

2023 State of the Local Food Economy

Fremont, Hot Springs & Teton Counties

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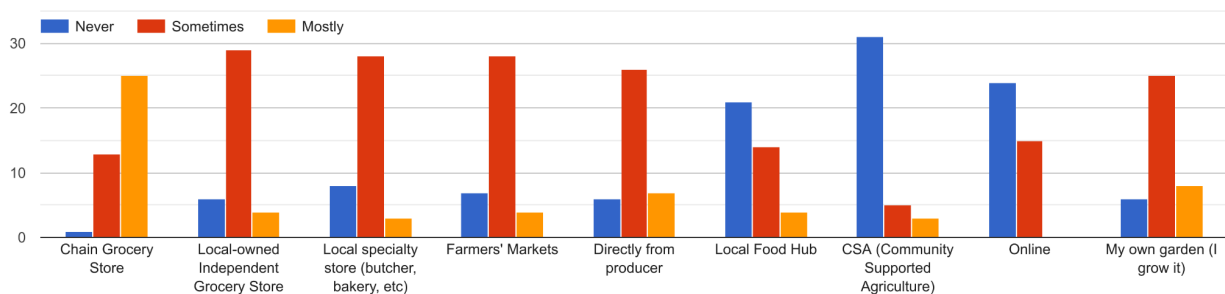
Executive Summary

The 2022 State of the Local Food Economy report ([linked here](#)) was the inaugural effort to quantify the value of local foods sold through third-party managed, direct-to-consumer farmers' markets within the Central Wyoming College (CWC) service area of Fremont, Hot Springs and Teton counties, which include the Wind River Reservation of the Eastern Shoshone and Northern Arapaho tribes. This 2023 report builds on that information to provide comparisons in three unique farmers' market sales channels. These farmers' markets, in addition to weekly seasonal in-person markets, include two virtual markets for online ordering of local foods and a year-around indoor farmers' market, which increases the convenience and accessibility of local foods for our communities. Three years of direct-to-consumer farmers' market sales data shows solid local food economy growth through more sales and more customers across multiple types of market channels -

in-person, year-around indoor and virtual. Since 2021, direct-to-consumer farmers’ market sales have increased by 45% (\$993,460) in the 2-year period of 2022-2023.

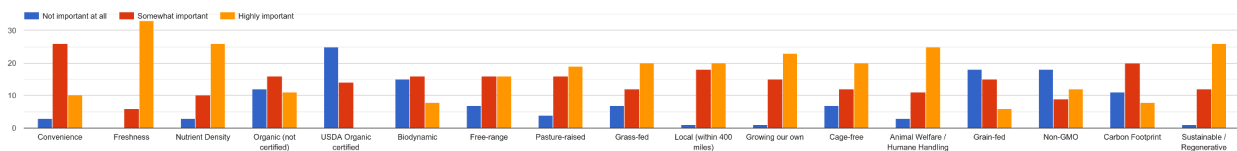
In March 2023, in conjunction with the Harvest Wyoming Symposium hosted by CWC and the University of Wyoming in Riverton, there was an online survey to learn what local food means to Wyoming community members. Of respondents, 76% defined “eating local” as foods grown in and/or nearby where they live. The next two top-ranked definitions were that eating local is to buy foods from Wyoming farmers and ranchers, and to eat Wyoming-grown foods.

Where do you currently source food for at-home preparation (meats, dairy, fruits, vegetables, etc.)?

