

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 summer of 2018, Mississippi had 94 farmers markets. This number represents a sharp increase. In 2000, 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. Hinds and Jackson Counties each have four, while Harrison County now has seven!

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.



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 spends 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 impacts the local economy by keeping the money circulating within the community rather than losing it 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, 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 previously mentioned 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 <https://www.congress.gov/110/plaws/publ234/PLAW-110publ234.pdf>)

For practical purposes, most farmers markets require produce to be locally grown, and the markets consider local to be within the same county or neighboring counties. The inclusion of 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 <https://ageconsearch.umn.edu/bitstream/33691/1/ai047924.pdf>.

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 convenient 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 2018, 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

Downtown Natchez Farmers Market

Pop-up On The Bluff
Natchez, MS 39120
Contact: Eddie Burkes
Phone: 662-816-5458

Alcorn County

Green Market

Crossroads Museum & Care Garden
Corinth, MS 38834
Contact: Brandy Steen
Phone: 662-287-3120

Corinth Farmers Mark #2

Fulton Drive
Corinth, MS 38834
Contact: Patrick Poindexter
Phone: 662-286-7756

Corinth Farmers Market

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

Amite County

Amite County Farmers Market

269 Main Street
Liberty, MS 39645
Contact: Jaunita Bates
Phone: 225-235-8279

Attala County

Attala County Farmers Market

CERTIFIED
450 Hwy 12 E
Kosciusko, MS 39090
Contact:
Kenneth Georgia & Melvin Williams
Phone: 662-312-2891

Benton County

Benton County Farmers Market

CERTIFIED
Benton County Courthouse Lawn
Ashland, MS 38603
Contact: Janet Jones
Phone: 662-671-5563

Bolivar County

Shelby Farmers Market

1505 Broadway
Shelby, MS 38774
Contact: Dorothy Grady-Scarborough
Phone: 662-402-4798

Cleveland Farmers Market

CERTIFIED
401 Cotton Row
Cleveland, MS 38732
Contact: Ryan Betz
Website:
www.clevelandfarmersmarket.org
Phone: 662-832-2785

Calhoun County

Throwback Thursdays

CERTIFIED
102 Public Square
Bruce, MS 38915
Contact: Theresa Nicks & Trina Griffin
Phone: 662-983-2222

Vardaman Farmers Market

The Side Porch On Main Street
Vardaman, MS 38878
Contact: Tommy Scarborough

Carroll County

Vaiden Farmers Market

CERTIFIED
Vaiden High School Vo-tech Building
Vaiden, MS 39176
Contact: Jan Maddox
Phone: 662-289-4125

Coila Cross Roads Farmers Market

15426 MS Hwy 17
Coila, MS 38923
Contact: Rasheed T. Davis
Phone: 662-237-6062

Chickasaw County

Okolona Farmers Market

Mini Park On Main Street
Okolona, MS 38860
Contact: Louise Cole
Phone: 662-448-9415

Houston Farmers Market

1 Pinson Square
Houston, MS 38851
Contact: Eddie Biggs
Phone: 662-456-2321

Choctaw County

Choctaw County Farmers Market

Corner of Main and Commerce Streets
Ackerman, MS 39735
Contact: Juli Hughes
Phone: 662-285-6337

Claiborne County

The Farmers Market

Corners Of Market & Fair Streets
Port Gibson, MS 39150

Clay County

West Point Farmers Market

CERTIFIED
1251 Highway 45 South Alternate
West Point, MS 39773
Contact: Lisa Klutts
Website: www.facebook.com/westpointfarmersmarket
Phone: 662-494-5121

Coahoma County

Crossroads Farmers Market

1536 Desoto Avenue
Clarksdale, MS 38614
Contact: Samuel Mccray
Website:
www.crossroadsfarmersmarket.org
Phone: 662-627-1121

Downtown Farmers Market

326 Blues Alley
Clarksdale, MS 38614
Phone: 662-351-2232

Copiah County

Crystal Springs Farmers Market

West Railroad Avenue
Crystal Springs, MS 39059
Contact: Casey Kitchens
Phone: 601-892-2711

Desoto County

Hernando Farmers Market

CERTIFIED
2535 Highway 51 South
Hernando, MS 38632
Contact: Gia Matheny
Website: www.cityofhernando.org/farmersmarket
Phone: 662-429-9092

