

Community Stakeholder Meeting
November 29th

Understanding & Improving Pittsburgh's Farmers Markets

Pittsburgh City Planning
Farmers Market Coalition

Agenda

- Introduction
- National Trends
- Snapshot of Pittsburgh's Markets
- Next Steps For Study
- Breakout Sessions
- Report Back

The goal of this study is to understand the effectiveness of current markets throughout the city and develop a plan for growth that:

- Improves equitable access to fresh, affordable, culturally appropriate food;
- Supports our regional food producers; and
- Promotes healthy eating choices for all residents.

Preliminary Research of Similar Cities

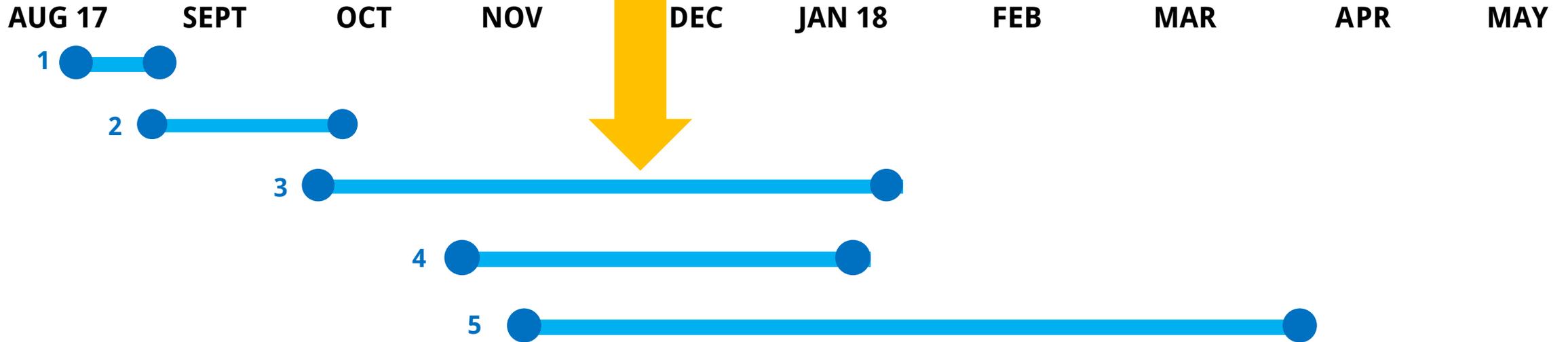
(Chicago, Baltimore, Cleveland, Milwaukee, Philadelphia)

- Public-Private partnership options
- Permitting processes for markets
- SNAP accessibility
- Methods of improving fresh food access in “food deserts”

Scope of Work

1. Develop Understanding
2. Collect stakeholder Input
3. Analyze current conditions
4. Provide Recommendations & Goal setting
5. Release Final Plan

Project Timeline



1 Define Evaluation Framework

2 Gather Data through Market Visits

3 Review Research and Compile Comparables

4 Map Opportunities and Barriers

5 Gather Stakeholder Input

6 Complete Analysis & Draft Recommendations

7 Finalize Deliverables



FMC is a 501(c)(3) nonprofit dedicated to strengthening farmers markets across the United States so that they can serve as community assets while providing real income opportunities for farmers.