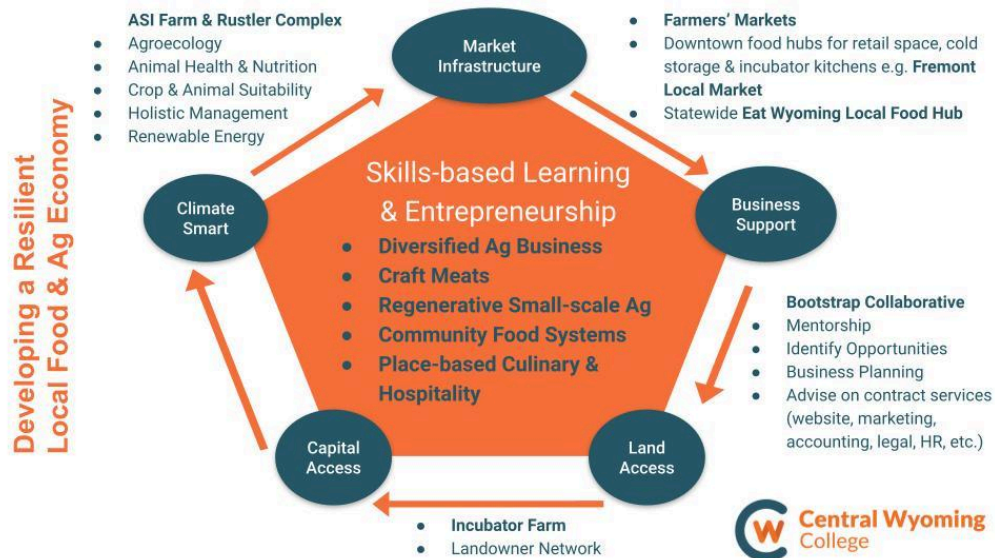


Please zoom in to read this graph regarding the importance of certain value propositions to local food customers.

How important are the following for the foods that you eat?



People remarked in the survey that what impedes them from buying local foods is difficult access and inconsistent supply (59% and 48%, respectively). CWC and its many local food and ag partners seek to resolve these local food system challenges. The College and its partners provide technical assistance and education to develop market infrastructure and sales channels for local foods. Additionally, learning and mentorship opportunities for small business, entrepreneurship, diversified ag business, meat sciences, culinary, and small-scale regenerative farming are in place to expand capacity and strengthen financial sustainability of local food and ag businesses in order for them to consistently grow, raise and create local foods.



There are 11 in-person farmers' markets in Fremont, Hot Springs and Teton counties. Farmers' market surveys were administered at six of the 11 markets in 2023. Of the 11 farmers' markets, seven recorded vendors' voluntary reports of sales income they received at the markets.

In-person Farmers' Market	2021 Sales	2022 Sales	2023 Sales	% Change 2022-23
Jackson Hole Farmers' Market on the Town Square	\$419,000	\$450,000	\$641,000	30%
Lander Valley Farmers' Market	\$130,714	\$142,486	\$193,289	27%
Riverton Wednesday Farmers' Market	\$70,693	\$93,565	\$61,431 *Jul-Sep	Comparison unavailable.
Slow Food in the Tetons Peoples' Market	\$439,239	\$448,330	\$531,500	16%
Thermopolis Farmers' Market	Unrecorded	\$72,000	\$47,312	-35%
Wind River Farmers' Market - Fort Washakie	Unrecorded	\$17,898	\$13,734	-24%
Wind River Farmers' Market - Arapahoe *New in 2023	N/A	N/A	\$4,349	N/A
Total	\$1,059,646	\$1,224,279	\$1,492,615	18%

The Fremont Local Market of the Fremont Local Foods non-profit organization opened on Riverton’s Main Street on October 1, 2022. This market is a year-round indoor farmers’ market where vendors consign local food products under the Wyoming Food Freedom Act with Fremont Local Market the vendor’s designated agent as outlined by that State of Wyoming legislation. Of Fremont Local Markets local food sales, 85% is paid out as direct income to vendors.

