

Facts Page

Let these Farmers' Market facts enhance your lesson.

What is a Farmers' Market?

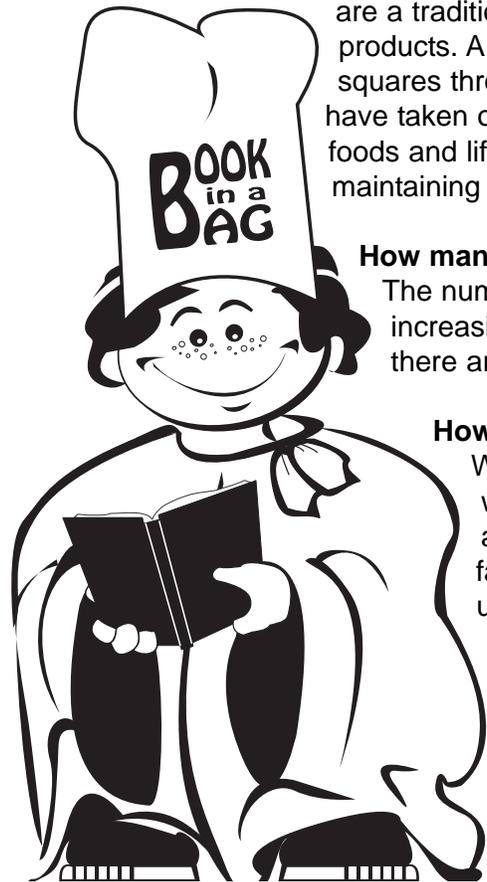
A farmers' market consists of a group of farmers who have come together collectively to market their products directly to the consumer. At the farmers' markets you will meet the growers who produce your food. Farmers' Markets are usually held outdoors in public spaces where booths and stands can be set up for selling.

What can I expect to find at a Farmers' Market?

At the farmers' market expect to find a festive atmosphere and a wide array of fresh vegetables and fruits. You may also find baked goods, maple products, honey, eggs, farmstead cheeses, apple cider, jams and jellies, flowers and even meats. Each farmers' market consists of different growers so availability of these items varies from market to market and the time of year.

Why are Farmers' Markets important?

Products at farmers' markets are known for being locally grown and very fresh. Since fruits and vegetables are very fresh and just-picked, they are nutritious and flavorful. Farmers' markets are a traditional way of selling agricultural and home-manufactured products. A weekly market day is a part of normal life in villages and town squares throughout the world. In the U.S. and Canada, farmers' markets have taken off in popularity due in part to the increased interest in healthier foods and lifestyles and an increased understanding of the importance of maintaining small, sustainable farms near urban environments.



How many Farmers' Markets are there?

The number of Farmers' Markets in the U.S. has grown dramatically, increasing 111% from 1994 to 2004. According to 2004 information, there are over 3,700 farmers' markets operating in the U.S.

How do I shop at a Farmers' Market?

Walk around the market and look at everything before you decide what to buy. Let children help select fruits and vegetables – they are more likely to eat foods they choose. Be sure to ask the farmers questions – they will be happy to tell you about the product, how to prepare it, or what will be ripe next week!