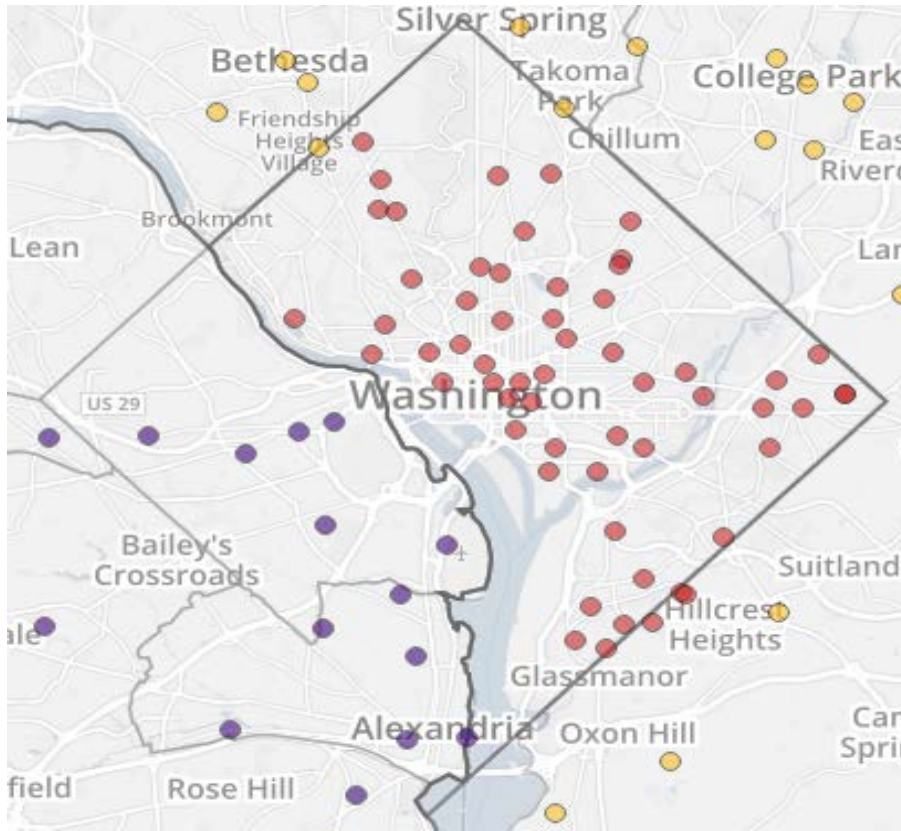




FARMERS MARKETS & DC FOOD GOALS

A conversation with FRESHFARM Markets



**8,100 farmers markets
in the USDA National
Farmers Market
Directory**

**37 registered for the
District and 54 on this
map for the Post**

Source: Washington Post



SOLUTIONS



FOOD GOALS

TARGETS

Increase agricultural land uses within the District.

Put 20 additional acres of land under cultivation for growing food.

Ensure universal access to secure, nutritious, and affordable food supplies.

Ensure 75% of residents live within ¼ mile of a community garden, farmers' market or healthy corner store.

Develop the food industry into a strong and viable economic sector.

Produce or obtain 25% of food within a 100-mile radius.



DC HAS 43

FULL-SERVICE GROCERY STORES⁵⁶



DC HAS 29
FARMERS' MARKETS⁵⁷



12.2%

OF ALL HOUSEHOLDS IN DC
REPORT DIFFICULTIES IN AFFORDABILITY
AND ACCESS TO FRUITS AND VEGETABLES⁵⁸



Strengths

Flexibility
High-quality product offerings
Community Partnerships

Opportunities

Walkability
Web visibility
Food assistance programs- including
Produce Plus

Weakness

Difficulties for farmers,
traveling
Convenience
Barriers to entry for new farmers

Threats

Greenwashing
Space- cost, weather



Low hanging fruit

\$16.6 million spent at farmers markets SNAP

\$74 Billion in total SNAP benefits were redeemed last year.

Farmers markets are only seeing **.02% of SNAP money**.

According to Farmers Market Coalition

Even a **half percent** increase in the amount of total SNAP money spent at farmers markets, would mean millions of dollars of fresh, nutritious foods going to families who need it, and millions of dollars of revenue going directly to community farmers rather than large food manufacturers and corporations.



As advocates what should we be looking for from the District so that farmers markets support DC Food Goals?

Producer Only
Food Access Program
Innovative Tech
Public Space



Questions?

Caroline Michniak

caroline@ffm.org

Deputy Director of Outreach

FRESHFARM markets



FRESHFARM
markets