

Mississippi has close to 100 farmers' markets—one in almost every county. Some counties have two or more!

Local shoppers are buying locally grown, healthy, and fresh produce from these markets because...

- they don't have to travel far.
- the fruits and vegetables are high-quality.
- the produce is fresher.
- the produce is often more nutritious because it is fresher.
- the money spent stays in the local community.

Shop at your local farmers' market!



Farmers' markets vary in when they are open, how many vendors there are on each day, what kinds of produce are for sale, and whether they include organic fruits and vegetables.

Call the market to be sure.

Locate farmers' markets in your local area:

msuext.ms/vu0u5

extension.msstate.edu

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Farmers' Markets:

Good for You and Your Community



**MISSISSIPPI STATE UNIVERSITY™
EXTENSION**

Supporting Your Farmers' Market

Great Sources for Local Produce

When you shop at the farmers' market, you'll be...

EATING LOCAL

Buying local decreases "food miles," or the distance food is transported across the country or from other countries. This benefits the environment because energy consumption and fossil fuel pollution are reduced.

EATING SEASONALLY

Shopping at farmers' markets puts seasonal produce on your table. Fruits and vegetables that are harvested and enjoyed during the season cost less and taste better.



EATING FRESH

Most participating farmers harvest their produce the day before or the morning of the market, so the fresh produce is richer in vitamins and tastes better than fruits and vegetables that have traveled many miles. Farmers' market shoppers can get the freshest foods in town.

Your community will benefit by...

INCREASING ECONOMIC ACTIVITY

Shoppers at farmers' markets are supporting family farmers, who often sell directly to the consumers. By eliminating brokers, distributors, and shippers, local growers get to keep a larger portion of the sales price, which supports the local economy.

CREATING COMMUNITY CONNECTIONS

Most markets provide cooking tips, recipes, and meal ideas. Shoppers and vendors enjoy the personal visits that occur during farmers' market hours.

DEVELOPING A HEALTHIER POPULATION

Many farmers' markets require produce to be locally grown, which generally means within the same county or neighboring counties. Fresh produce is likely much richer in vitamins and often tastes better.

