Northampton County
Farmers Markets

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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

On average in 2017, customers spent $113,425 a week at farmers markets ...
... that’s more than $2.2 million dollars over the season

HOW OFTEN DO YOU COME TO THE FARMERS MARKET?

ZIP CODE

47%
of market shoppers said they planned to spend additional money in downtown areas
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.