



2014 Farmers Market Report Card

Access

- 🍎 There are currently at least 90 farmers markets operating at 112 locations in WV.
- 🍎 These markets hosted over half a million customers this year.
- 🍎 51 markets in WV are authorized to accept SNAP/EBT at their market.

Sales

- 🍎 WV farmers markets accounted for an estimated \$9 million in direct sales in 2014 - up from \$4 million in 2012, which is more than a 200% increase.
- 🍎 The average WV farmers market vendor made \$265 in sales per day at market in 2014.
- 🍎 The average WV farmers market grossed almost \$97,000 per year in sales in 2014, up from less than \$46,000 in 2012.

Organization:

- 🍎 The average vendor membership/booth fee to participate in a market in WV is \$33 per year.
- 🍎 23.5% of farmers markets in WV have formally adopted bylaws and market rules; while 88% of all markets have some sort of market guidelines in place.
- 🍎 45% of all market managers are not monetarily compensated, while an additional 43% of market managers make less than \$5,000 per year.
- 🍎 The number of vendors per market varies widely, but the average WV farmers market has 9.4 vendors.