Farmers Markets

**RENEWS
DOWNTOWNS &
NEIGHBORHOODS**

**BRINGS
TOGETHER
DIVERSE PEOPLE**

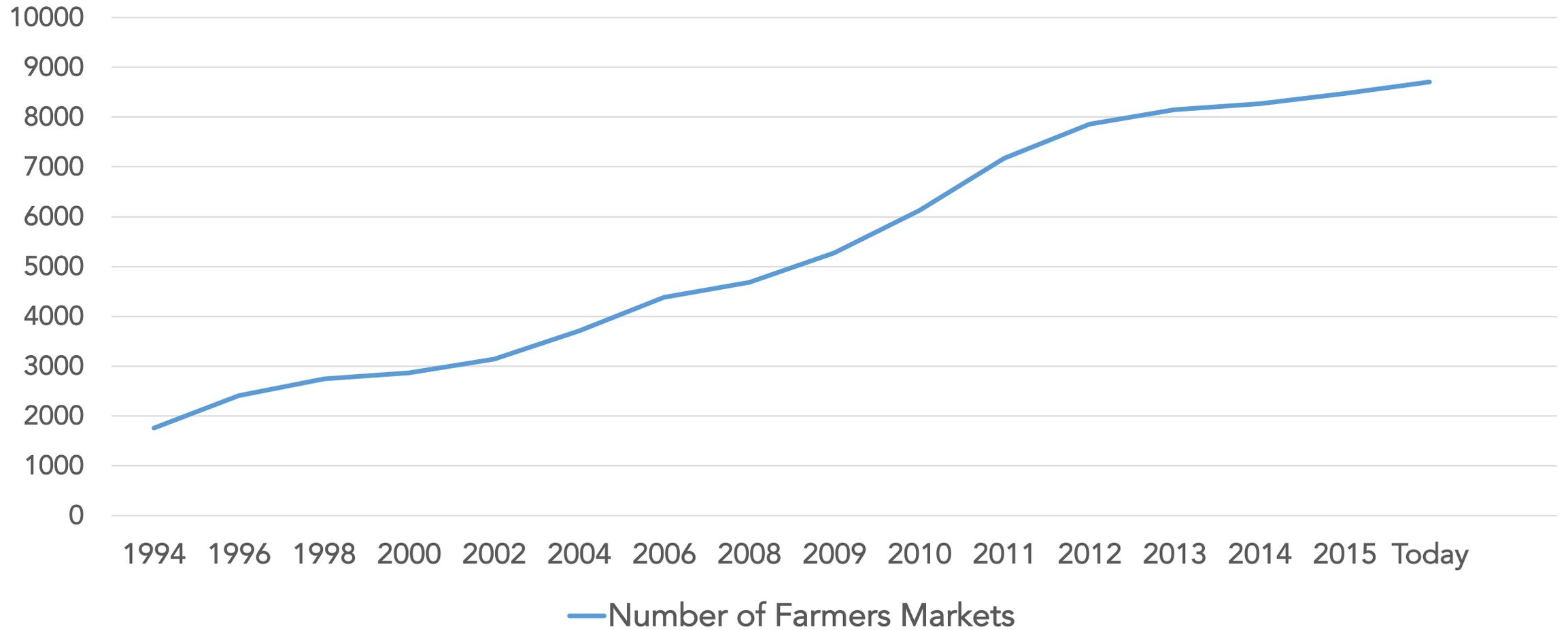
**CREATES ACTIVE
PUBLIC SPACE**

**LINKS URBAN
& RURAL
ECONOMIES**

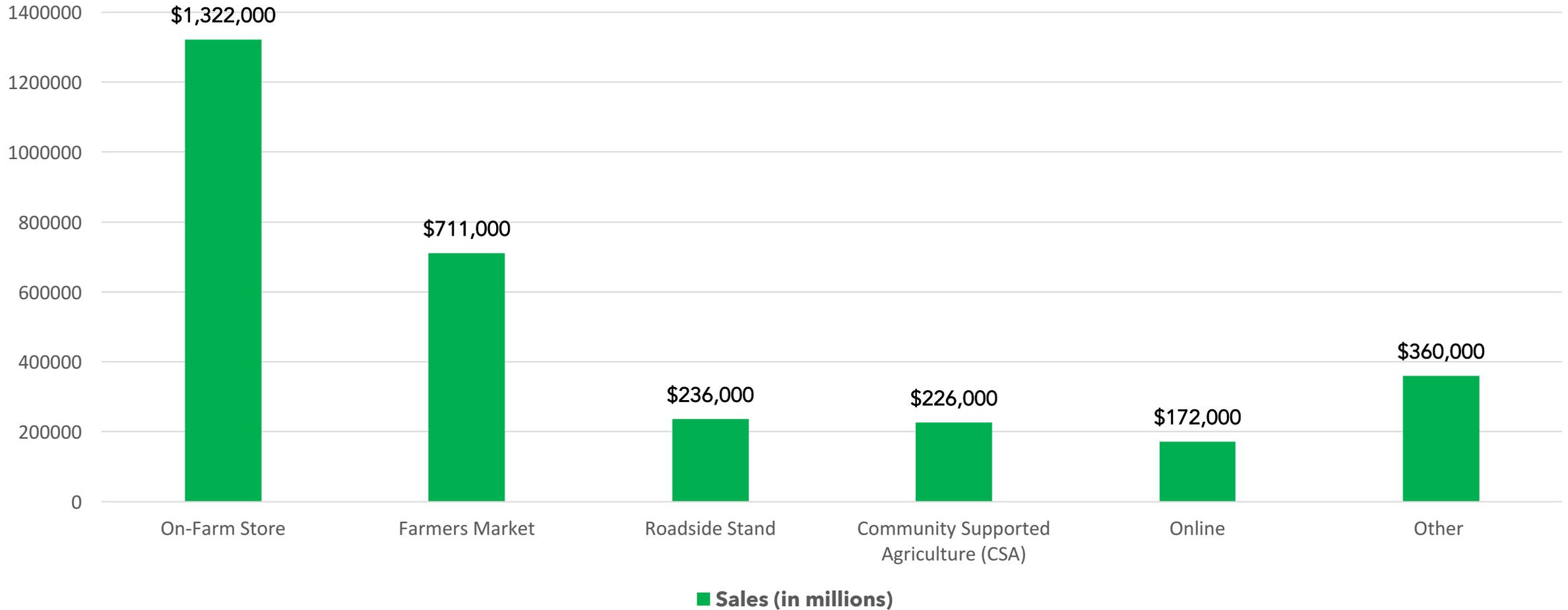
**PROMOTES
PUBLIC HEALTH**

**PROVIDES
ECONOMIC
OPPORTUNITY**

Number of Farmers Markets in America



\$3 Billion in food sold directly to consumers in 2015



Top States in Farm-to-Consumer Sales

1. California \$467,000,000
2. New York \$237,000,000
3. **Pennsylvania \$224,000,000**
4. Virginia \$155,000,000
5. Massachusetts \$136,000,000
6. North Carolina \$134,000,000
7. Michigan \$132,000,000
8. New Jersey \$123,000,000
9. Missouri \$108,000,000
10. Ohio \$108,000,000



Pittsburgh is incredibly well-positioned to maximize the impact of its farmers markets.

- Located in the middle of an abundant agricultural region.
- Strong city and regional pride among residents.
- A robust network of food access nonprofits and organizations.
- A robust network of health systems, universities, and colleges.
- A city government engaged in resiliency planning & market operations.
- A network of existing farmers markets throughout the city.
- A dedicated base of farmers market customers.



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Farmers markets don't "just happen."

- Quality vendors
- Tailored vendor mix
- Targeted locations
- Access to public spaces & amenities
- Connections & partnerships
- Ongoing & robust promotion
- Clear, applicable mission
- Appropriate rules & policies
- Passionate & deliberate management
- Record keeping and data collection

