



Farmers MARKETS COUNT!



WHEN IT COMES TO

*Interim **results** from a global campaign to measure how and by how much farmers markets affect rural development and the livelihoods of family farmers.*



ABOUT FMCOUNT!

To show how farmers markets support biodiversity, farmer livelihoods, and healthy food environments, market leaders will measure their impact on three key dates: **World Biodiversity Day** (22 May), **World Rural Development Day** (6 July), and **World Food Day** (16 October) 2025.

FARMERS MARKETS COUNT *FOR FARMERS*

In the weeks before World Rural Development Day, we trained over 150 farmers market leaders to run a scientific survey of farmers at their markets. **34 markets** completed the study. Using simple tools like clipboards and cameras, surveyors identified true farmers (those who work the land) and conducted one in-depth interview per market. The insights gathered were shared widely on social media through #FMCOUNT.



There is more.
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**FMCOUNT! FARMERS
STUDY 2025**



There is more.
Keep reading!



WHAT WE DISCOVERED

Interim results shows that farmers markets play a strategic, stable role in supporting rural livelihoods:

- **82% operate year-round**, helping farmers manage cash flow through all seasons
- **71% open at least weekly** (26% twice weekly), giving farmers regular access to customers while allowing time for production
- **97% accept digital payments**, disproving the idea that family farmers lack financial literacy
- **66% of farmers travel under 90 minutes**, showing that markets rely heavily on nearby peri-urban communities affected by rapid urbanization
- **41% of farmers in small markets employ women**, twice the rate of medium and large markets, highlighting how smaller markets can better support marginal enterprises