Year-around Indoor Farmers’ Market	2022 Sales	2023 Sales	% Change
Fremont Local Market *Opened Oct. 2022	\$54,253 *Oct-Dec	\$291,493 *Feb-Dec	Comparison unavailable.
Total	\$54,253	\$291,493	

The state-wide Eat Wyoming Local Food Hub manages the collaborative eCommerce platform www.eatwyoming.com as a state-wide virtual farmers’ market. There are 32 farmers, ranchers and food producers from Fremont, Hot Springs and Teton counties that sell retail and/or wholesale through the food hub. This is 35% of the Eat Wyoming vendors state-wide. The Online Marketplace operated by Slow Food in the Tetons serves the Jackson Hole community, and its vendors include producers from Fremont and Teton counties in Wyoming, as well as from other parts of Wyoming and eastern Idaho.

Virtual Farmers’ Market	2021 Sales	2022 Sales	2023 Sales	% Change 2022-23
EatWyoming.com Market	\$12,143	\$61,348	\$99,282	39%
Slow Food in the Tetons Online Marketplace	\$168,000	\$217,000	\$349,859	38%
Total	\$180,143	\$278,348	\$449,141	39%

These third-party organized farmers’ markets - in-person, year-around indoor storefront, and online platforms - provide consistent sales channels for farmers, ranchers and food makers that sell foods directly to consumers.

Farmers' Markets	2021 Sales	2022 Sales	2023 Sales	% Change 2022-23
In-person	\$1,059,646	\$1,224,279	\$1,492,615	18%
Year-around Indoor	N/A	\$54,253 *Oct-Dec	\$291,493 *Feb-Dec	Comparison unavailable.
Virtual	\$180,143	\$278,348	\$449,141	39%
Total	\$1,239,789	\$1,556,880	\$2,233,249	31%

The USDA Agricultural Marketing Service and Colorado State University host an [online calculator to numerate the economic impact of local food sales](#). The local food economics calculator estimates that the \$2.2 million in 2023 direct-to-consumer local food sales reported above stimulated an additional \$3.6 million in economic activity in Wyoming through local input purchases and paying local labor. This totals over \$5.8 million in economic activity that grows our own food, jobs and community.

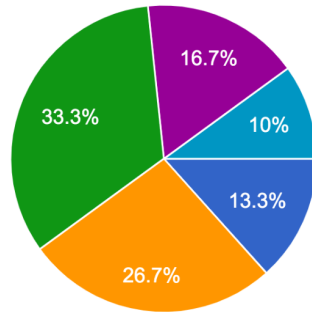
Farmers' Market Customer Survey Results

There are 11 farmers' markets in Fremont, Hot Springs and Teton counties, which is the service area of Central Wyoming College (CWC). Customers were surveyed at four of these markets from May to August 2023: Dubois Farmers' Market, the Saturday farmers' market in Riverton, Lander Valley Farmers' Market, and the Wind River Farmers' Markets in Fort Washakie and Arapahoe. There were 30 customer respondents. Customer surveys by market: one from Dubois, two from Lander Valley, 20 from Riverton farmers' markets, one from Fort Washakie, and six from Arapahoe. The below graphics record the customer survey results. We recognize the limitations of this data per the small pool of respondents from some of the farmers' market locations.

To the survey question, "What items did you want to purchase and were not offered by vendors?" the majority of respondents said they wanted more fruits. Beverages and cold drinks, along with pre-packaged prepared snack foods, were cited as desired, as well as bulk packages of vegetables and meats.

How often do you come to this farmers' market?

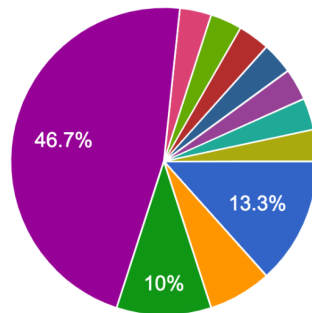
30 responses



- First time visitor
- Rarely (1x per year)
- Occasionally (2-3x per year)
- Often (1x/month)
- Frequently (2-3x/month)
- Regularly (almost weekly)

How do you stay in the know about farmers' market news?