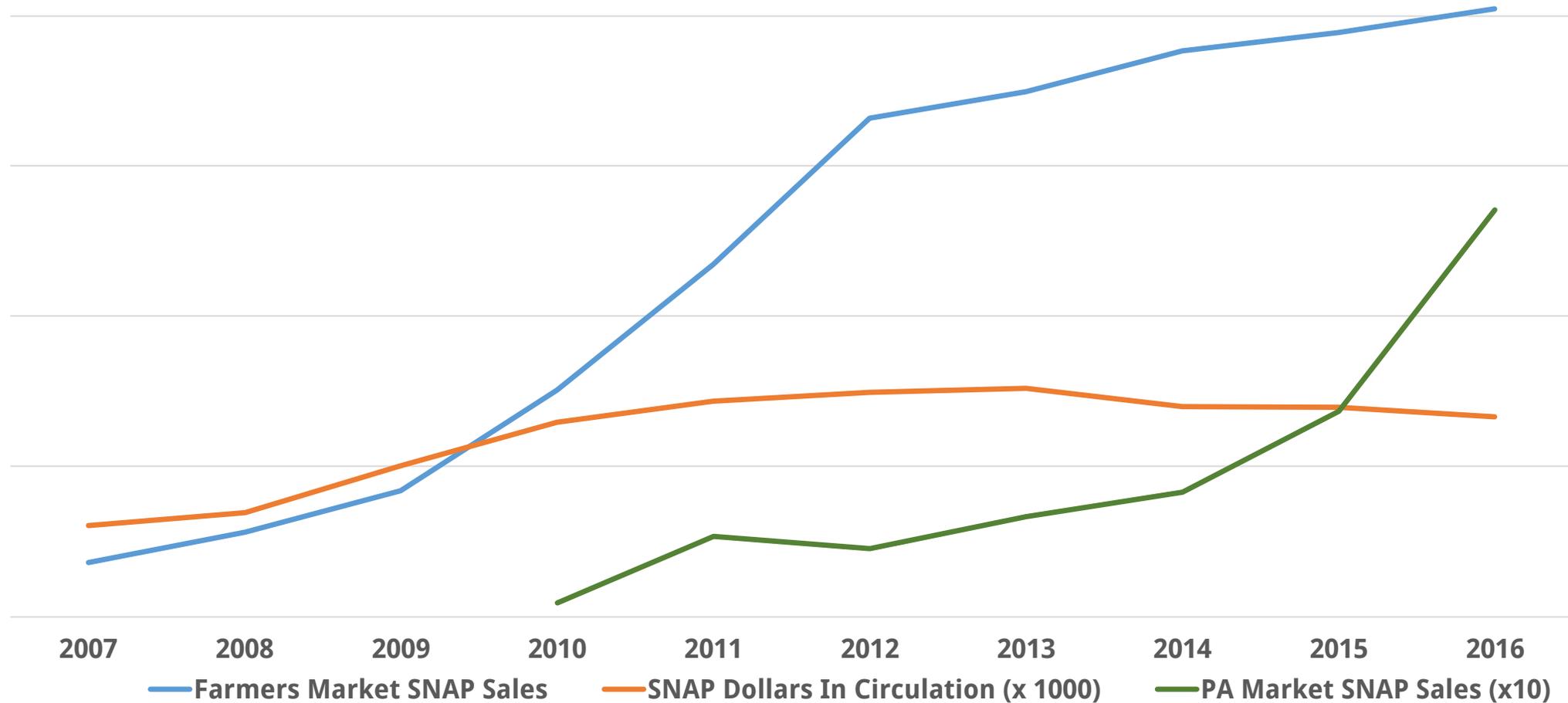
National Trends

- / Increased Access
- / Defining "Local," Protecting the Farmers Market brand
- / State Association and City Collaborative Growth
- / Extended Seasons
- / CSAs, Food Hubs, Mobile Markets & Online Delivery



SNAP Redemption Trends at Farmers Markets

Increased Access





MAY 2024 NOV

JUSTHARVEST.ORG

ACCESS

Fresh ACCESS

USE YOUR ACCESS, CREDIT OR DEBIT CARD TO ENJOY PITTSBURGH'S FRESHEST PRODUCE AT THESE FARMERS MARKETS:

- | | | | | | |
|--|--|--|--|--|---|
| BEECHVIEW
Thursdays:
3:30pm-7:30pm
St. Catherine of Siena parking lot
Broadway Ave & Belasco St | BLOOMFIELD
Thursdays:
3:30pm-7:30pm
St. Maria Goretti School parking lot
Cedarville St & Friendship Ave | BLOOMFIELD
Sundays:
8am-1pm
West Penn Hospital outdoor parking lot
3050 Liberty Ave | CARRICK
Wednesdays:
3:30pm-7:30pm
Carrick Shopping Center
Brownsville Rd & Parkfield St | DOWNTOWN
Thursdays:
10am-2pm
Market Square
Forbes Ave & Market St | EAST LIBERTY
Mondays:
3:30pm-7:30pm
N Euclid Ave & Station St |
| LAWRENCEVILLE
Saturdays:
12:30pm-4pm
Goodwill parking lot
118 32nd St | NORTH SIDE
Fridays:
3:30pm-7:30pm
Allegheny Commons Park
East Ohio St & Cedar Ave | SOUTH SIDE
Tuesdays:
3:30pm-7:30pm
18th St & East Carson St | SQUIRREL HILL
Sundays:
8am-1pm
Between Beacon & Bartlett St
Behind Murray Ave business district | SWISSVALE
Saturdays:
8am-1pm
7421 Church St
Swissvale | |



Increased Access



Defining "Local," and protecting the Farmers Market brand



Growth of State Associations & City Collaboratives



Growth of State Associations & City Collaboratives

- 2016 Strategic Plan
- Collaborative includes market managers, city staff, and University of Minnesota staff.



