

Farmers' Markets: Great Source for Local Produce

One of the fastest growing segments of fresh fruit and vegetable sales in Mississippi, as in the rest of the country, is direct marketing.

As opposed to selling wholesale, direct marketing is when a producer sells his or her produce directly to the consumer. This can be via on-farm retail sales, roadside stands, community supported agriculture (CSAs), buying clubs, pick-your-own farms, or farmers' markets.

At the end of the 2013 season, Mississippi had 81 farmers' markets. This number represents a sharp increase from just 10 years earlier when there were barely a dozen markets statewide. Nearly every county in the state has a market, and there are even a few with two or more.

The prevalence of so many farmers' markets in Mississippi is great for consumers because they don't have to travel very far to find high-quality, locally grown produce. It's good for growers, too, because it gives them more opportunities to sell their produce. In addition to selling at the closest farmers' market to the farm, many growers stagger their selling days by using two or more markets every week.



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Farmers' Markets Are a Win-Win-Win

Farmers' markets, as well as other forms of direct marketing, are a winning proposition for the grower, the consumer, and the community in which they operate.

The advantage of direct marketing for the grower is that the retail sales price received is much higher than the wholesale price at which they would otherwise sell their products. By selling directly to the ultimate consumer, producers avoid the cost of handlers and resellers.

Farmers' markets, along with other direct marketing techniques, are also a great benefit to the consumer. Produce has spent less time in transportation from the farm to the consumer, so it is much fresher and likely to be richer in vitamins. Most vendors harvest their produce the day before or the morning of the market. Also, prices are often lower at farmers' markets than in grocery stores, so consumers can sometimes save money while buying higher-quality produce.

In addition, shopping locally supports your local farmers and has a local economic impact by keeping the dollars circulating within your own community rather than losing them to corporations in other states or countries. According to a 2009 study at Mississippi State University that collected data on 26 farmers' markets, total sales by vendors totaled \$1.4 million that year. Extrapolating to the 81 markets currently in business, that total sales volume is estimated to be more than \$4 million.

In addition to the farmer, consumer, and community benefits, buying local decreases "food miles," or the distance food is transported across the country or from other countries. Reducing food miles is good for the environment because it reduces energy consumption and pollution from fossil fuels used in transportation.

Another less tangible benefit of farmers' markets is that consumers can build relationships with the people who grow their food. This helps consumers to get a better picture of how their food is grown, what inputs are used, and whether good agricultural practices (GAPs) are followed.

What Is Local?

"Locally grown" has been a common catch phrase since the early 2000s. People who demonstrate a preference for locally grown food have been referred to as "locavores" since about 2005. But what exactly does local mean in this context?

Local produce might be interpreted to be those fruits and vegetables grown within your own town or county. However, local often means produce from within a specified radius, such as 50 or 100 miles from your point of reference.

Some people use local to refer to anything grown within their state, which may be more than 100 miles away. On the other hand, the specified distance definition above may include farms that are located in neighboring states, yet still within the mileage being used.

At the far extreme are definitions used by major grocery store chains. Some of them consider 500 or even 1,000 miles from the store to be local, and some even call any produce grown in the United States local. This definition may be too broad for most applications.

Congress passed H.R. 2419, the Food, Conservation, and Energy Act of 2008, which includes this definition of local: (I) the locality or region in which the final product is marketed, so that the total distance that the product is transported is less than 400 miles from the origin of the product; or (II) the state in which the product is produced. (See <http://thomas.loc.gov/cgi-bin/query/z?c110:h2419>;))

For practical purposes, most farmers' markets require produce to be locally grown and consider that to be within the same county or neighboring counties. Including surrounding counties is often important since there may not be enough local growers within the county to support a farmers' market on their own.

The Cost of Eating Right

An Economic Research Service (ERS) study in 2004 concluded that a consumer could meet the recommendation of three servings of fruits and four servings of vegetables per day for 64 cents, which is about 12 percent of the average amount spent on food per person. The study is available at http://www.ers.usda.gov/publications/aib-agricultural-information-bulletin/aib792-4.aspx#.UuwOR_aH9m9.

According to nutrition studies, Americans do not even come close to the recommended amount of fruits and vegetables in their diets. One of the barriers may be the perceived higher cost of fresh produce compared to convenience, packaged foods.