FARMERS MARKETS: STABLE, LOCAL, DIGITAL, AND INCLUSIVE

Operate year-round

97%

Open weekly

82%

26%

Twice a week

Accept digital payments

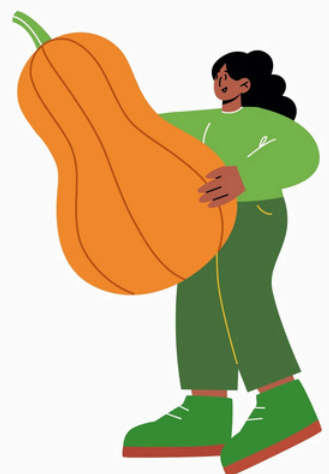
71%

Travel <90 minutes

66%

Employ women

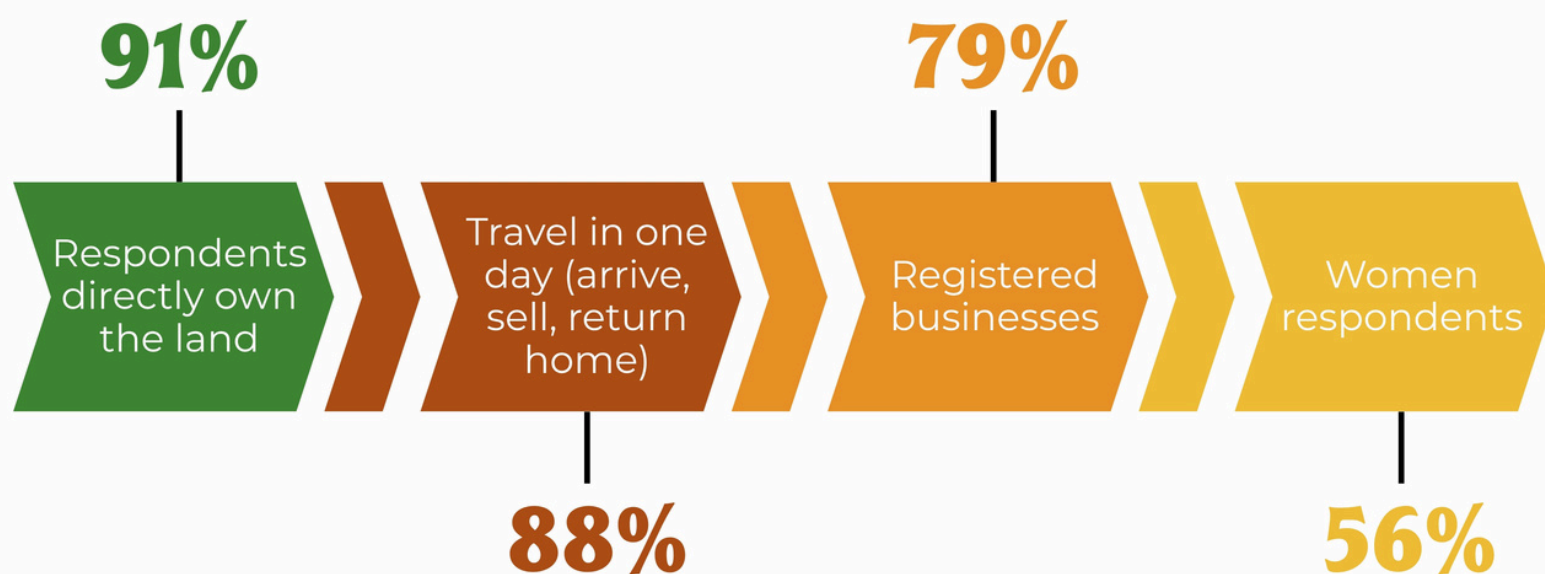
41%



There is more.
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STRUCTURED, INCLUSIVE, AND LOCAL: FARMERS MARKETS IN ACTION



To better understand farmers' motivations for attending markets, we conducted **one-on-one interviews**. We found little difference between markets in the Global North and South, and notable consistency across market sizes. Key insights include:

- **88% of farmers make a same-day trip**, highlighting the importance of proximity for sustainable farmer–market relationships.
- **56% of respondents were women**, and 91% of all interviewees own their farms—showing farmers markets' strong role in supporting women-led enterprises.
- **79% of businesses are formally registered**, confirming that most participating farmers are established, legitimate enterprises rather than informal hobbyists.

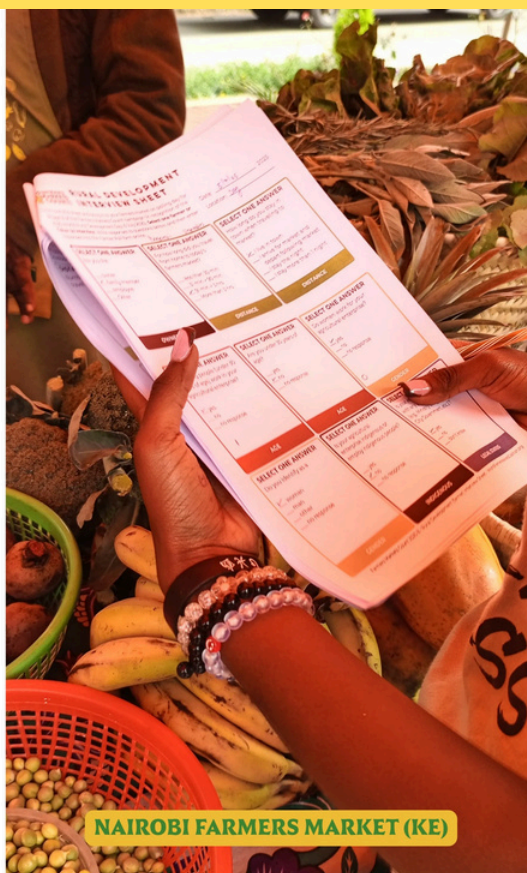


KEY TAKEAWAY:

Farmers markets play a strategic and professional role in supporting rural livelihoods, challenging the misconception that they are informal or haphazard. Most farmers travel short distances and make same-day trips, **ensuring sustainable market relationships**, while the majority operate year-round and accept digital payments, highlighting both financial literacy and business formalization. **Women participate actively**, particularly in smaller markets that often provide greater access for marginalized producers. Overall, the patterns are consistent across market sizes and regions, demonstrating that **farmers markets are vital, structured platforms for family farmers worldwide.**



MERCATO CAMPAGNA AMICA
PORTA ROMANA (IT)



NAIROBI FARMERS MARKET (KE)



AGUADILLA FARMERS MARKET (PUERTO RICO)



AGROFERIAS
CAMPESINAS (PE)



MERCADO EL 100 (MEXICO)