

STAMP SCOOP



FARMERS MARKETS

In our fast-paced, get-it-now world, we seldom stop to ponder how our food gets from field to fork. In urban and suburban parts of the nation, large supermarkets have helped us all but forget about the beauty of American agriculture.

Fortunately, in recent years, there's been a growing rise in farmers markets: local initiatives that bring fruits, vegetables, plants, and more directly from the farm to the customer. At farmers markets, local farmers can meet their consumers directly and build a better sense of customer loyalty, while customers learn more about local agronomy. Farmers markets are thus a win-win, as they boost homegrown economies and make families more conscious about their eating and spending patterns!

As of National Farmers Week 2014 (first week in August), there are 8,268 markets listed in the USDA's National Farmers Market Directory (a 76% increase since 2008!). The USDA is also building directories for Community-Supported Agriculture (a farm/farm network that delivers to consumers on a subscription basis), Food Hubs (organizations that help small farms aggregate, distribute, and market produce to larger markets), and On-Farm Markets (individual farmers that run their own markets on site). Check out search.ams.usda.gov/farmersmarkets to find your closest market today!

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