

Throughout the summer of 2021, the **New York Sustainable Agricultural Working Group** surveyed 136 farmers market customers across Allegany, Cattaraugus and Chautauqua counties.



- Over two-thirds of shoppers (64.29%) are women, they have an average age of 53.44 and live in households with an average of 2.48 people
- Most are white (82.4%), and 41.67% are from households making less than \$50,000 annually
- Over three-quarters (77.61%) traveled to the market by car, truck or van while about a fifth (20.90%) walked
- They spent an average of \$28.50 after frequenting 2.8 vendors, thereby increasing the number of fresh food servings consumed by 1.73 per day
- Twenty-nine percent did additional shopping downtown, spending an average of \$26.97

**Customers who purchased ...**

Vegetables	77.04%
Fruits	61.48%
Baked goods (pastries, bread, bagels, etc.)	37.78%
Art & Crafts (pottery, fiber goods, carvings, etc.)	18.52%
Meat, poultry, fish	10.37%
Preserves (jams, jellies, pickles, etc.)	7.41%
Plants (bedding plants, starters, hanging baskets, etc.)	7.41%
Dairy, cheese products	5.93%
Mushrooms	6.67%
Eggs	5.19%
Prepared, Ready to Eat Food (pizza, kettle corn, hot coffee, lunch, etc.)	5.19%
Packaged Foods (dip, dressing, seasonings, condiments, etc.)	3.70%
Fresh Cut Herbs	4.44%
Fresh Cut Flowers	4.44%
Maple syrup, maple products	3.70%
Alcohol (wine, spirits, beer, etc.)	3.70%
Oil, Lotion, Soap	2.96%
Organic Products	2.22%
Sprouts	1.48%

**Customers** have been coming for an average of 5.3 seasons; 42.75% come every week. Just over half (56.56%) frequent only a single market. Almost half (47.06%) heard about the market through word of mouth. Roughly a third of customers shop at farmers markets to support local agriculture (33.6%) or for freshness and taste (32.8%).

**Nutrition Programs Are of Limited Use**

SNAP EBT	22.22%
WIC FMNP (Farmers Market Nutrition Program)	2.22%
WIC Vegetable & Fruit (VF) Program	2.96%
Senior FMNP (Farmers Market Nutrition Program)	8.89%
Fresh Connect	2.22%
Double Up Food Bucks	14.07%
Seneca Nation Health Bucks	1.48%
Market Customer Loyalty Cards	2.96%



**Shoppers would most like to see increased food products at the market.**

- 16.67% Vegetables
- 15.53% Baked Goods
- 10.42% Dairy, Cheese Products
- 10.42% Fruits



**What could most improve the market?**

Extend the market season	33.33%
Cooking demonstrations, printed recipes available	15.83%
Other	15.00%
Credit card, debit card, EBT processing	12.50%
Entertainment	10.83%
Benches, tables, seating area	5.83%
Public restroom facilities	5.00%
WiFi Availability	1.67%
<b>Total</b>	<b>100%</b>

[www.freshlocalwny.org](http://www.freshlocalwny.org)