



FARMERS' MARKETS

Connect people to their food sources • Provide fresh healthy food in communities lacking grocery stores • Boost foot traffic to nearby businesses • Provide additional income to farmers

Planning Considerations

What to allow

- Encourage local producer-only markets that allow only goods grown or produced by the seller

Where to allow

- Areas with convenient public access, such as areas near arterial or collector streets or public parking lots
- Designate zoning district(s) or defined areas and determine whether permitted by-right, special exception, conditional use, or temporary permit

Municipal support

- Offer assistance with waste disposal, recycling, and restroom facilities
- Offer sites on municipal property or partner with institutions
- Provide flexibility with parking requirements and loading/unloading for vendors

Quick Facts

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Number of active farmers' markets in Chester County, six of which are open during the off-season



8,690

Number of farmers' markets in the U.S.

\$20 million

Amount Supplemental Nutrition Assistance Program (SNAP) participants redeemed at farmers' markets in 2016

13

The number of full-time jobs created by farms that sell locally per \$1 million in revenue created, compared to three for farms without local sales

Business stability

Farms selling direct-to-consumer are more likely to remain in business