



Agricultural Marketing Service
U.S. DEPARTMENT OF AGRICULTURE

2019 National Farmers Market Manager Survey

Federal Nutrition Programs



Developed through a
Wheaton College and
USDA partnership.

Introduction

In 2020, the United States Department of Agriculture – National Agricultural Statistical Service (USDA-NASS) conducted a survey of farmers market managers in the U.S. under an agreement with the Agricultural Marketing Service (USDA-AMS). The survey collected data from the managers of U.S. farmers markets that were operating in 2019 in the 48 contiguous states. For this survey, a farmers market was defined as a collection of two or more farm vendors selling agricultural products directly to customers at a common, recurrent physical location. For more information about the survey, reference the *Farmers Market Managers Survey Overview*.

This brief analyzes participation in the Federal Nutrition Programs (FNPs) and matching programs at farmers markets. This analysis highlights the gaps that exist at markets when it comes to the acceptance of payments and matching programs. Across regions, program participation at markets is inconsistent, as is their funding.

Federal Nutrition Programs Participation

The USDA Food and Nutrition Service (FNS) programs aim to increase food security and reduce hunger in families and individuals. They include but are not limited to the [Supplemental Nutrition Assistance Program \(SNAP\)](#), the [Special Supplemental Nutrition Program for Women, Infants, and Children \(WIC\)](#), the [Senior Farmers Market Nutrition Program \(SFMNP\)](#). At farmers markets specifically, the [WIC Farmers' Market Nutrition Program \(FMNP\)](#) provides WIC participants with additional funds to shop at farmers markets, among other places. Some of the FNS programs go by a different name at the state level and there are also state-run programs.

The National Farmers Market Managers Survey asked if farmers markets participated in FNPs, whether any individual vendors accepted FNPs as payment, and how those FNPs were funded. The results show:

- Half (50%) of respondents, representing 3,181 farmers markets across the U.S., reported that their markets accepted at least one FNP benefit as payment during the 2019 season.
- A higher percentage of markets in the West (64%) and Northeast (60%) accepted FNP benefits than the national average (50%) (Figure 1).
- Similarly, urban markets (54%) accepted FNP benefits at a higher rate than the average.

Figure 1. Percentage of Farmers Markets that Accept Federal Nutrition Programs Benefits As Payment, by Region and Urbanicity

