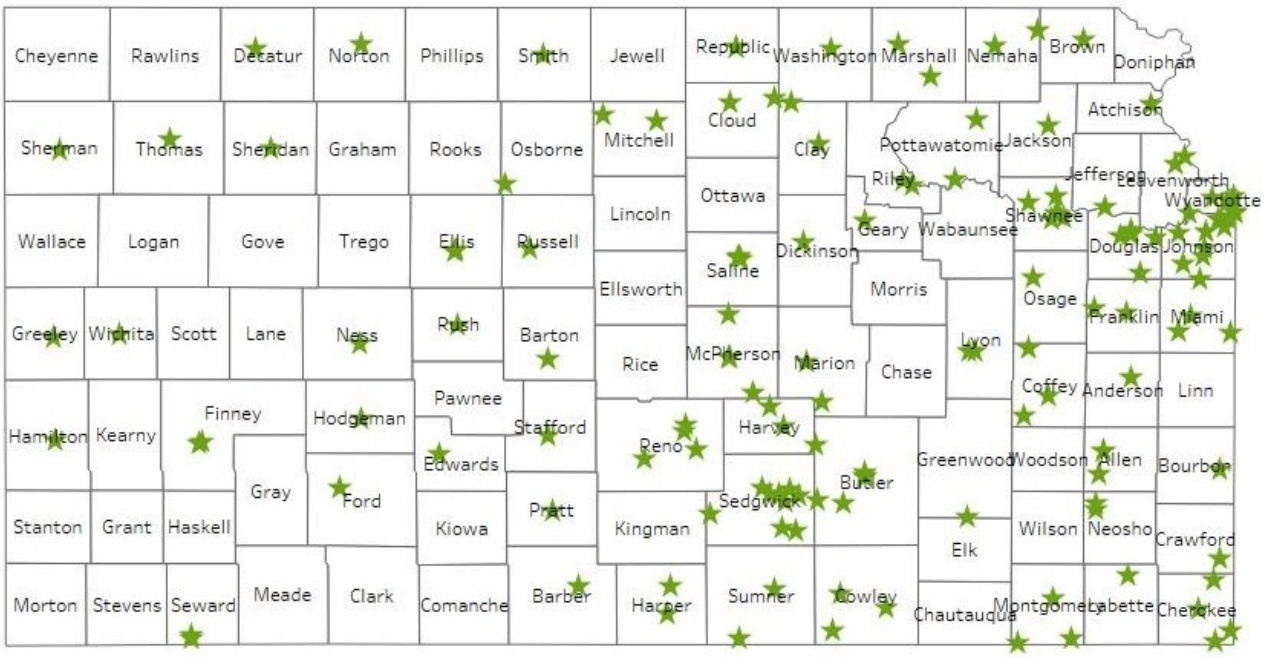
# Kansas Farmers Market Fact Sheet

June 2019




Notes: This map indicates the locations of unique farmers markets in Kansas as of September 30, 2018. Farmers markets with multiple market days were only counted once.
Data Source: Physical Activity and Nutrition Program, Bureau of Health Promotion, Kansas Department of Health and Environment

Kansas Department of Health and Environment

A farmers market is a market with multiple vendors selling goods directly to consumers at a specific location and a scheduled time. Vendors are frequently producers; selling fresh fruits and vegetables, honey, meat, dairy, eggs, grains, prepared foods, or other specialty items.

# Support Farmers Markets because they…

1. increase community access and consumption of healthy fresh fruits and vegetables;
2. increase fresh produce in food scarce communities;
3. may sell items for lower prices than community grocery stores;
4. connect communities to the farmers who grow their produce; and
5. strengthen local food systems, enhance economies, and contribute to a livelier pedestrian environment.

## Among Kansas adults aged 18 years and older

**45%**

Purchased fruits and vegetables from a farmers market in 2015

**30%**

Bought fruits and vegetables regularly (4 times or more) from a farmers market in 2015

## Top Reasons why Kansas adult did not buy fruits and vegetables from a farmers market

Percent among Kansans aged 18 years and older who did not purchase fruit/vegetables from a farmers market in 2015

**62%** of Kansas adults who purchased fruits and vegetables from a farmers market consumed **fruits** at least once per day. This percentage is significantly higher compared to 51% among those who did not purchase fruits and vegetables from a farmers markets

**84% of Kansas adults who purchased fruits and vegetables from a farmers market consumed vegetables at least once per day**. This percentage is significantly higher compared to 73% among those who did not purchase fruits and vegetables from a farmers markets

