



Farmers Market Coalition

Why Farmers Markets?



Stimulate Local Economies

Growers selling locally create **13 full time jobs** per \$1 million in revenue earned. Those not selling locally create **3**.



Locally-owned retailers, such as farmers markets, **return more than three times as much of their sales to the local economy** compared to chain competitors.

Chain

local \$

Locally-owned



Preserve Farmland & Rural Livelihoods



The U.S. loses an acre of farmland a minute to development.

The **7** Seattle farmers markets hosted by the Neighborhood Farmers Market Alliance support **9,491 acres of farmland in diversified production**.

25% of vendors

derive their sole source of income from the market.



Increase Access to Fresh Food

Online markets *use* **TODAY'S TECHNOLOGY** *to restore an* **OLD SCHOOL** connection to our food.

91% of market shoppers use **mobile applications**, the most **convenient** way to build bridges between families and farmers... and **save time** for both, too.

Seasonal Roots home-delivers local food within about 48 hours from Dirt to Doorstep® ... compared to a week or more at the grocery store.



Support Healthy Communities



"I absolutely love receiving my fresh, local produce deliveries each week from Seasonal Roots. The selection and options and the amount of produce you get is just fantastic. **We eat so much healthier** with these fruits, veggies, eggs, etc., arriving at our door each week."

~ Leslie M.



Proximity to farmers markets is associated with lower body mass index.