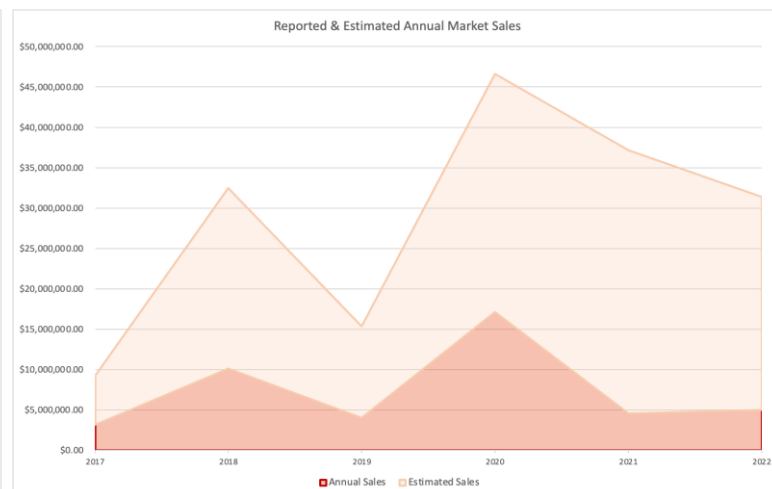
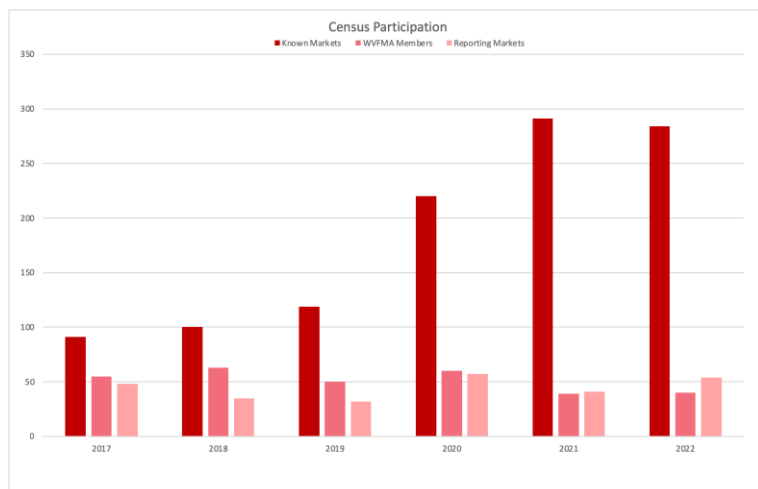


2022 West Virginia Farmers Market Census Aggregate Data Analysis Report

This report was generated in partnership with Claude Worthington Benedum Foundation and Northeast SARE Professional Development Program



Annual Completion Rate:

2022 – 19.01% (284 Known Farmers Markets; 54 Census Participants) **2021 - 14.09%** (291 Known Farmers Markets; 41 Census Participants) **2020 - 25.91%** (220 Known Farmers Markets; 57 Census Participants) **2019 - 35.29%** (119 Known Farmers Markets; 32 Census Participants) **2018 - 45.2%** (104 Known Farmers Markets; 48 Census Participants) **2017 - 52.7%** (91 Known Farmers Markets; 48 Census Participants)

WVFMA membership and Census completion rates have lowered, while known markets are increasing.

54 Farmers Market Managers Reported:

- Reported sales \$5,010,021.33
- Estimated sales \$26,368,533.00
- The average sales reported by farmers markets was over \$18,913.51
- Reported SNAP Sales \$416,585.00
- 22.86% of market managers reported working 9 hours or less during the market season
- 32.26% of managers were paid; 67.74% of managers were unpaid; 3 reported being full-time and unpaid
- Average salary for Part-Time Managers: \$2,454.00/yr
- Average salary for Full-Time Managers: \$11,978.37/yr

Other facts derived from the 2022 Census Data Analysis

The average WV producer/vendor Reported:

- Traveled 19.03 miles one way to sell at a farmers market.
- Paid \$2.52 for mileage
- Paid \$63.61 in membership fees per year
- Earned per day \$1,219.19 (this number is higher than the previous year as there are more large-scale vendors represented such as the Charles Town Farmers Market, and Grow OV, dba The Public Market, represented in the dataset, among others.)

Approximately 12,604 people visited a West Virginia farmers market each week in 2022. Customers spent on average \$274.09 each time they visited a West Virginia farmers market in 2021. The average number of customers that visited per week was 28.09.

NOTE: All data within this report appears in aggregate from self-reporting farmers markets in West Virginia. Trends and any results are directly related to the answers provided by farmers market managers when answering the 2022 WV Farmers Market Census. The West Virginia Farmers Market Association internal policies prohibit distribution of individual identification metrics without explicit consent of the submitting farmers market.