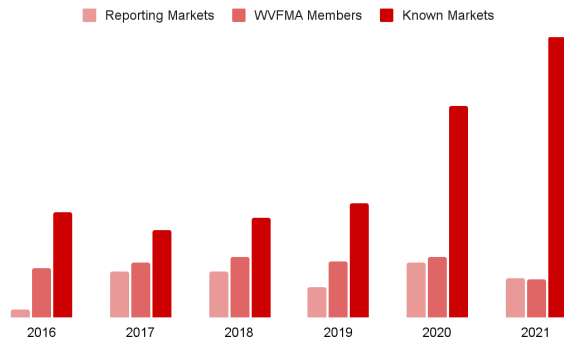


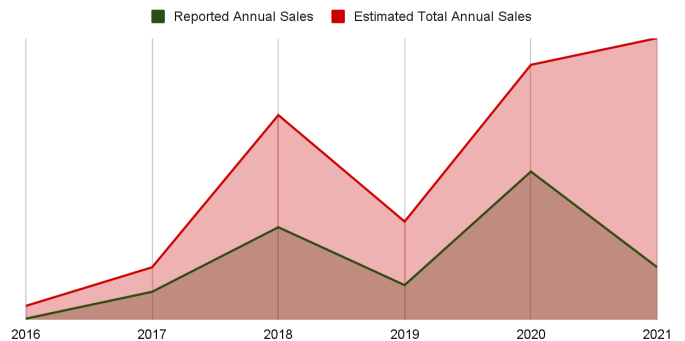
# 2021 West Virginia Farmers Market Census Aggregate Data Analysis Report

This report was generated in partnership with Claude Worthington Benedum Foundation and Northeast SARE Professional Development Program

Known Markets, WVFMA Members and Reporting Markets



Reported Annual Sales and Estimated Total Annual Sales



## Annual Completion Rate:

2021 - 14.09% (291 Known Farmers Markets; 41 Census Participants)  
2020 - 25.91% (220 Known Farmers Markets; 57 Census Participants)  
2019 - 35.29% (119 Known Farmers Markets; 32 Census Participants)  
2018 - 45.2% (104 Known Farmers Markets; 48 Census Participants)  
2017 - 52.7% (91 Known Farmers Markets; 48 Census Participants)

Sales trends have increased steadily between 2019 and 2021. Estimated sales in 2019 were approximately \$4 million, increased to approximately \$17 million in 2020, and seem to be holding steady at \$32 million in 2021. Over the past two years the response rate has dropped which is concerning. However, we believe that the 10.47% rate of change between 2020 and 2021 confirms an accurate and growing local economy.

## 41 Farmers Market Managers Reported:

- Estimated Sales - \$32,583,894.40
- SNAP Sales Reported - \$342,088.63 (WV Food and Farm Coalition Data for 2021)
- 21.95% of market managers reported working 9 hours or less during the market season
- 25.93% of managers were paid; 74.07% of managers were unpaid; 3 reported being full-time and unpaid
- Average salary for Part-Time Managers: \$5,150/yr
- Average salary for Full-Time Managers: \$33,000/yr

## Other facts derived from the 2021 Census Data Analysis:

The average WV producer/vendor:

- Earned \$171.49 per day
- Paid \$83.26 for the season in setup/membership fees
- Traveled 16.4 miles one way to sell at a farmers market (excluding on-farm markets)

Approximately 49,162 people visited a West Virginia farmers market each week in 2021.

On average, a typical customer spent \$12.75 during their visit at WV farmers markets in 2021.

**NOTE:** All data within this report appears in aggregate from self reporting farmers markets in West Virginia. Trends and any results are directly related to the answers provided by farmers market managers when answering the 2021 WV Farmers Market Census. The West Virginia Farmers Market Association internal policies prohibit distribution of individual identification metrics without explicit consent of the submitting farmers market.



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