Actually, although fruits and vegetables may be a dollar to several dollars per pound, each pound provides several *servings*. Therefore, the ERS analysis demonstrated that *servings* of fruit ranged from 11 cents (watermelons and apples) to 66 cents (blackberries); vegetables cost from 6 cents (Irish potatoes) to 53 cents (asparagus) *per serving*. For example, although a pound of peaches may cost a dollar, it provides 4½ *servings*, which comes to 22 cents per *serving*.

More than half of all fruits and vegetables were estimated to cost less than 25 cents per *serving*; 86 percent of all vegetables and 78 percent of all fruits cost less than 50 cents per *serving*.

Where Are Mississippi's Farmers' Markets?

Following is a list of all the farmers' markets that operated in Mississippi in 2013, sorted by county. The indication of "certified" in this list means that the farmers' market has been certified by the Mississippi Department of Agriculture and Commerce as a market with Mississippi farmers selling Mississippi-grown produce.

Adams County

Natchez Farmers' Market
CERTIFIED
199 St Catherine Street
Natchez, MS 39120
Contact: Helen Brooks
(601) 442-4648

Alcorn County

Green Market
Corinth Depot
Corinth, MS 38834
Contact: Karen Beth Martin
(662) 287-8300
<http://www.corinthgreenmarket.net/>

Corinth Farmers' Market

Shiloh Road
Corinth, MS 38834
Contact: Patrick Poindexter
(662) 286-7755

Corinth Farmers' Market #2

Fulton Drive
(next to American Legion building)
Corinth, MS 38834
Contact: Patrick Poindexter
(662) 286-7756

Amite County

Amite County Farmers' Market

Cotton Gin in Liberty
Liberty, MS 39645
Contact: Juanita Bates
(225) 235-8279

Attala County

Attala County Farmers' Market

CERTIFIED
450 Hwy 12 E
(intersection of 12 & 35)
Kosciusko, MS 39090
Contact: Kenneth Georgia
(662) 312-2891

Bolivar County

Cleveland Farmers' Market
The Alley Downtown Cleveland
Cleveland, MS 38732
Contact: Michelle Johansen
(662) 719-9595
www.clevelandfarmersmarket.com

Calhoun County

Bruce Farmers' Market
CERTIFIED
Public Square
Bruce, MS 38915
Contact: Becky Wright
(662) 983-2222

Calhoun City Farmers' Market

East Side of Square
P.O. Box 64
Calhoun City, MS 38916
Contact: Connie Caviness
(662) 628-6990

Carroll County

Crossroads Farmers' Market

CERTIFIED
15426 MS Hwy 17
Coila, MS 38923
Contact: Alonzo Lewis II
(662) 237-6062

Vaiden Farmers' Market

CERTIFIED
Vaiden High School
Vo-Tech Building
Vaiden, MS 39176
Contact: Jan Maddox
(662) 289-4125

Chickasaw County

Okolona Farmers' Market

Mini Park on Main Street
Okolona, MS 38860
Contact: Gary Moore
(662) 255-1736

Choctaw County

Choctaw County Farmers' Market
Corner of Main and
Commerce Streets
Ackerman, MS 39735
Contact: Juli Hughes
(662) 285-6337

Clay County

West Point Farmers' Market
CERTIFIED
1251 Highway 45 South Alternate
West Point, MS 39773
Contact: Cynthia Wilson
(662) 494-5121

Copiah County

Crystal Springs Farmers' Market

West Railroad Avenue
Crystal Springs, MS 39059
Contact: Dr. Rick Snyder
(601) 892-3731

The Downtown Market

204 East Georgetown Street
Crystal Springs, MS 39059
Contact: Mary Dell McCoy
or Casey Kitchens
(601) 927-1533 or (601) 497-1044

Copiah County Farmers' Market

CERTIFIED
201 Downing Street
Hazlehurst, MS 39083
Contact: David Yowell
(769) 232-2657

Covington County

Krickets Market

CERTIFIED
2849 Hwy 49
Collins, MS 39428
Contact: Linda Counts
(601) 765-8064

Desoto County

Hernando Farmers' Market CERTIFIED

2535 Highway 51 South
Hernando, MS 38632
Contact: Shelly Johnstone
(662) 429-9092
[www.cityofhernando.org/
farmersmarket](http://www.cityofhernando.org/farmersmarket)

