **Aurora**

***Winter Market Also**

WHY FARMERS MARKETS?



INCREASE ACCESS TO FRESH FOOD

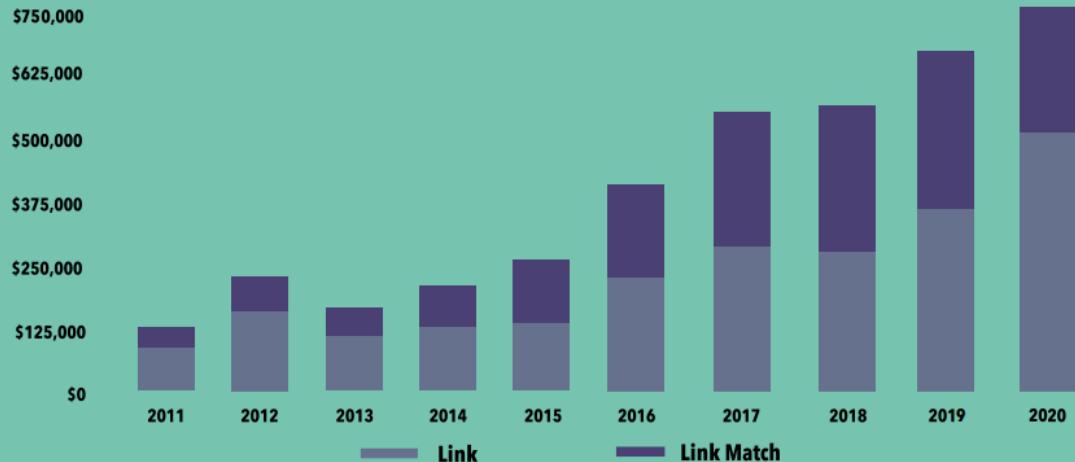
\$22.4 million in SNAP benefits were spent at farmers markets in 2017. That's fresh food for low-income Americans and increased revenue for local farmers.

60% of market shoppers in low-income neighborhoods say their market had better prices than the grocery store.

Markets bring fresh food to the neighborhoods that need it most.

LEARN MORE AT FARMERSMARKETCOALITION.ORG

Link, WIC, and Link Match Sales at Link Up Illinois Markets



600+ family farms and small-scale food producers supported

\$1,374,458

Total economic impact from Link, WIC, and Link Match sales in 2020 (\$763,588 x USDA multiplier of 1.8)

WHY FARMERS MARKETS?



STIMULATE LOCAL ECONOMIES



Locally-owned retailers, such as farmers markets, **return more than three times as much of their sales to the local economy** compared to chain competitors.

Growers selling locally create **13 full time jobs** per \$1 million in revenue earned. Those not selling locally create **3**.

Chain
Locally-owned

85 CENTS
go to marketing
and distribution



TRADITIONAL RETAILER

AND ONLY
15 CENTS
go to the farmer

FARMERS MARKETS



When you buy directly
from your local farmer,
they receive

100%
of your food dollar

Source: U.S. Department of Agriculture Economic Research Service, 2016

LEARN MORE AT FARMERSMARKETCOALITION.ORG

WHY FARMERS MARKETS?



PRESERVE FARMLAND + RURAL LIVELIHOODS



The U.S. loses an acre of farmland a minute to development.

25% of vendors
derive their sole source of income from the market.

The **7** Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support **9,491 acres of farmland in diversified production.**

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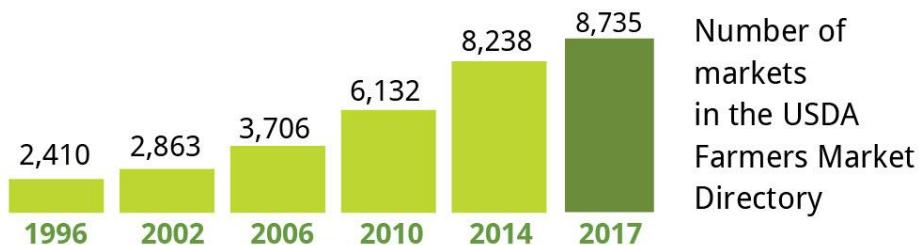
THANK YOU!



Learn more at www.ilfma.org



Why Farmers Markets?



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Chain

local \$

Locally-owned



Preserve Farmland & Rural Livelihoods



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Increase Access to Fresh Food

\$22.4 million

in SNAP benefits (food stamps) were spent at farmers markets in 2017. That's fresh food for low-income Americans and increased revenue for local farmers.

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Markets bring fresh food to the neighborhoods that need it most



Support Healthy Communities



People who shop at farmers markets have **15-20 social interactions per visit**.



They would have only **1-2 per visit** to the grocery store.



Proximity to farmers markets is associated with lower body mass index.