Olive Branch Old Towne Farmers Market

9200 Pigeon Roost Road
Olive Branch, MS 38654
Contact: Nancy Jones
Phone: 662-893-0888

Forrest County

Pine Belt Community Farmers Market

1009 Rebecca Street
Hattiesburg, MS 39401
Contact: Sylvia Forster
Website: www.paffpetal.com
Phone: 601-582-0909 or 601-606-8785

Forrest County Farmers Market

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

Downtown Hattiesburg Farmers Market

Town Square Park
Hattiesburg, MS 39401
Contact: Monicah Brumfield
Website:
www.hattiesburgfarmersmarket.com
Phone: 601-310-9697

George County

Lucedale Farmers Market

Cox Street @ The Courthouse Square
Lucedale, MS
Contact: Brandy Havard
Phone: 601-947-2082

Grenada County

The Grenada MS Farmers Market

Historic Downtown Square
Grenada, MS 38901
Contact: Leslie Moss & Thomas Moss
Phone: 662-809-6222

Harrison County

Gulfport Harbor Farmers Market

CERTIFIED
1070 23rd Avenue
Gulfport, MS 39501
Contact: Diane Claughton
Phone: 228-257-2496

D'Iberville Farmers Market

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

Charles R. Hedgewood Biloxi Farmers Market

Corner Of Howard Ave & Division St.
Biloxi, MS 39530
Contact: Tina Cowart
Phone: 228-388-2443

Long Beach Farmers Market

CERTIFIED
208 Pine Street (first UMC Parking Lot)
Long Beach, MS 39560
Contact: Morris Richardson
Phone: 228-257-2496

The Pass Market

103 Fleitas Street
Pass Christian, MS 39503
Contact: Joe Buckley
Phone: 228-297-3040

The Farmers Market At Long Beach CERTIFIED

Town Green
Long Beach, MS 39560
Contact: Monica Morel
Phone: 985-710-3946

Florence Gardens Farmers Market

Magnolia Hall
Gulfport, MS 39503
Contact: Jeff Scrimsher
Phone: 228-343-2626

Hinds County

Utica Mainstreet Farmers Market

Main Street
Utica, MS 39175
Contact: Calvin Williams
Phone: 601-927-0906

Jump Start Jackson Fall Farmers Market

Lake Hico Park
Jackson, MS 39206
Contact: Shamira Lee
Phone: 601-898-0000 Ext. 118

Mississippi Farmers Market

CERTIFIED
929 High Street
Jackson, MS 39202
Website: www.msfarmersmarket.com
Phone: 601-354-6573

Fresh At Five

CERTIFIED
300 Jefferson Street
Clinton, MS 39060
Contact: Anna Boyd Hawks
Website: www.mainstreetclintonms.com/freshatfive
Phone: 601-924-5472

Holmes County

City Of Lexington Farmers Market

Multipurpose Complex
Lexington, MS 39095
Contact: Algenia Adams
Phone: 662-834-2307

Itawamba County

Itawamba Farmers Market

Cypress Pavilion
Fulton, MS 38843
Contact: John Coggin
Phone: 662-862-3201

Jackson County

Pascagoula Farmers Market

Victory Lot On Pascagoula Street
Pascagoula, MS 39567
Contact: Rebecca Davis
Website: pascagoulafarmersmarket.wordpress.com
Phone: 228-938-6604

Jackson County Farmers Market

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

Ocean Springs Fresh Market

CERTIFIED
L&N Depot
Ocean Springs, MS 39564
Contact: Diane Claughton
Website:
www.oceanspringsfreshmarket.com
Phone: 228-257-2496

Riverfront Farmers Market

CERTIFIED
5120 Main Street
Moss Point, MS 39563
Contact: Shira Stallworth
Website: <http://cityofmosspoint.org/300/Farmers-Market>
Phone: 228-475-7887

Jasper County

Bay Springs Farmers Market

Contact: Donald Brown
Phone: 601-670-1523

Jefferson County

Fayette-Jefferson County Farmers Market

1005 Main St.
Fayette, MS 39069
Contact: Iretha Beyah
Phone: 601-392-1311

Jones County

Laurel Farmers Market

North Magnolia Street
Laurel, MS 39441
Contact: Anicia Bonds Hill
Website:
<https://www.downtownthursday.com/farmers-market>
Phone: 601-336-2493

