



The Local Foods Data Tracking Program

Growing Vermont's
Local Food Economy

- **WHO:** Attention all **Farmers' Market Managers, Vendors & Consumers!** We need your help!
- **WHAT:** The **Local Foods Data Tracking Program** is a joint effort between the Vermont Agency of Agriculture, Food, & Markets (VAAFAM) and USDA Agricultural Marketing Service (AMS) Market News Reports to collect and aggregate pricing data on a variety of fruit and vegetable crops, as well as a selection of meat and poultry products grown and sold in Vermont.
- **WHY:** To gain a better, broader understanding of **local food economies**, both in Vermont and nationally.
- **WHERE:** The VAAFAM will be collecting local food pricing data from **Vermont farmers' markets** geographically distributed across the state of Vermont.
- **WHEN:** The **2015 Summer Market Season**.

VERMONT AGENCY OF AGRICULTURE, FOOD & MARKETS

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The Goals of the Local Food Data Tracking Program are to:

- Provide public access to anonymous contemporary fruit, vegetable, poultry, egg and meat pricing
- Provide national and regional comparisons of Vermont farmers' market pricing data available on a weekly basis
- Provide local foods data to support more accurate support for setting federal insurance rates and access to loan opportunities
- Enable farmers & vendors to price products accurately & competitively
- Enable farmers' markets to assess product price competitiveness against conventional grocery stores, food coops, and other food vendors
- Allow consumers to assess product price competitiveness among farmers' markets, grocery stores, food coops, & other food vendors

Finally answer the question:

"Are local food products sold at farmers' markets really more expensive than those sold in stores?"

We shall see.

