



MISSISSIPPI FARMERS MARKETS: BENEFITS FOR EVERYONE

Farmers Markets are food markets where local farmers sell fruits and vegetables, and sometimes meat, dairy products, and baked goods directly to consumers.

Shopping at a local Farmers Market has numerous benefits for communities, growers, and shoppers alike.

FARMERS MARKET BENEFITS

Health

Farmers Markets contribute to the health of ALL Mississippians by improving the availability of fresh, nutritious, and affordable food. To help low-income families purchase fruits and vegetables, some Farmers Market vendors accept SNAP benefits, EBT cards, or other program vouchers

Builds Local Economies

Farmers Markets build local economies by providing Mississippi growers with opportunities to sell their produce directly to consumers.

Connects Communities

Many Farmers Markets have seasonal community events and are great places for local residents to come together. Meeting local farmers, visiting with neighbors, and meeting new residents while shopping for local goods helps to strengthen community relationships.

To find a Farmers Market near you or for a complete list of markets, scan this QR code or visit

<https://www.mdac.ms.gov/bureaus-departments/farmers-market/markets-mississippi/>



The Mississippi Department of Agriculture & Commerce has developed an app to help you find out more about your local Farmers Market, discover what vendors are selling, and stay connected to your Farmers Market community.

Scan the QR code below or search your app store to find the Mississippi Farmers Market App.



TOP 10 REASONS TO SHOP AT A MISSISSIPPI FARMERS MARKET

- 1 Produce is FRESH and TASTY**
The fruits and vegetables you buy at Farmers Markets have been allowed to ripen in the field and are brought directly to you with no long-distance shipping, no gassing to stimulate the ripening process, and no sitting for weeks in storage. Food is fresh from the farm and at the peak of flavor.
- 2 In Season Foods**
The food you buy at Farmers Markets is in season, allowing you to connect with the natural growing cycles in your area.
- 3 Supports Local Farmers**
Local Farmers Markets give Mississippi farmers the opportunity to sell their produce directly to consumers. Some growers even offer CSAs or Community Supported Agriculture, allowing you to purchase a share of a farmer's harvest.
- 4 Follow The Rainbow**
A great way to eat a healthy diet is to eat produce in a rainbow of colors. Farmers Markets are full of colorful fruits and veggies that have "good-for-you" nutrients like antioxidants, phytonutrients, and fiber.
- 5 Bring The Kids**
Farmers Markets are family-friendly. Bring your children along and let them pick out something new to eat. Then let them help prepare a meal or snack using the new ingredient.
- 6 Get To Know Your Food**
Vendors at Farmers Markets are happy to tell you about their crops and can tell you such things as where their crops were grown, what growing techniques they used, when their produce was picked, and much more. If you have a question, just ask!
- 7 Try Something New**
Many Farmers Markets offer lesser known fruits and vegetables, giving you the chance to try something new and expand your palate.
- 8 Try New Recipes and Learn Cooking Tips**
Try new recipes with produce you get from the Farmers Market or get a new recipe from one of the many vendors that provide recipe cards with their produce.
- 9 SNAP and WIC Benefits Are Often Accepted**
Healthy eating can be for everyone, no matter what their income level with the help of Farmers Market vendors who accept SNAP, WIC, and elderly benefits. Visit the Mississippi Department of Agriculture and Commerce to learn more about which Farmers Market vendors accept food benefits.
- 10 Farmers Markets Are Easy To Find**
There are Farmers Markets throughout Mississippi, so go out and find one today!