Olive Branch Farmers' Market CERTIFIED

6900 Highland Street
Olive Branch, MS 38654
Contact: Dee Dee Erfurdt
(662) 893-0888
www.olivebrancholdtowne.org

Southaven Farmers' Market

Corner of Hwy 51 and Stateline Rd
Southaven, MS 38671
Contact: Joann Force
(662) 342-6114

Forrest County

East Jerusalem Farmers' Market

1009 Rebecca Street (East Park)
Hattiesburg, MS 39401
Contact: Sylvia Forster
(601) 582-0909 or (601) 606-8785
[http://paffpetal.com/farmers-
market](http://paffpetal.com/farmers-market)

Downtown Hattiesburg Farmers' Market

Town Square Park
Downtown Hattiesburg
Hattiesburg, MS 39401
Contact: Anna Cagle
(601) 527-6141
www.hattiesburgfarmersmarket.com

Forrest County Farmers' Market

Corinne Street
Hattiesburg, MS 39401
Contact: Tawnya Crockett
(601) 583-9954 or (601) 545-6083

USM Hattiesburg

Outside USM
Baptist Student Union
Hattiesburg, MS 39401
Contact: Susan Bone
(601) 266-5655

Greene County

Greene Co. Farmers' Market CERTIFIED

Hwy 63 North
Leaksville, MS 39451
Contact: Dewayne Smith
(601) 394-8763

Grenada County

Grenada Farmers' Market CERTIFIED

Sunset Drive
Grenada Shopping Center
Grenada, MS 38901
Contact: Leslie Moss
(662) 226-7608

Hancock County

Our New Farmers' Market

628 Hwy 90 (under water tower)
Waveland, MS 39576
Contact: Janice Shaw
(228) 860-8620

Harrison County

Charles R. Hedgewood Biloxi Farmers' Market

Underneath I-110 overpass
and Howard Avenue
P.O. Box 775
Biloxi, MS 39530
Contact: Tina Cowart
(228) 435-6281
[http://www.biloxi.ms.us/prl/
Programs/Farmers_Market.asp](http://www.biloxi.ms.us/prl/Programs/Farmers_Market.asp)

D'Iberville Farmers' Market

10383 Automall Parkway
D'Iberville, MS 39540
Contact: Patty Ewing
(228) 392-9734

Gulfport Harbor Market

CERTIFIED
1070 23rd Avenue
Gulfport, MS 39501
(228) 257-2496

City of Gulfport Farmers' Market

1300 21st Avenue
Gulfport, MS 39501
Contact: Brittany Dyess
(228) 860-4444

Long Beach Farmers' Market CERTIFIED

126 Jeff Davis Avenue (Bankhouse
Coffee, downtown Long Beach)
Long Beach, MS 39560
Contact: Dita McCarthy
(228) 234-8732
[https://www.facebook.com/
longbeachfarmersmarket](https://www.facebook.com/longbeachfarmersmarket)

The Pass Market CERTIFIED

103 Fleits Street
War Memorial Park
Pass Christian, MS 39503
Contact: Joe Buckley
(228) 297-3040

Hinds County

Fresh at Five CERTIFIED

Downtown on Jefferson Street
Clinton, MS 39060
Contact: Tara Lytal
(601) 924-5472
www.mainstreetclintonms.com

Jump Start Jackson Fall Farmers' Market

Battlefield Park (intersection of
Hwy 80 and Terry Road)
Jackson, MS 39204
Contact: Jammie Collins
(601) 898-0000

Mississippi Farmers' Market CERTIFIED

929 High Street
Jackson, MS 39202
Contact: Frank Malta
(601) 354-6573
www.msfarmersmarket.com

Holmes County

Lexington Farmers' Market

112 Spring Street
Lexington, MS 39095
Contact: Marcus Stone
(662) 834-1261

Itawamba County

Itawamba Farmers' Market

Cypress Pavilion (ICC campus)
Fulton, MS 38843
Contact: Homer Wilson
(662) 862-3201

Jackson County

Ocean Springs Fresh Market CERTIFIED

L&N Depot
1000 Washington Avenue
Ocean Springs, MS 39564
Contact: Diane Claughton
(228) 257-2496
www.oceanspringsfreshmarket.com

Jackson County Farmers' Market

Jackson County Fairgrounds
Pascagoula, MS 39568
Contact: Jim Hart
(228) 762-6043

Pascagoula Farmers' Market

Victory Lot on Pascagoula Street
(north of Pascagoula Public Library)
Pascagoula, MS 39567
Contact: Jen Dearman
(228) 938-6639

