



Illinois Farmers Market Association

www.ilfma.org



Janie Maxwell, MS, RDN
ILFMA Executive Director



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 Manger***
- ***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

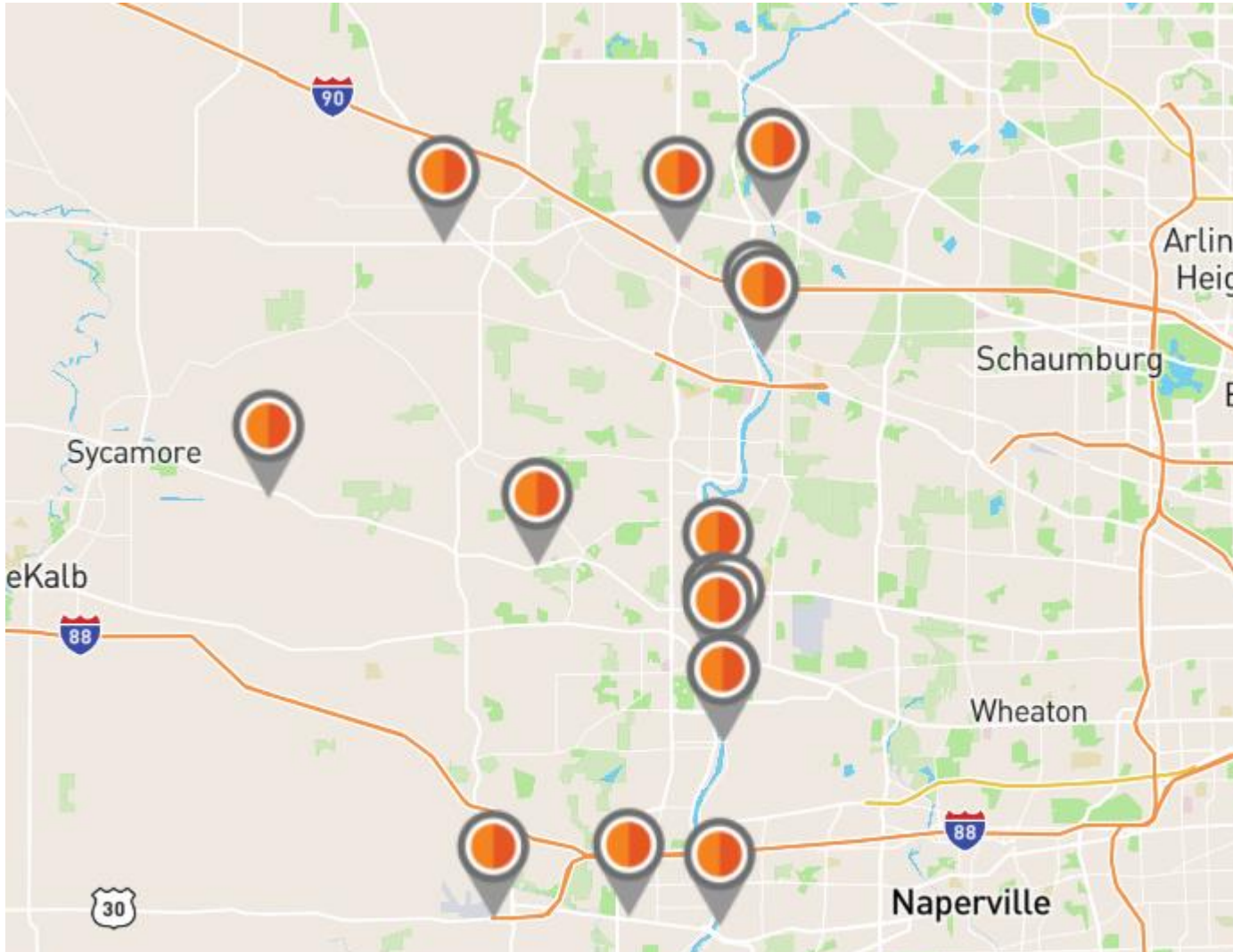
for community

Supports local food system and
farms



Kane County Farmers Markets

ConnectFresh Collaborative Illinois

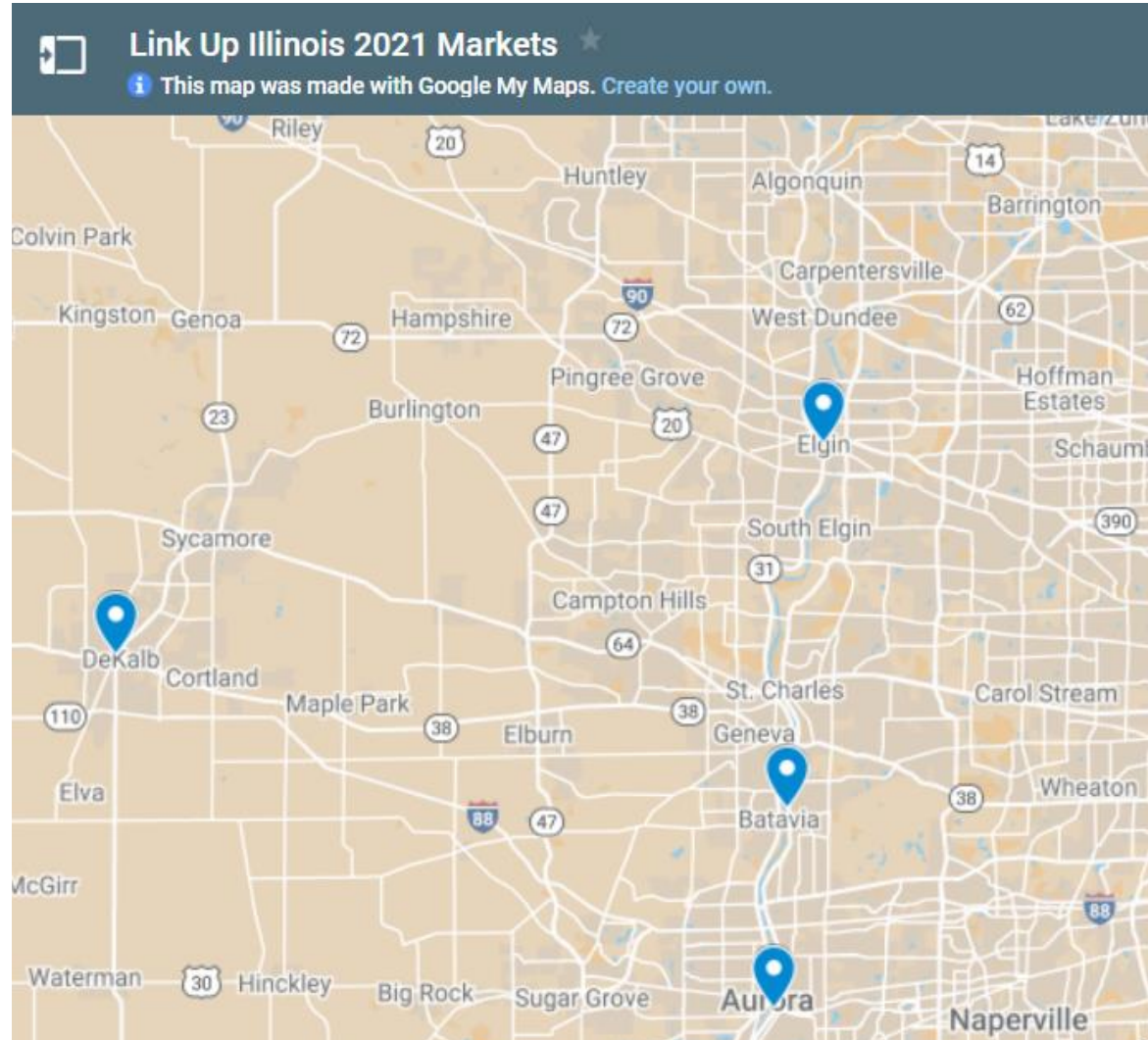


- East Dundee
- Downtown Elgin Farmers Market
- St. Charles*
- Geneva French Market
- Batavia*
- Sugar Grove
- Aurora Downtown

***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.

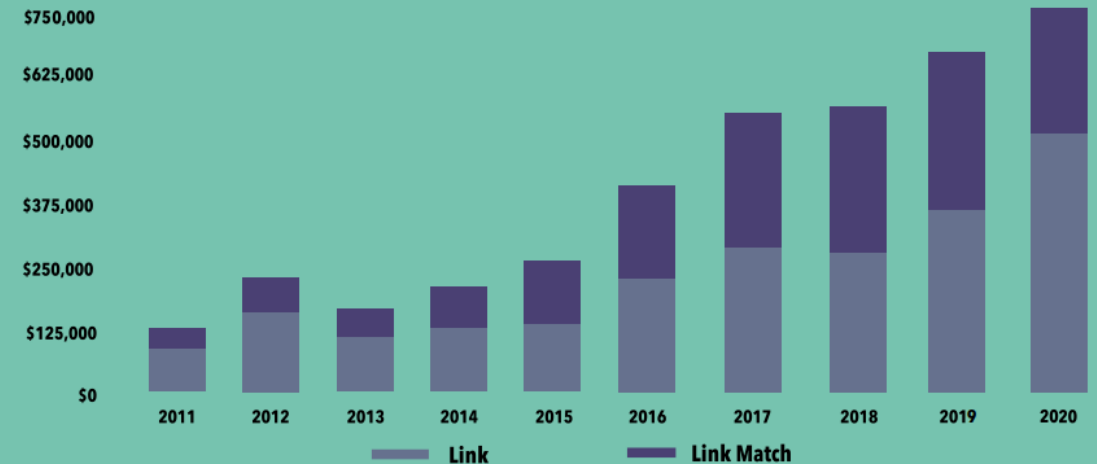
60% of market shoppers in low-income neighborhoods say **their market had better prices than the grocery store.**