Ellisville Farmers Market

CERTIFIED
201 Jessamine Street
Ellisville, MS 39437
Contact: Julie G. Laird
Website: cityofellisvillems.com/farmers-market
Phone: 601-477-3323

Lafayette County

Oxford Community Market

Community Pavillion
University Ave.
Oxford, MS 38655
Contact: Betsy Chapman
Phone: 662-816-7413

Mid-town Farmers Market

CERTIFIED
Mid-town Shopping Center
Oxford, MS 38655
Contact: Aileen Bost
Phone: 662-234-3425

Lauderdale County

Meridian Area Farmers Market

Front Street At Union Station
Meridian, MS 39301
Contact: Ronnie Chatham
Phone: 601-644-3698

Earth's Bounty Farmers Market

1701 Front Street
Meridian, MS 39301
Contact: Laura Carmichael
Website: <http://www.meridianms.org/resources-media/whats-happening-spotlights/#earths-bounty>
Phone: 601-485-1944

Lee County

Tupelo Farmers Depot

CERTIFIED
415 South Springs Street At Railroad
Tupelo, MS 38802
Contact: Carl Brangenberg
Website: <http://www.tupelomainstreet.com/farmers-depot/>
Phone: 662-841-6598 or 662-891-6139

Leflore County

Downtown Greenwood Farmers Market

CERTIFIED
Corner Of Johnson & Main Street
Greenwood, MS 38935
Contact: Glen & Beth Stevens
Website: www.greenwoodms.com/farmersmarket
Phone: 662-897-0017 or 662-897-6479

Lincoln County

Brookhaven Farmers Market

CERTIFIED
Downtown Brookhaven
In Railroad Park
Brookhaven, MS 39601
Contact: Rebecca Bates
Phone: 601-835-3460

Lowndes County

Hitching Lot Farmers Market

CERTIFIED
Corner Of 2nd Street
And 2nd Avenue North
Columbus, MS 39703
Contact: Katherine Lucas & Tony Rose
Website: <https://columbusmainstreet.com/hitching-lot-farmers-market/>
Phone: 662-328-6305

Madison County

Downtown Madison Farmers Market

CERTIFIED
2103 Main Street
Madison, MS 39130
Contact: Lucy Weber
Website: <http://www.madisonthecity.com/news/farmers-market-held-each-tuesday-3-6-pm>
Phone: 601-853-0291

Livingston Farmers Market

127 Mansdale Road
Madison, MS 39110
Contact: Kellis Moore
Phone: 601-898-0212

Canton Farmers Market

The Depot
Canton, MS 39046
Contact: Toya Veals
Phone: 601-859-5816

Marion County

Marion County Farmers Market

Columbia Water Park
Columbia, MS
Contact: Myndee Moran
Phone: 228-990-9798

Pearl River Market

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

Marshall County

Holly Springs Farmers Markets

Memphis Street
Holly Springs, MS 38635
Contact: Lemon Phelps
Phone: 662-252-3541

Monroe County

Aberdeen Main Street Farmers Market

East Washington Street
Aberdeen, MS 39730
Contact: Ann Tackett
Phone: 662-319-7183

Neshoba County

Neshoba County Farmers Market

Highway 16 East
Philadelphia, MS 39350
Contact: Harvin Hudson
Phone: 601-656-4602

Choctaw Farmers Market

Blackjack Road
Choctaw, MS 39350
Contact: Gilbert Thompson
Phone: 601-656-2070

Philadelphia Fresh Market @ The Depot

256 West Beacon Street
The Train Depot
Philadelphia, MS 39350
Contact: Greg Warren
Phone: 601-750-0066

Noxubee County

Noxubee County Farmers Market

16295 Highway 45
Macon, MS 39341
Contact: Benny Haynes
Phone: 662-726-9929 or 662-549-1721

Oktibbeha County

Starkville Community Market

CERTIFIED
Corner Of Russell & Lampkin Streets
Starkville, MS 39759
Contact: Paige Watson
Website: visit.starkville.org/market
Phone: 662-323-3322

Panola County

Square Market

Downtown Square
Batesville, MS 38606
Contact: Coleen Clark or Mary Troxler
Website: <http://www.batesvillemainstreet.com/events/>
Phone: 662-563-3126