Jones County

Downtown Laurel Farmers' Market

Corner of Front and Oak Streets
Laurel, MS 39440
Contact: Juli Hollifield
(601) 433-3255

Lafayette County

Oxford City Market CERTIFIED

2650 West Oxford Loop
Oxford, MS 38655
Contact: Katie Morrison
(662) 832-7257
www.oxfordcitymarket.com

Mid-Town Farmers' Market CERTIFIED

Mid-Town Shopping Plaza
Oxford, MS 38655
Contact: Aileen Bost
(662) 234-3425
www.mtfarmersmarket.com

Lauderdale County

Earth's Bounty Farmers' Market

Singing Breakman Park
Meridian, MS 39301
Contact: Debbie Delshad
(601) 693-7480
www.meridianmainstreet.com

Meridian Area Farmers' Market CERTIFIED

Underpass (Front Street)
Meridian, MS 39301
Contact: Ronnie Chatham
(601) 644-3698

Lee County

Tupelo Farmers' Market CERTIFIED

South Springs Street at Railroad
Tupelo, MS 38804
Contact: Carl Brandenburg
(662) 841-6598 or (662) 891-6139
www.tupelomainstreet.com

Leflore County

Downtown Greenwood Farmers' Market CERTIFIED

Corner of Howard and
Johnson Streets
Greenwood, MS 38935
Contact: Glen Stevens
(662) 897-0017
<https://www.facebook.com/greenwoodfarmersmarket>

Lincoln County

Brookhaven Farmers' Market CERTIFIED

Downtown Brookhaven
in Railroad Park
301 South First Street, Room 201
Brookhaven, MS 39601
Contact: Rebecca Bates
(601) 835-3460

Lowndes County

Hitching Lot Farmers' Market

Corner of Second Avenue and
Second Street North
Columbus, MS 39701
Contact: Katherine Munson
(662) 328-6305
www.hitchinglotfarmersmarket.com

Madison County

Canton Farmers' Market CERTIFIED

100 Depot Drive (The Depot)
Canton, MS 39046
Contact: Jordan Hillman
(601) 859-5816
<http://canton-mississippi.com/farmersmarket>
Livingston Farmers' Market
Corner of Hwy 463 and Hwy 22
Madison, MS 39110
Contact: Walt Bowie
(601) 707-7789

Marion County

Pearl River Market

229 Second Street Downtown
Columbia, MS 39429
Contact: Lori Watts
(601) 736-1170

Marshall County

Holly Springs Farmers' Market

Memphis Street
(Historical Town Square)
Holly Springs, MS 38635
Contact: Lemon Phelps
(662) 252-3541

Neshoba County

Choctaw Farmers' Market

Blackjack Road
(Horticulture Training Facility)
Choctaw, MS 39350
Contact: Gilbert Thompson
(601) 656-2070

Neshoba County Farmers' Market CERTIFIED

Highway 16 East (behind Farm
Bureau office)
Philadelphia, MS 39350
Contact: Harvin Hudson
(601) 656-4602

Noxubee County

Noxubee County Farmers' Market CERTIFIED

16295 Highway 45
Macon, MS 39341
Contact: John Williams
(662) 726-9929 or (662) 549-1721

Oktibbeha County

Maben Farmers' Market
In the lot by the post office
Maben, MS 39750
Contact: Jane Collins
(662) 263-8458

Starkville Community Market CERTIFIED

Corner of Jackson
and Lampkin Streets
Starkville, MS 39759
Contact: Jennifer Prather
(662) 323-3322
visit.starkville.org/market

Panola County

Square Market
Downtown Square
Batesville, MS 38606
Contact: Coleen Clark
or Mary Troxler
(662) 578-1148 or (662) 563-3126
www.panolacounty.com

Pike County

Magnolia Farmers' Market
Downtown along the railroad
Magnolia, MS 39652
Contact: James Harris
(601) 341-5340

McComb Farmers' Market CERTIFIED

212 Railroad Blvd (across Front
Street from Cabose Restaurant)
McComb, MS 39648
Contact: Sonya Lowery
(601) 684-8599

Prentiss County

Prentiss County Farmers' Market
2301 North Second Street
Booneville, MS 38829
Contact: Buddy Smith
(662) 728-3946