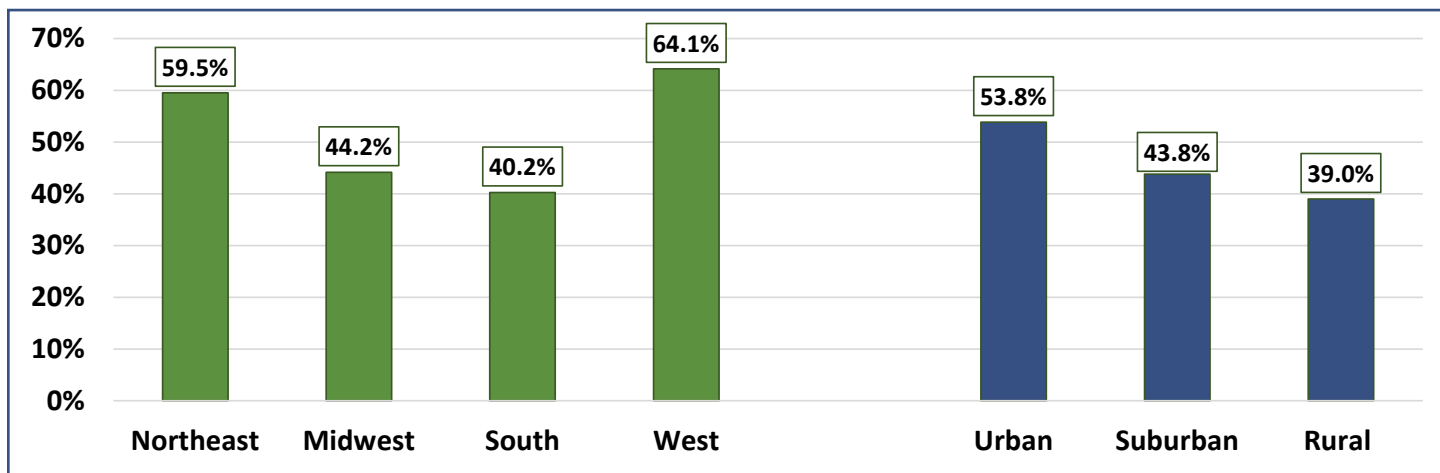
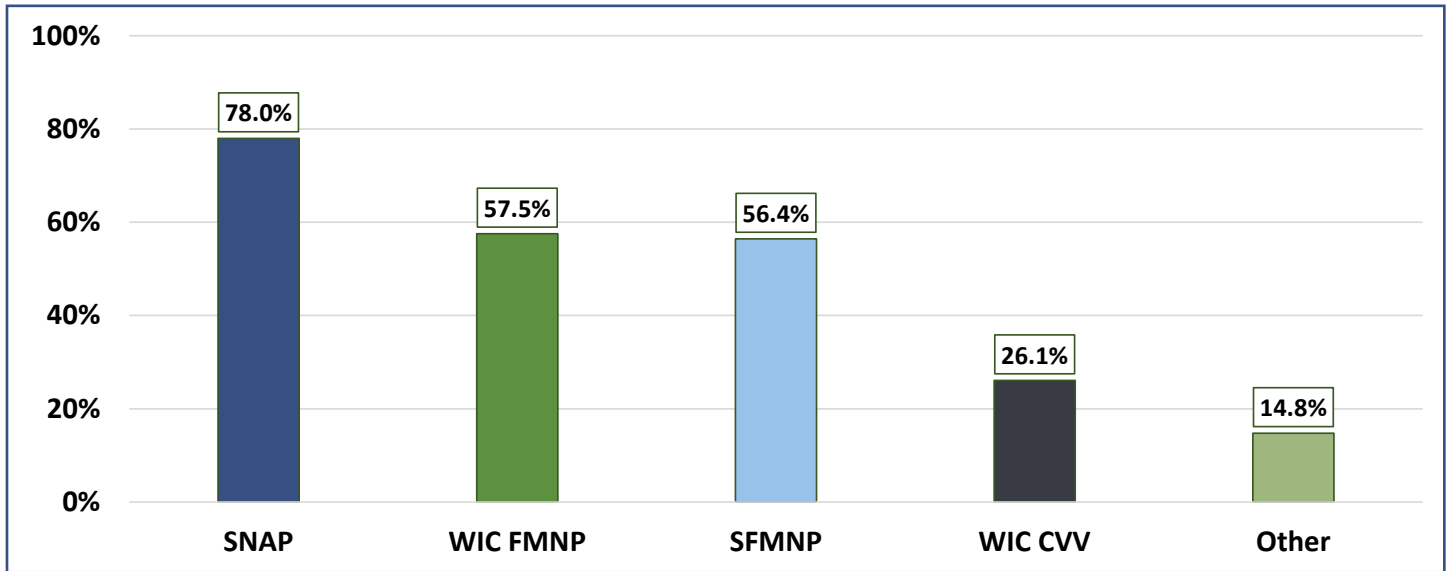


Figure 2 shows that SNAP was the most common FNP benefit (78%) accepted at farmers markets, followed by WIC FMNP (58%), SFMNP (56%), and the WIC Cash Value Voucher (CVV, 26%).¹ Some markets offer multiple programs and respondents selected all programs offered.

