



2017 WV Farmers Market Report Card

In 2017, 48 of 91 WV Farmers Markets completed the annual WVFMA census the following data is a reflection of projected statistics from approximately 52% of the farmers markets currently known to be active in the state of West Virginia.

The estimated total sales for 2017: \$6,071,131.64

Individual market average total sales: \$65,990.56

Individual vendors average daily sales: \$210.06

On average 15 vendors attend a farmers market on an average day.

Of the 102 individual locations:

-93 locations are registered to accept Senior Vouchers

-29 locations are registered to accept SNAP/Ebt

-21 additional independent vendors are able to accept SNAP/Ebt

20 markets reported SNAP/Ebt sales data for an estimated total sales of \$36,394.50

24% of reporting markets have market managers who are monetarily compensated.

Average full-time salary of a market manager: \$30,600

Average part-time salary of a market manager: \$15,458.33

2% of full-time/part-time market managers have no designated salary.

56% of market managers are unpaid volunteers.

18% have a board of directors who function as the market manager.

100% of the reporting markets have at least verbal rules in place for their vendors to abide by.

96% of reporting markets have bylaws or written rules in place for their vendors.

Average booth or vendor fee for an entire season: \$66

7 farmers markets reported having purchased insurance through the WVFMA program

15 individual vendors were also reported to have purchased insurance through this program.

89% of markets who attended WVFMA training in 2017 reported data to the census.

94% of markets who attended WVFMA trainings in 2017 reported at least sales data.