

New Data Reflects the Continued Demand for Farmers Markets

WASHINGTON, August 2, 2014 – The U.S. Department of Agriculture's (USDA) Agricultural Marketing Service (AMS) Administrator Anne Alonzo announced today that USDA's National Farmers Market Directory now lists 8,268 markets, an increase of 76 percent since 2008. The data reflects continued demand and growth of farmers markets in every region of the country. Alonzo also announced that AMS is developing three new local food directories that will expand USDA's support for local and regional foods by providing easy access to the most current information about the local food market.

Alonzo made the announcements at the Dane County Farmers Market in Madison, Wisconsin, the country's largest producer-only market, where she kicked off the 15th annual "National Farmers Market Week", from August 3 through 9, 2014.

"The National Farmers Market Directory numbers reflect the continued importance of farmers markets to American agriculture. Since its inception, the directory has proven to be a valuable tool for accessing up-to-date information about local farmers markets," Alonzo said. "Farmers markets play an extremely important role for both farmers and consumers. They bring urban and rural communities together while creating economic growth and increasing access to fresh, healthy foods."

The USDA National Farmers Market Directory, available at farmersmarkets.usda.gov, provides information about U.S. farmers market locations, directions, operating times, product offerings, and much more. The data is collected via voluntary self-reporting by operating farmers market managers and is

searchable by zip code, product mix, and other criteria. The National Farmers Market Directory receives over 2 million hits annually.<

In addition to USDA's National Farmers Market Directory, AMS is adding:

- **USDA's National Community-Supported Agriculture (CSA) Enterprise Directory**

A CSA is a farm or network/association of multiple farms that offer consumers regular deliveries of locally-grown farm products during one or more harvest season(s) on a subscription or membership basis.

- **USDA's National Food Hub Directory**

A Food Hub is a business or organization that actively manages the aggregation, distribution, and marketing of source-identified food products to multiple buyers from multiple producers, primarily local and regional producers, to strengthen the ability of these producers to satisfy local and regional wholesale, retail, and institutional demand.

- **USDA's National On-Farm Market Directory**

An On-Farm Market is a farm market managed by a single farm operator that sells agricultural and/or horticultural products directly to consumers from a location on their farm property or on property adjacent to that farm.

USDA invites local food business owners who fall within these categories to list their operational details in the new directories www.usdalocalfooddirectories.com. These new directories will be available online early in 2015, giving potential customers, business partners, and community planners easy, one-stop access to the most current information about different sources of local foods.

2014 Directory Highlights

According to USDA's 2014 National Farmers Market Directory, the states with the most farmers markets reported are California (764 markets), New York (638 markets), Michigan (339 markets), Ohio (311 markets), Illinois (309 markets), Massachusetts (306 markets), Pennsylvania (297 markets), Wisconsin (295 markets), Virginia (249 markets), and Missouri (245 markets). All geographic regions saw increases in their market listings, with the most growth in the South. The 10 states with the biggest increases in the numbers of farmers markets include Tennessee, Louisiana, Texas, Hawaii, Massachusetts, Arkansas, North Carolina, Montana, Florida and Nebraska. Five of these states – Tennessee, Louisiana, Texas, Arkansas, and North Carolina – are part of USDA's StrikeForce for Rural Growth and Opportunity, where USDA has increased investment in rural communities through intensive outreach and stronger partnerships.

Farmers market development is a cornerstone of [USDA's Know Your Farmer, Know Your Food Initiative](#), which coordinates the Department's policy, resources, and outreach efforts related to local and regional food systems. Secretary Vilsack has identified strengthening local food systems as one of the four pillars of USDA's commitment to rural economic development.

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