- 01 Allina Health Mini Market
800 28th St. E
- 02 Audubon Mini Market
2654 Johnson St. NE
- 03 Camden Farmers Market
4400 Osseo Rd.
- 04 Capella Tower Farmers Market
225 56th St. (Albion)
- 05 Farm to Fairview Stinson
400 Stinson Blvd. NE
- 06 Farmers Market Annex
200 East Lyndale Ave. N
- 07 Four Sisters Farmers Market
1414 E Franklin Ave.
- 08 Fulton Farmers Market
4001 Chiswick Ave. S
- 09 Kingfield Farmers Market
4310 Nicollet Ave.
- 10 Linden Hills Farmers Market
2813 43rd St.
- 11 Midtown Farmers Market
2225 Lake St. E
- 12 Mill City Farmers Market
750 S Second St.
- 13 Minneapolis Farmers Market
312 East Lyndale Ave. N
- 14 Minneapolis Farmers Market
300 S 56th St. (Hennepin City Govt. Ctr. S Plaza)
- 15 Nokomis Farmers Market
5107 Chicago Ave. S
- 16 NE Minneapolis Farmers Market
629 Second St. NE
- 17 Orade Center Market
900 Second Ave. S
- 18 Riverplace Market
1 Main St. SE
- 19 Stevens Square Mini Market
2000 Nicollet Ave.
- 20 Tiny Diner Farmers Market
1024 28th St. E
- 21 Urlicek's Garden Market
3711 44th St. W
- 22 Urlicek's Garden Market
8024 Penn Ave. S
- 23 U of M Farmers Market
McNamera Alumni Ctr.
Gateway Plaza, 200 SE Oak St.
- 24 US Bank Plaza Farmers Market
200 S 6th St.
- 25 West Bank Farmers Market
2323 Riverside Ave.
- 26 West Broadway Farmers Market
2026 West Broadway Ave. N
- 27 Weillier Farmers Market
2008 Blaisdel Ave.



ROOTED IN GOODNESS



FRESH VEGETABLES • FRESH FRUIT • GRASSFED MEATS
ORGANIC CHEESES • HOMEMADE JAMS • FRESH BAKED TREATS
LIVE MUSIC • CRAFTS • LIVE COOKING DEMONSTRATIONS
EAT FRESH • BUY LOCAL • GROW COMMUNITIES



Chartered in 2017 by Louisville Mayor Greg Fischer to:

- Streamline the provision of SNAP Double Dollar and Senior Farmers Market Nutrition benefits.
- Partnership with Louisville Department of Public Health, University of Louisville School of Public Health and Information Sciences, Kentucky Department of Public Health, and Louisville Foreword.



Extended Seasons



**Hoophouses
for Health**

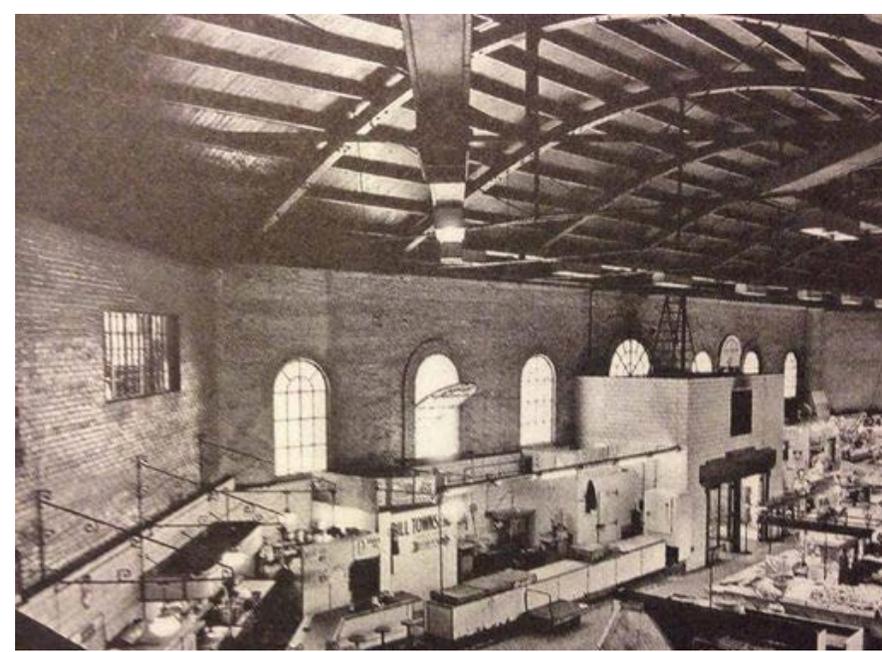


All of these trends showcase a group of invested stakeholders, working collectively to create policies and programs in support of market operations & promotions.

How can Pittsburgh best capitalize on its existing networks and resources?