Source: 2015 Kansas Behavioral Risk Factor Surveillance System (KS BRFSS), Bureau of Health Promotion, KDHE

| Purchasing Fruits or Vegetables from Farmers Markets by Population Sub-Groups among Adults 18 years and older, KS BRFSS 2015 | |
|---|---|
| Significantly Higher Percentage Purchased Fruits or Vegetables Among ..... | |
| Adults aged 35 years and older | compared to adults aged 18 to 28 years |
| Adults with higher annual household income | compared to adults with lower annual household income |
| Adults with higher education attainment | compared to adults with lower education attainment |
| Adults in urban counties | compared to adults in semi-urban, densely settled rural, rural and frontier counties |
| Adults who participated in leisure time physical activity | compared to adults who did not participate in leisure time physical activity |

Source: 2015 KS BRFSS, Kansas Department of Health and Environment, BHP

# Farmers markets matter to Kansans because...

1. **Fruit and vegetable consumption is associated with lower risk for chronic diseases, including heart disease, stroke, high blood pressure, diabetes, and some cancers.**
   Source: Centers for Disease Control and Prevention. State Indicator Report on Fruits and Vegetables, 2018. Atlanta, GA: CDC U.S. DHHS; 2018.

2. **Farmers markets offer fresh fruit and vegetables for which consumption among Kansans are not sufficient. Among Kansans aged 18 years and older in 2015, 44% did not eat fruit daily and 22% did not eat vegetable daily.**
   Source: 2015 KS BRFSS, Kansas Department of Health and Environment, BHP

3. **Money spent at a Farmers Market is better for the local economy. According to a study, money spent at the Emporia Farmers Market during 2013 added three times the value to the local economy than an equal amount of money spent at in-state retail outlets.**
   Source: Troendle J. Estimated economic impact of Emporia Farmers Market in 2013. Kansas Department of Agriculture 2015.

# Support farmers markets by...

- Identifying spaces in your community that could benefit from access to a farmers market, such as low-income or food scarce areas.
- Promoting the redemption of SNAP and SFMNP benefits for fresh produce at your local farmers market.
- Encouraging local growers to participate in your community farmers markets.
- Teaching your community about the health and economic benefits of fresh produce and farmers markets.
- Buying and eating fruits and vegetables from your local farmers market.
- Establishing new farmers markets or helping to expand existing markets in your community.

# What's Growing?

## Kansas Seasonal Specialty Crop Calendar

* Blueberries, Blackberries, Raspberries, Elderberries, Gooseberries, Strawberries and Grapes
** Lettuce, Kale, Arugula, Chard, Collards, Endive, Spinach and Bok Choy

# Farmers Market Programs & Resources

### Kansas Senior Farmer's Market Nutrition Program (KSFMNP)

This program provides qualifying seniors in Kansas with checks to spend on fresh fruits, vegetables, herbs, and honey at farmers markets through authorized farmers. A list of counties where benefits are available can be found at:

http://www.kdheks.gov/sfmnp/

### Supplemental Nutrition Assistance Program (SNAP)

This federally-funded program provides economic support for eligible low-income individuals and families to ensure healthy food access. SNAP benefits can be redeemed at grocery stores as well as farmers markets around the state. Information on SNAP benefits can be found at:

http://www.dcf.ks.gov/services/ees/Pages/Food/FoodAssistance.aspx

### Kansas Double Up Food Bucks (DUFB)

This program matches every $1 spent on eligible foods with an additional $1 to be spent on more fruits and vegetables. SNAP benefits can be doubled-up at participating farmers markets. More information and a list of participating locations is available at:

http://www.doubleupheartland.org/

### From the Land of Kansas

The program's mission is to promote Kansas products and provide support to local businesses. Explore the variety of local goods Kansas has to offer and check out different featured member organizations at:

https://fromthelandofkansas.com/

### Food Safety at Farmers Markets

Kansas State University Research and Extension service provides information regarding proper food handling, preparation, and preservation techniques to prevent food-borne illnesses. Learn more at:

http://www.ksre.k-state.edu/foodsafety/topics/market.html

### Capital City Wellness Toolkit

This Toolkit was based on the Capital City Wellness Pilot Project implemented in downtown Topeka. It contains information on how to start a farmers market and ways to increase community physical activity levels. The Toolkit can be found at:

http://www.capitalcitywellness.org/download/Wellness_Toolkit_Booklet.pdf

### Public Health Law Center

This organization has compiled resources to help communities establish, develop, and maintain a successful farmers market. Information is available regarding general operations, state and local regulations, and suggested rules for vendors to help the market succeed. All of this information and more can be found at: **http://www.publichealthlawcenter.org/resources/kansas-farmers-market-resources**

### Farmers Market Coalition

**The Farmers Market Coalition works to equip market managers and farmers with tools necessary to run a successful market, supports research to understand the impact of farmers markets, and provides a network to discuss ideas and issues. For more information on the Farmers Market Coalition and their programs at: https://farmersmarketcoalition.org/**

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