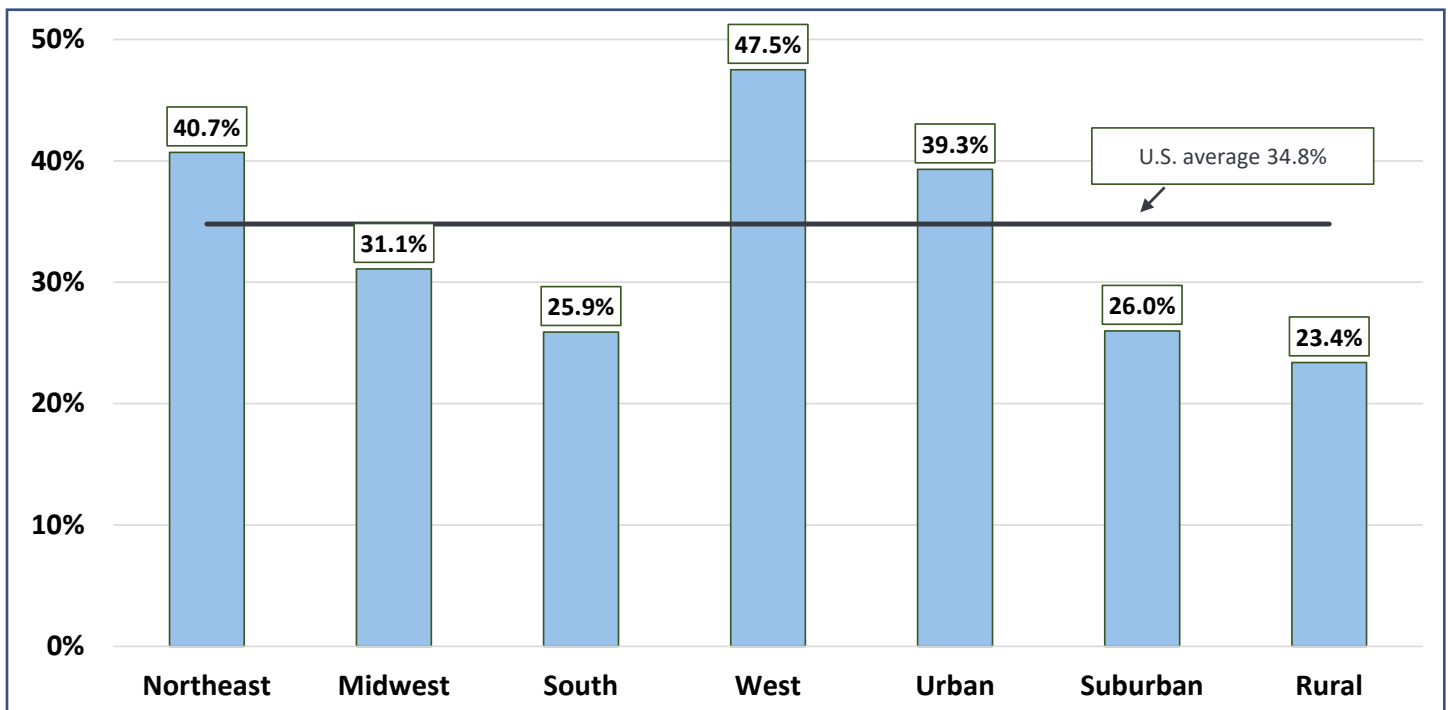
Figure 2. Types of FNP Benefits Accepted



Incentives and Matching Programs

Survey respondents were also asked if they participated in any incentives or matching programs during the 2019 season, such as Double Up Food Bucks.² As shown in Figure 3, 35% of farmers markets offered at least one FNP incentive or matching program, with markets in the West more likely to do so (48%). Further, urban markets were more likely to offer an incentive or matching program (39%) when compared to suburban (26%) and rural (23%) markets.

Figure 3. Farmers Markets that Offer Incentive or Matching Programs, by Region and Urbanicity



1 CVV is now called the cash value benefit (CVB).

2 <https://doubleupamerica.org/>