City of Rivers

City of Markets



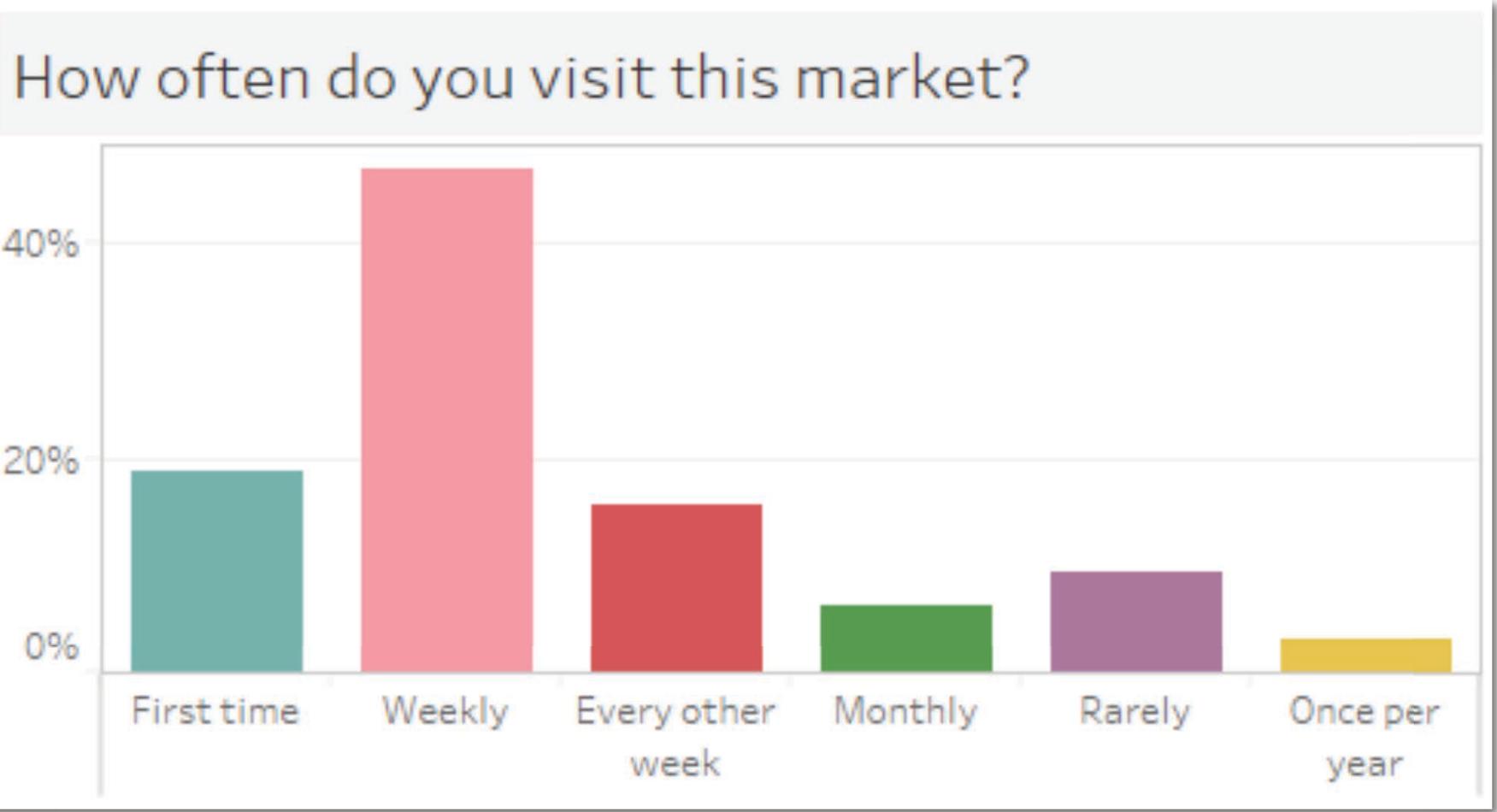
Pittsburgh Markets Today



Research In Progress:

- **Surveys:** Vendors and Visitors
- **Interviews:** Market leaders, influencers, advocates, partners
- **Observation:** Market operations, neighborhood assets
- **Secondary data:** Published reports, plans & maps
- **Focus Groups:** Non-market users

