

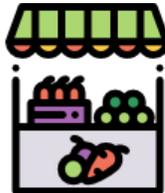
# Northampton County Farmers Markets

## 8

### Producer-Only Farmers Markets

Bath Farmers Market, Bethlehem Farmers Market, Blue Valley Farmers Market, Easton Farmers Market, Nazareth Farmers Market, Northampton Borough Farmers Market, The Farm Market @ NCC, Saucon Valley Farmers Market

*What is a producer-only farmers market?*



A producer-only farmers market is a public and recurring assembly of farmers or their representatives **selling the food that they produced directly to consumers**. Farmers markets **facilitate personal connections** and **bonds of mutual benefits** between farmers, shoppers, and communities. By cutting out middlemen, **farmers receive more of our food dollars** and **shoppers receive the freshest and most flavorful food in their area** and **local economies prosper**.

— Farmers Market Coalition

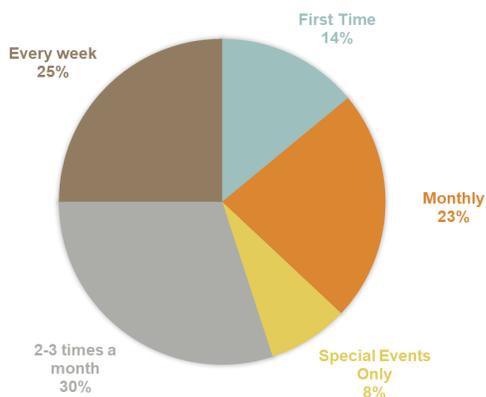


In any given week, there are, on average,

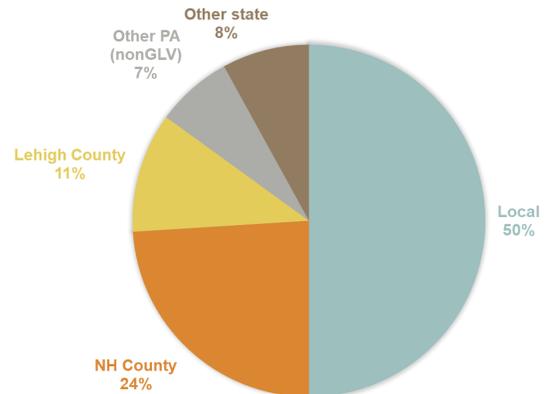
# 6,980 people

shopping at Northampton County Farmers Markets

### HOW OFTEN DO YOU COME TO THE FARMERS MARKET?



### ZIP CODE



On average in 2017, customers spent

# \$113,425 a week

 at farmers markets ...

... that's more than 

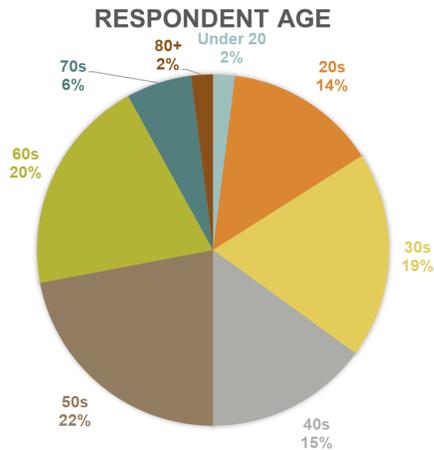
# \$2.2 million dollars

 over the season

## 47%

of market shoppers said they planned to spend additional money in downtown areas

# Who is shopping at the markets?

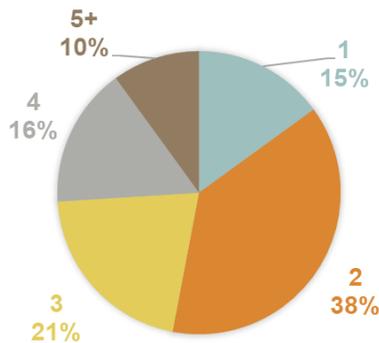


Half of market shoppers are in their 50s or older

Respondents were primarily female (66% to 34%) – even when a male and female were shopping together, the male often deferred answers to the female, suggesting that women are more likely to be making decisions about food purchasing and shopping behaviors at the markets

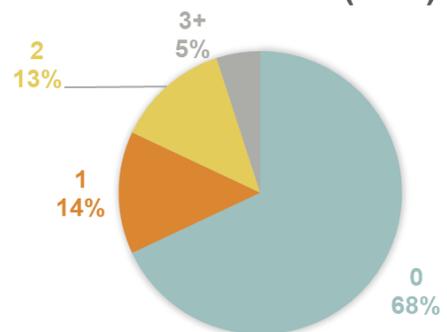
More than half of the respondents live in one- or two-person households ...

## NUMBER OF PEOPLE IN HOUSEHOLD

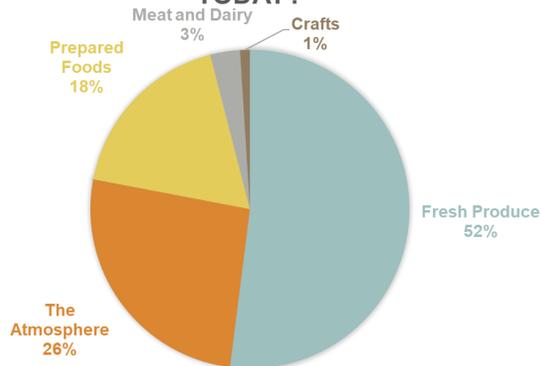


... without children (under 18).

## NUMBER OF CHILDREN IN HOUSEHOLD (U18)



## WHAT IS YOUR PRIMARY REASON FOR COMING TO THE FARMERS MARKET TODAY?



More than half of market shoppers came for the produce.

Just over another quarter said their PRIMARY reason for coming to the market was the atmosphere

Prepared foods were most important to shoppers at markets operating over the lunch hour, but were low in priority for markets operating over the dinner hour, despite take-away options being available in addition to other prepared foods, like baked goods

