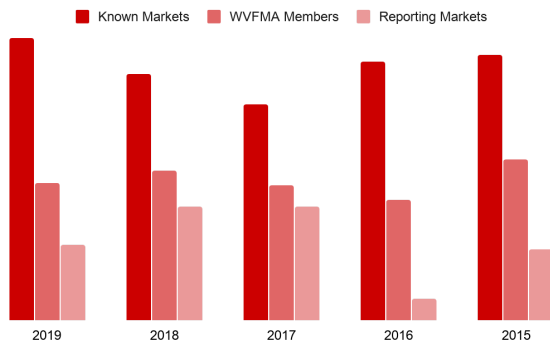
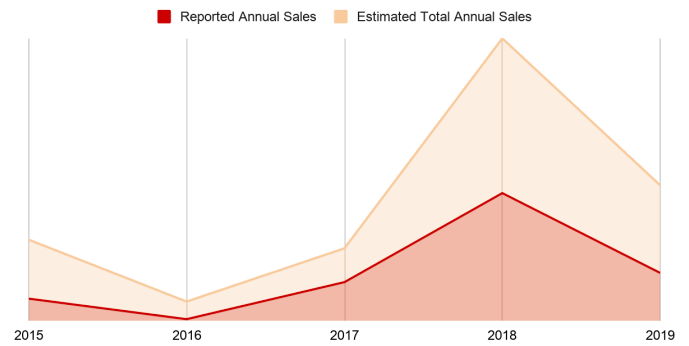


Known Markets, WVFMA Members and Reporting Markets



Reported Annual Sales and Estimated Total Annual Sales



Annual Completion Rate:

- 2019 - 35.29%
- 2018 - 45.2%
- 2017 - 52.7%

Participation and sales trends dropped between 2018 and 2019. Reported sales in 2018 were approximately \$10 million and dropped down to approximately \$4 million in 2019. The response/participation rate also dropped 10.09% in 2019.

42 Farmers Market Managers Reported:

- Sales - \$4,009,749.46
- With a response rate of 35.29%; estimated statewide sales were approximately \$11,362,282.40
- 50% of market managers reported working 9hrs or less during the market season
- Average salary for Part-Time Managers: \$2,007.86/yr
- Average salary for Full-Time Managers: \$33,200.00/yr

Other facts derived from the 2019 Census Data Analysis:

The average WV producer/vendor:

- Traveled 20 miles one way to sell at a farmers market
- Earned \$27 per day
- Paid \$74 for the season in setup/membership fees

Approximately 9,441 people visited a West Virginia farmers market each week in 2019.

On average, a typical customer spent \$15.73 during their visit at WV farmers markets in 2019.

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 2019 WV Farmers Market Census. The West Virginia Farmers Market Association does not own any individual farmers market's data and cannot share specific results without explicit consent of the submitting farmers market.