Preliminary Findings: Visitors



Average Sale per Shopper

Carrick \$18

E Liberty \$29

Northside \$26

Southside \$15

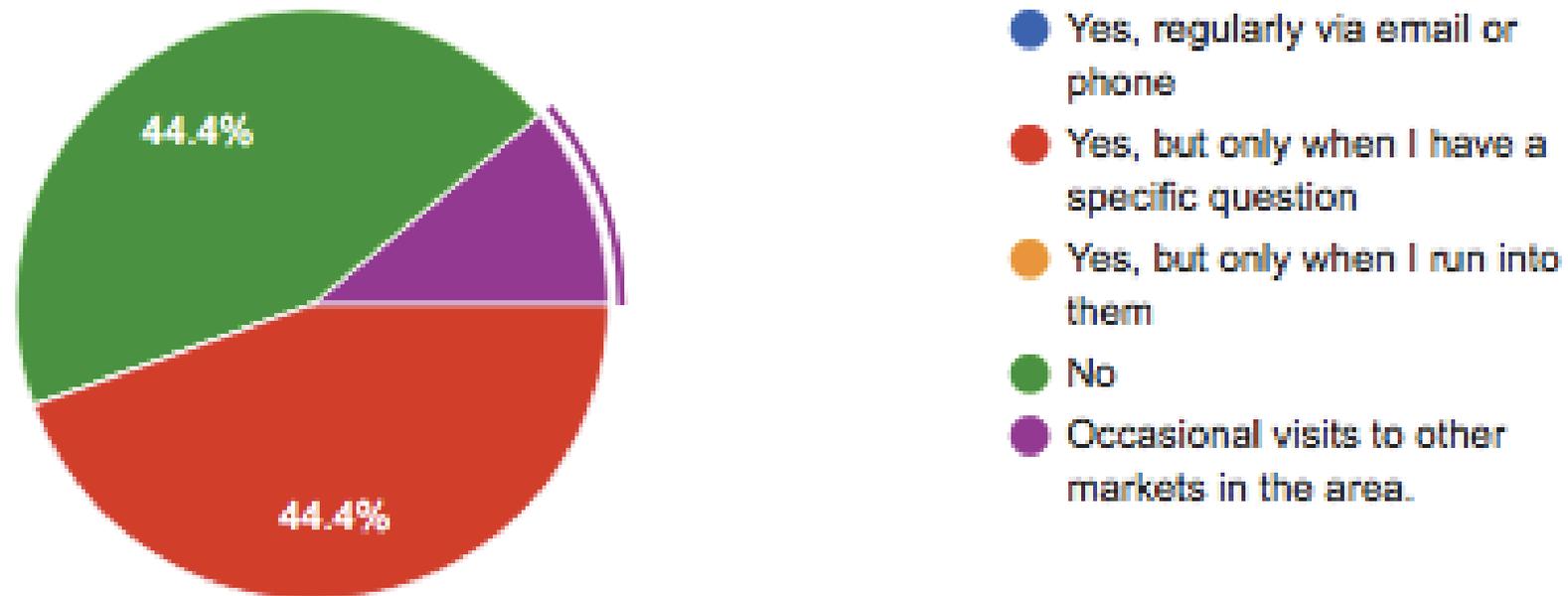
Squirrel Hill \$28

* Mellon Square (not enough data collected)

Preliminary Findings: Market Operators

Do you talk regularly to any other market leaders in the area?

9 responses



Preliminary Findings: Market Operators

What is your market's main goal for 2018?

- Recruit more farmers and consider location change to increase shopper attendance
- Possible move location to increase attendance
- Increase size while maintaining quality and appropriate vendor mix
- Grow vendor mix and attendance
- More vendors
- No official goals yet, but we hope to keep up momentum, attract quality vendors and customers, and maintain our spot in the community.
- Maintain our present group of vendors and try to add one or two in specialties we do not have.
- Increase customer attendance and vendor numbers

What's next?

- Continue gathering market and community leaders' input
- Collect non-market shoppers feedback about markets
- Invite independent markets to FMC's Farmers Market Metrics program
- Review the vendor data collected with Just Harvest
- Review Just Harvest's aggregate SNAP data
- Identify compatible City policies and initiatives
- Analyze food environment maps

Breakout Groups

How can Pittsburgh farmers markets better:

- 1. Support Regional Food and Farming**
- 2. Provide Access to Healthy Food**
- 3. Serve as Hubs of Civic Life**

Breakout Groups

- What are Pittsburgh's existing assets?
- Who are the major players? Are there organizations or individuals who should be involved, but currently aren't?
- How can we capitalize on those assets? What are your recommendations for improvement in policy, networking support, general market management, and partnerships?
- What potential barriers exist in achieving these goals?



