

# Most Ohio adults have used a farmers market in the past year

A farmers market is a place where a number of farmers gather on a regular basis, often weekly, to sell their products and produce. Items sold can include fruits and vegetables, as well as other locally produced products such as honey, eggs, cheese and meat.

Farmers markets improve access to locally grown produce. Because vegetables and fruits are sold there, farmers markets are seen as a way to promote a healthier diet.

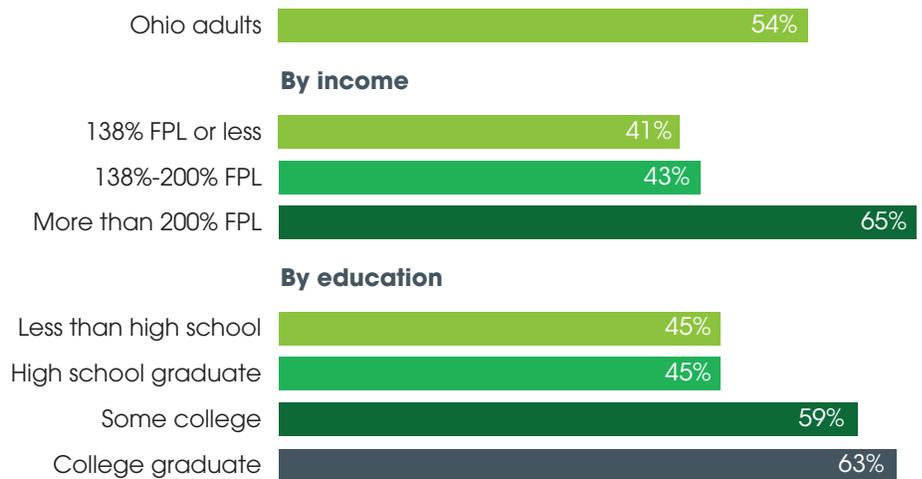
The 2016 **Ohio Health Issues Poll (OHIP)** asked Ohio adults about their use of farmers markets.

## Most have bought food at farmers market

OHIP asked Ohio adults, "In the past 12 months, did you purchase food from a farmers market?" More than half (54%) said yes.

There were no differences by gender or age. However, adults with more education were more likely to have shopped at a farmers market. About 6 in 10 adults with at least some college said they had done so. That compares with only 4 in 10 adults with a high school diploma or less education. (See graph.)

## In the past 12 months, did you purchase food from a farmers market? (Graph shows those saying "yes.")



## Adults with more income more likely to shop at farmers market

OHIP also found that adults with more income were more likely to shop at a farmers market. More than 6 in 10 adults earning more than 200% of the Federal Poverty Level (FPL)<sup>1</sup> (65%) said they had done so. This compares with only 4 in 10 adults earning 200% FPL or less.

In recent years, some farmers markets have been allowed to accept payment through the federal Supplemental Nutrition Assistance Program (SNAP). SNAP benefits help low-income

individuals and families buy food. As of November 2016, Ohio had 111 SNAP-authorized farmers markets.<sup>2</sup>

## Most spent \$20 or less

OHIP also asked "On your last visit to a farmers market, approximately how much did you spend?" About 6 in 10 adults (58%) said they had spent \$20 or less. Among those, most spent between \$11 and \$20.

<sup>1</sup> In 2015, 200% of the Federal Poverty Level was \$48,500 for a family of four.

<sup>2</sup> U.S. Department of Agriculture, Food and Nutrition Service. Farmers markets accepting SNAP benefits nationwide, Nov. 2016. Retrieved from <http://bit.ly/2fmyoRo>