MEASURING VALUE IN YOUR LOCAL FOODSHED: FARMERS MARKETS

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The Englewood and Venice farmers markets in Sarasota County exemplify the economic value of farmers markets to local farmers, food entrepreneurs, nearby businesses, and the greater municipality.

Compared to the average 17.4 cents farm share of food dollar in agribusiness (USDA, 2013).

In context to the average 10.5 cents farm production cost per food dollar (USDA, 2013).

FARMERS MARKETS are one of the fastest growing segments of local foodsheds. They allow venders to sell directly to consumers and receive 100% of every food dollar spent.

MEASURED VALUES OF FARMERS MARKETS INCLUDE:
- They contribute to the economic viability of local farms & food entrepreneurs
- They supply access to locally-produced foods to many consumers who are repeat customers
- They stimulate local economies and tax revenue

VEnders ANNUAL GROSS DIRECT SALES
Englewood $5,089,983.60
Venice $1,698,882.08

NEARBY BUSINESSES ANNUAL GROSS DIRECT SALES
Englewood $4,674,604.67
Venice $2,725,020.19

TOTAL ANNUAL REGIONAL ECONOMIC IMPACTS
Englewood $19,431,530.66
Venice $8,803,565.53

LOCAL TAX ANNUAL REVENUE
Englewood $327,222.33
Venice $177,126.31

2014 values calculated w/ S.E.E.D methodology (http://www.marketumbrella.org/)

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SHOPPER ANNUAL ATTENDANCE
Englewood 130,500
Venice 168,000

SHOPPER ATTENDANCE FREQUENCY
Englewood 75% (WEEKLY OR MONTHLY)
Venice 80% (WEEKLY OR MONTHLY)

VENDORS PROFILE
Englewood 53 total
100% FOOD/PLANT-RELATED
Venice 33 total
52% FOOD/PLANT-RELATED

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