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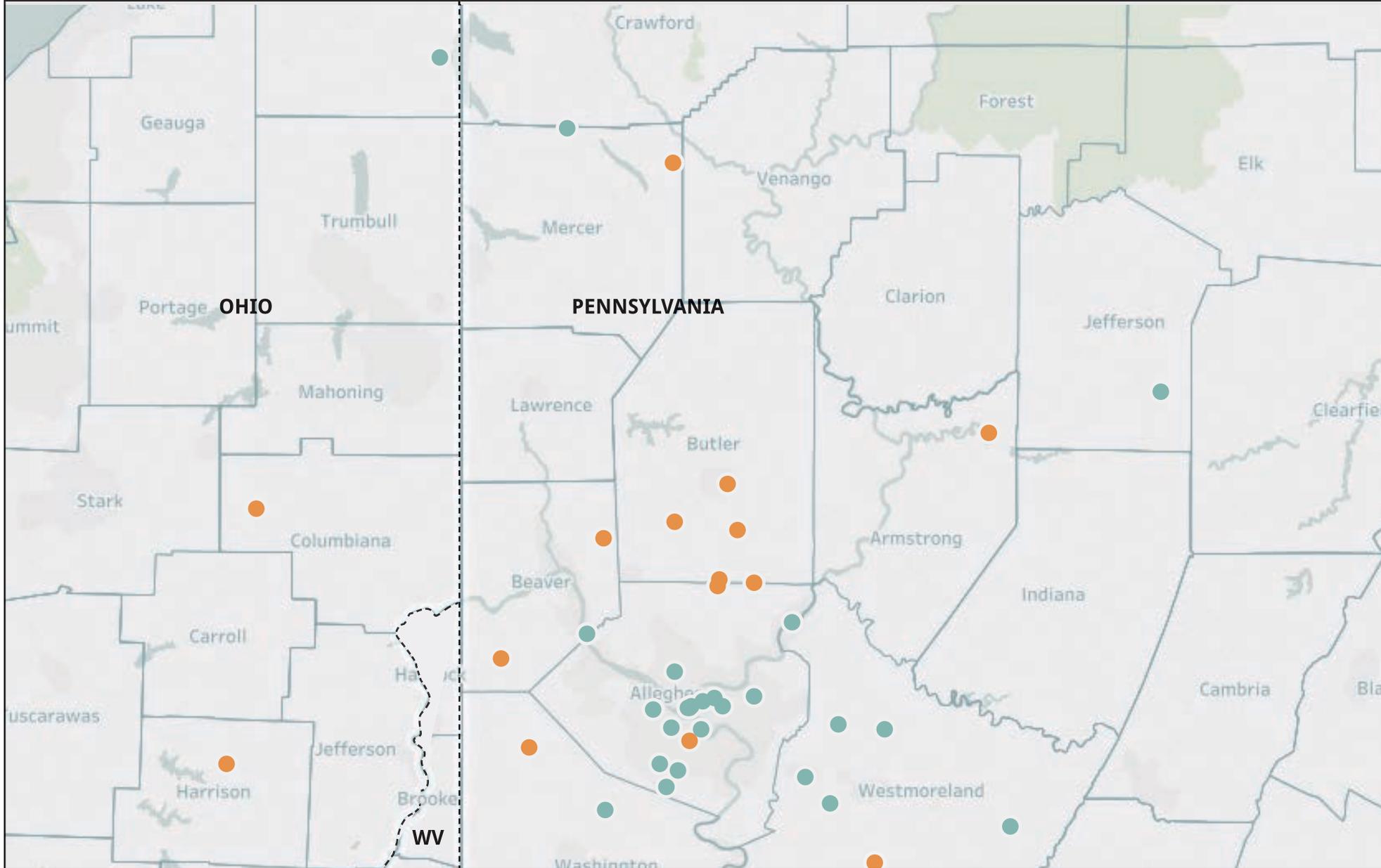
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Production / Farm Locations of CitiParks Farmers Market Vendors

- Farm Vendor
- Value Added Vendor



Farmers Market Locations and Per Capita Incomes



Farmers Market Locations Currently in Study

