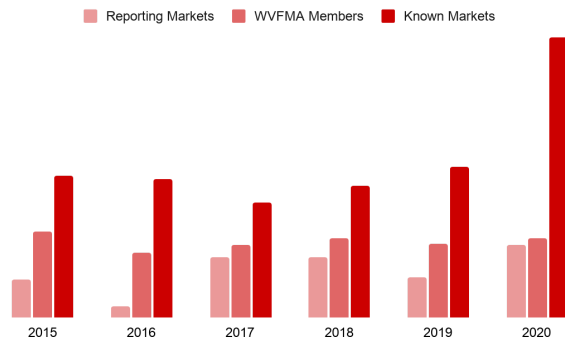


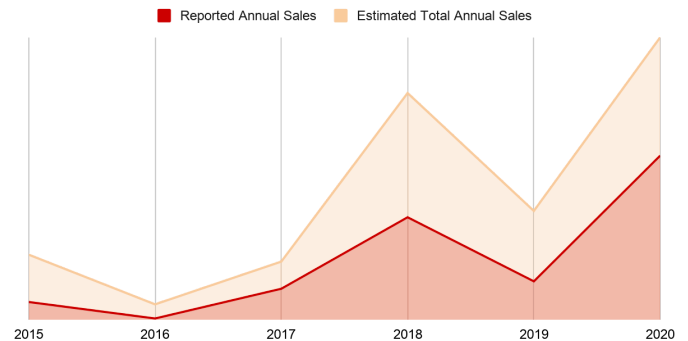
2020 West Virginia Farmers Market Census Aggregate Data Analysis Report

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

Known Markets, WVFMA Members and Reporting Markets



Reported Annual Sales and Estimated Total Annual Sales



Annual Completion Rate:

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)

Participation and sales trends increased between 2019 and 2020. Reported sales in 2019 were approximately \$4 million and increased to approximately \$17 million in 2020. The response/participation rate also dropped 9.38% in 2020 even though more markets participated due to a higher number of known markets statewide.

57 Farmers Market Managers Reported:

- Sales - \$17,142,435.29
- With a response rate of 25.91%; a conservative estimate of total sales is \$29,496,083.71
- 33% of market managers reported working 9hrs or less during the market season
- 35.09% of managers were paid; 64.91% of managers were unpaid; 1 was full-time unpaid
- Average salary for Part-Time Managers: \$6,943.75/yr
- Average salary for Full-Time Managers: \$47,815.42/yr

Other facts derived from the 2020 Census Data Analysis:

The average WV producer/vendor:

- Traveled 20 miles one way to sell at a farmers market
- Earned \$46.15 per day
- Paid \$88.50 for the season in setup/membership fees

Approximately 19,533 people visited a West Virginia farmers market each week in 2020.

On average, a typical customer spent \$14.74 during their visit at WV farmers markets in 2020.

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 2020 WV Farmers Market Census. The West Virginia Farmers Market Association does not own any individual farmers market's data and cannot share specific results without explicit consent of the submitting farmers market.



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