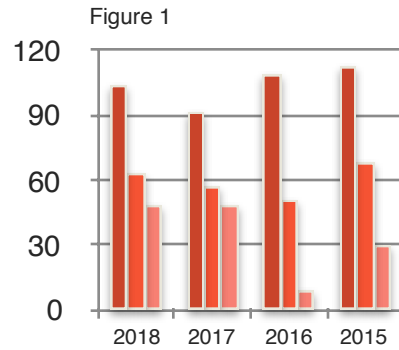


2018 West Virginia Farmers Market Census Data



■ Known Markets
■ WVFMA Members
■ Reporting Markets

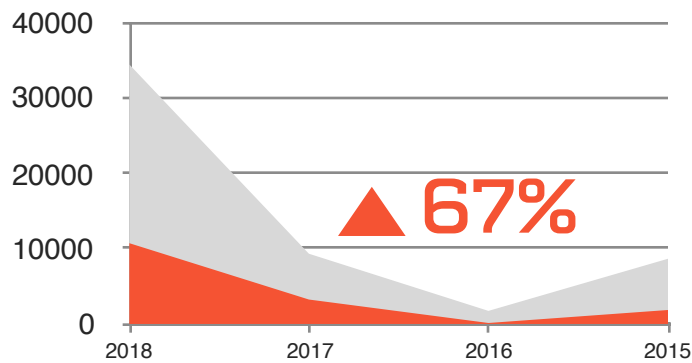
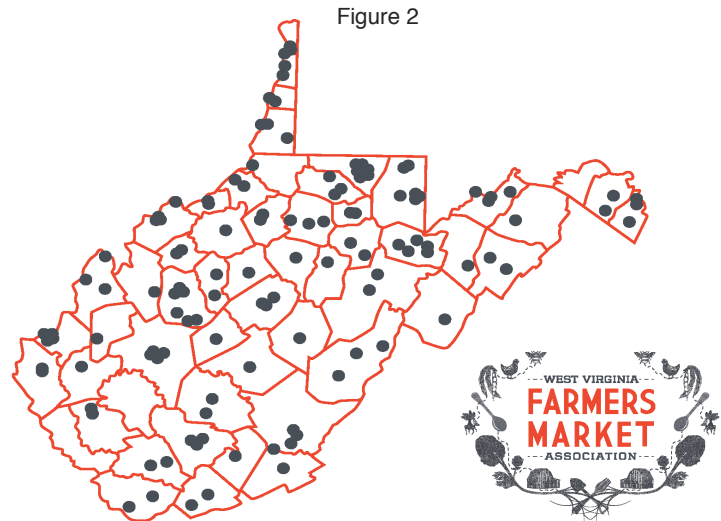


Figure 3 ■ Estimated Total Annual Sales ■ Reported Annual Sales

Figure 4

Customer Count per Week

2018	14,322
2017	16,613
2016	426
2015	7,753

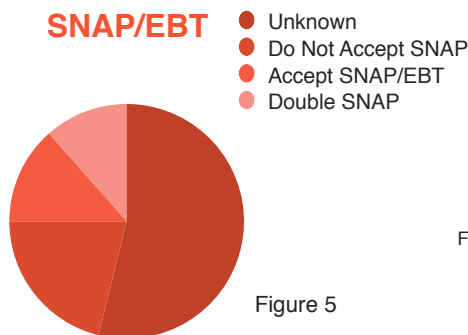


Figure 5

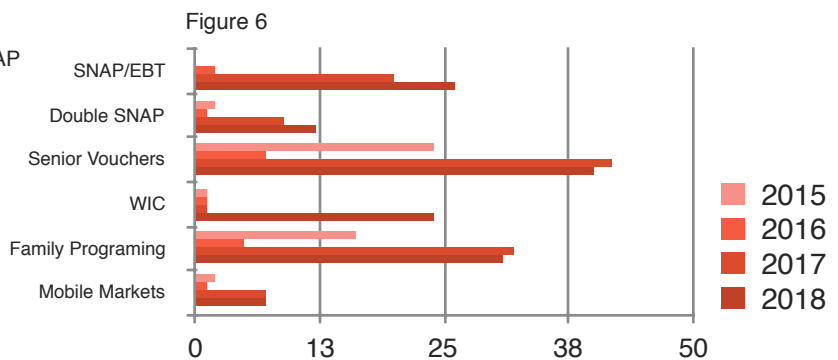


Figure 1 and figure 2 show a comparison of how many farmers markets were known to have existed, how many markets were members of the West Virginia Farmers Market Association, and how many markets contributed to the annual census for 2015, 2016, 2017, and 2018 as well as where known markets are located in West Virginia. In 2018, farmers markets reported over \$10 million in statewide revenue. Figure 3 shows over 67% increase in profits from 2017. Figure 4 shows approximately how many individuals across the state visited farmers markets on a weekly basis each year. Figures 5 and 6 illustrate additional programs markets offered to help underserved and low income individuals in their communities.

For more information or to see where your market fits in this data, please contact Erica Gallimore, WVFMA Project Coordinator, at erica@wvfarmers.org.