Quitman County

Quitman County Farmers' Market
Roadside Park
Marks, MS 38646
Contact: Michael Anthony
(662) 822-3374

Scott County

Farmers' Market
403 Hill Street
Forest, MS 39074

Stone County

Stone County Farmers' Market
Hudson's Farm Supply parking lot
735 Hall Street
Wiggins, MS 39577
Contact: Brad Jones
(601) 928-5286

Sunflower County

**Indianola Open Air Market
CERTIFIED**
112 Martin Luther King
Indianola, MS 38751
Contact: Maggie Barnes
(662) 299-0018

Tate County

**Tate County Farmers' Market
CERTIFIED**
451 Norfleet Drive
Senatobia, MS 38668
Contact: Shelli Benton
(662) 562-4274 or (662) 209-0477

Tippah County

Main Street Farmers' Market
102 N Main Street
Ripley, MS 38663
Contact: Libbi Bryant-Bennett
(662) 512-0226

Tishomingo County

Bear Creek Farmers' Market
P.O. Box 816
CC Shook Park
Belmont, MS 38827
Contact: Mike Neighbors
(662) 660-4274

Iuka Farmers' Market CERTIFIED

Between the old jail and Walmart
Iuka, MS 38852
Contact: Danny Owen
(662) 413-7016

Union County

Biscuits and Jam
112 Fairgrounds Circle
New Albany, MS 38652
Contact: Stanley Wise
(662) 534-1916

Walthall County

**Tylertown Farmers' Market
CERTIFIED**
116 South Railroad Avenue
Tylertown, MS 39667
Contact: Sonya Lowery
(601) 684-8599

Warren County

**Vicksburg Farmers' Market
CERTIFIED**
Corner of Jackson and Washington
Streets (downtown Vicksburg)
Vicksburg, MS 39180
Contact: Herschel Hale
(601) 801-3513
www.vicksburgfarmersmarket.org

Washington County

Greenville Farmers' Market
783 Washington Avenue (corner of
Washington Ave & North Street)
Greenville, MS 38701
Contact: Betty Lynn Cameron
(662) 378-3121
Fax (662) 378-3966
<http://www.mainstreetgreenville.com/greenville-farmers-market.html>

Leland Farmers' Market

Hwy 82 West
Leland, MS 38756
Contact: Robert Neill
(662) 686-2687

Wilkinson County

Woodville Farmers' Market
Courthouse Square
Woodville, MS 39669
Contact: Monique Wagner
(601) 888-7690

Winston County

**Winston County Farmers' Market
CERTIFIED**
Louisville Coliseum
Louisville, MS 39339
Contact: Jean Hopper
(662) 773-8264

Yalobusha County

**Water Valley Main Street
Farmers' Market**
Railroad Park (Main Street)
Water Valley, MS 38965
Contact: Mickey Howley
(662) 473-6767

Yazoo County

**Yazoo Farmers' Market
CERTIFIED**
417 North Main
Yazoo City, MS
Contact: Phyllis Haynes
(662) 590-5415

Note: This list is current as of January 1, 2014. See
http://www.mdac.state.ms.us/departments/ms_farmers_market/farmers-markets-in-mississippi.asp
for updates.

For More Information

MSU Extension has several additional publications related to farmers' markets. They are available from your local Extension office or as free, downloadable files from MSUcares.com.

M1434 Organizing a Farmers' Market
<http://msucares.com/pubs/misc/m1434.pdf>

P2444 Greens Production for Farmers' Markets
<http://msucares.com/pubs/publications/p2444.pdf>

P2582 Economic Impact of Farmers' Markets in Mississippi
<http://msucares.com/pubs/publications/p2582.pdf>

Construction Plan 6380 Farm Market Walk-In Refrigerator
<http://msucares.com/pubs/plans/6380.pdf>

IS1794 Specialty Cut Flower Production: Meet the Markets
<http://msucares.com/pubs/infosheets/is1794.pdf>

MAFES Bulletin 1140 Market Potential for "Mississippi Grown" Cut Flowers
<http://msucares.com/pubs/bulletins/b1140.pdf>

IS1893 Electronic Marketplaces: How to "Net" Your Customers
<http://msucares.com/pubs/infosheets/is1893.pdf>

More farmers' market information on MSUcares.com:
<http://msucares.com/crops/market/index.html>

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