



Richard McCarthy
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marketumbrella.org

Evaluating the
Economic,
Social and
Human Capital
Impacts



of
**Farmers
Markets**

6,000+
nationwide





What do we measure?

1



vendor

2

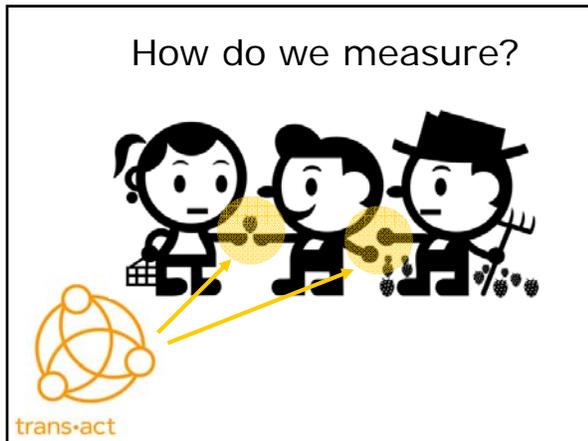


shopper

3



community







Findings: Los Angeles



- 75% of shoppers come to do more than just shop.



Findings: Los Angeles



An overview of SEE-LA's market shopper population by race and ethnicity

HISPANICS	AFRICAN-AMERICANS	WHITES
90% of the shopper population for the Central Avenue Farmers Market		73% of the shopper population at the Atwater Village Farmers Market
85% or more of the Lemon Grove Farmers Market	53% of the shopper population at the Leimert Park Farmers Market	52% Echo Park Farmers Market
85% or more of the Hollywood-Sears Farmers Market	41% at the Watts Healthy Farmers Market	70% Hollywood Farmers Market
51% at the Watts Healthy Farmers Market		

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Shopper Impact



- **Human Capital:**
Healthy relationship to food
- **Methodology:**
survey shoppers: adult & kids
- **Findings: New Orleans**
74% of adults introduced to new foods
78% of kids grasp foods' "biological source"
34% of adults shop elsewhere "less often"

