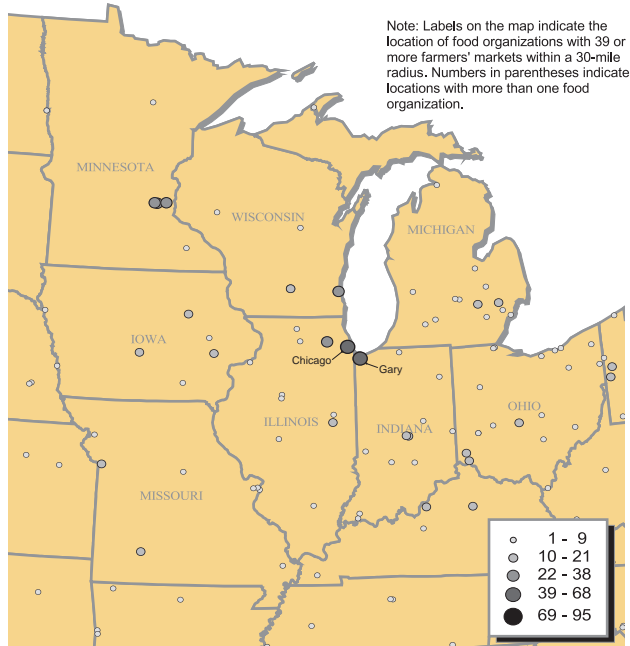


Figure 7

Midwest: Number of farmers' markets within 30 miles of a food assistance organization



(numbers) may keep collection costs to a minimum. These costs are important to organizations because most pick up the majority of their local donations.

Appendix tables 2-29 show a detailed list of farmers' markets within a 30-mile radius of the 28 food recovery and gleaning organizations. Other pertinent information is given, such as the address of the market, telephone number, contact person, and type of market, to enable successful communication between farmers' markets and food organization personnel.

Among the zip codes reflecting the 28 selected food recovery and gleaning organizations, the zip code centroid (geographic center) containing the most farmers' markets was located in New York City, which had 95 farmers' markets.

Limitations of the Study

The GIS analysis identifies several zip code centroids and metropolitan areas that have high concentrations of farmers' markets relative to local food assistance organizations. We present these results as areas with a strong feasibility of linking farmers' markets and non-profit food recovery and gleaning organizations. However, the depictions shown in this report reflect numbers and locations (markets and organizations) based only on the centers of zip codes. The results are based solely on numbers of farmers' markets, not actual quantities sold at these markets, nor the actual amounts of unsold fruits and vegetables that would be donated. Data on actual quantities would further enhance the feasibility analysis. Also, actual locations (specific addresses for farmers' markets) were not used in the analysis. Therefore, the corresponding street and road infrastructure could not be included in the analysis. Lack of actual address data precluded us from further examining the routing and transport costs associated with pickup.

Future Research

The information presented in this analysis reflects a first step toward a definitive analysis of potential food recovery from farmers' markets. Further study should focus on case studies of potential and actual linkages. Case studies of the high-feasibility communities shown in this analysis would provide better information about quantities sold and potential donations from local farmers' markets. Organizations could also be surveyed to determine their use of fruits and vegetables in their programs. Individual organizations interested in starting or increasing food donations from farmers' markets could also conduct their own local feasibility studies. Phone numbers and addresses contained in this publication provide enough information in high-feasibility areas to initiate a feasibility study in these local communities.