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**.

LOCAL \$

Chain
Locally-owned

TRADITIONAL RETAILER

85 CENTS
go to marketing
and distribution

AND ONLY
15 CENTS
go to the farmer



VS.

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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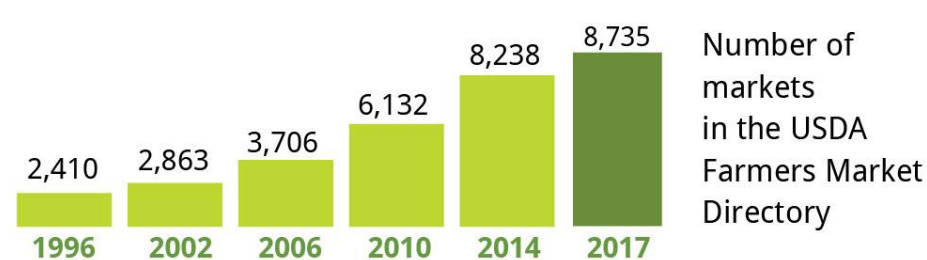
THANK YOU!



Learn more at www.ilfma.org



Why Farmers Markets?



Stimulate Local Economies

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Chain

local \$

Locally-owned



Preserve Farmland & Rural Livelihoods



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

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Increase Access to Fresh Food

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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.