Pearl River County

Poplarville Farmers Market

410 Main Street @ The Town Green
Poplarville, MS 39470
Contact: April Grecho
Phone: 919-280-7411

Pike County

McComb Farmers Market

CERTIFIED
212 Railroad Blvd
Mccomb, MS 39648
Contact: Carolyn Horn
Phone: 410-693-7701

Pontotoc County

Off The Square Market

Corner Of Jefferson & Lafayette Streets
Pontotoc, MS 38863
Contact: David & Ruth Hall
Phone: 662-489-5042

Prentiss County

Prentiss County Farmers Market

2301 North Second Street
Booneville, MS 38829
Contact: Buddy Smith
Phone: 662-728-3946

Quitman County

Quitman County Farmers Market

Roadside Park
Marks, MS 38646
Contact: Michael Anthony
Phone: 662-822-3374

Rankin County

County Seat Farmers Market

Rankin Co. Multi Purpose Pavilion
Brandon, MS 39042
Contact: Ken Sullivan
Phone: 601-825-0162

Scott County

Farmers Market

403 Hill Street
Forest, MS 39074
Contact: Tim Cooper

Sunflower County

Indianola Open Air Market

CERTIFIED
Green Space
Indianola, MS 38751
Contact: Maggie Barnes
Phone: 662-887-4454

Tallahatchie County

Charleston Farmers Market

Wellness Center
Charleston, MS 38921
Contact: Catherine Woodyard
Phone: 662-625-7214

Tate County

Tate County Farmers Market

451 Norfleet Drive
Senatobia, MS 38668
Contact: Tarah Ferguson
Phone: 662-562-4274

Coldwater Farmers Market

Town Square
Coldwater, MS 38618
Contact: Linda Mcadory
Phone: 662-288-0572

Tippah County

Ripley Main Street Farmers Market

111 East Spring Street
Ripley, MS 38663
Contact: Jessica Jeter
Phone: 662-512-0226

Tishomingo County

Tishomingo County Farmers Market

1008 Battleground Drive
Iuka, MS 38852
Contact: Danny Owen
Phone: 662-413-7016

Union County

Biscuits And Jam

112 Fairgrounds Circle
New Albany, MS 38652
Contact: Stanley Wise
Phone: 662-534-1916

Walthall County

Tylertown Farmers Market

CERTIFIED
116 South Railroad Avenue
Tylertown, MS 39667
Contact: Carolyn Horn
Website: www.facebook.com/tylertownfarmersmarket
Phone: 410-693-7701

Warren County

Vicksburg Farmers Market

CERTIFIED
Corner Of Jackson
And Washington Street
Vicksburg, MS 39180
Contact: Rebecca Tarver
Website:
www.vicksburgfarmersmarket.org
Phone: 601-801-3513

Washington County

Leland Farmers Market

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

Greenville Farmers Market

783 Washington Avenue
Greenville, MS 38701
Contact: Betty Lynn Cameron
Website: <http://www.mainstreetgreenville.com/greenville-farmers-market.html>
Phone: 662-378-3121

Wayne County

Wayne County Farmers Market

609 Azalea Street
Waynesboro, MS 39367
Contact: Ty Sharp
Phone: 601-410-0355

Wilkinson County

Woodville Farmers Market

Courthouse Square
Woodville, MS 39669
Contact: Polly Rosenblatt
Phone: 601-888-7690

Winston County

Winston County Farmers Market

CERTIFIED
Louisville Coliseum
Louisville, MS 39339
Contact: Dorothy Jean Harper
Phone: 662-312-8004

Yalobusha County

Water Valley Main Street Farmers Market

Railroad Park – Main Street
Water Valley, MS 38965
Contact: Mickey Howley
Phone: 662-473-6767

Coffeerville Farmers Market

Front Street
Coffeerville, MS 38922
Contact: Allyson Coleman
Phone: 662-675-2730

Note: This list is current as of August 15, 2018. See
<https://www.mdac.ms.gov/departments/FarmersMarket/markets.php>
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 <http://extension.msstate.edu>.

M2027 *Farmers Markets: Good for You and Your Community*

P2959 *Growing Your Brand: Developing a Marketing Plan Workbook*

P3126 *Local Food System Development in Mississippi: How Local Governments Can Support Farmers Markets*

More farmers market information online at: <http://extension.msstate.edu/agriculture/local-flavor/farmers-markets>.

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