30 responses

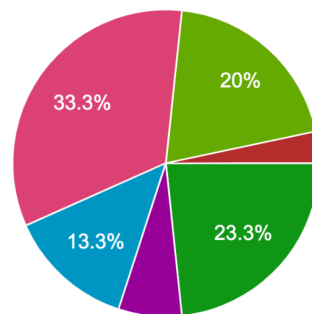


- Facebook
- Instagram
- Online news site
- Local newspaper
- Family and friends
- Farmers' Market website
- Drive by - stopped in
- Drive by

▲ 1/2 ▼

When did you start shopping at this market?

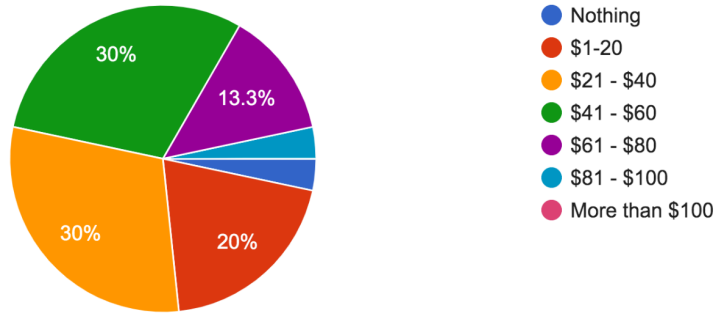
30 responses



- 2023 (this year)
- 2022 (last year)
- 2021
- 3-4 years ago
- 5-9 years ago
- More than 10 years ago
- 2022 (this year)
- 2021 (last year)
- 2020

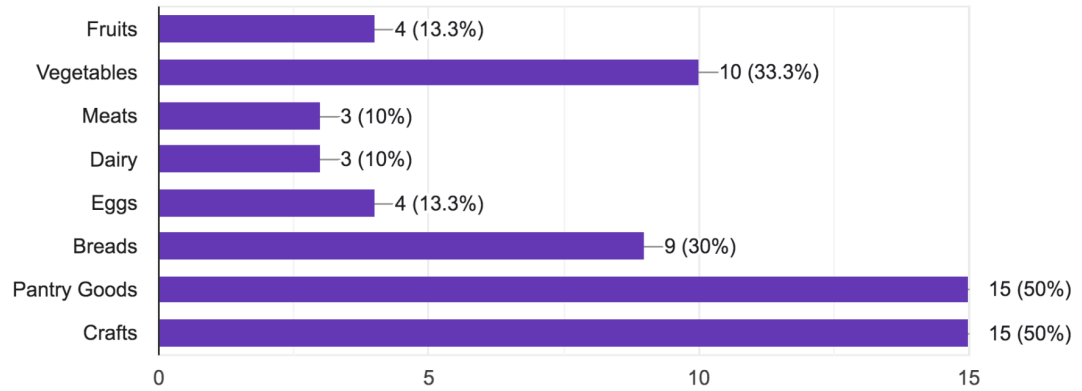
How much have you spent, or might you spend, at the farmers' market today?

30 responses



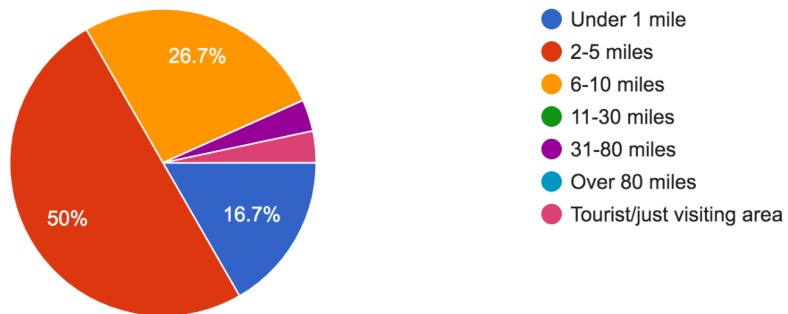
What items did you purchase at the market today?

30 responses



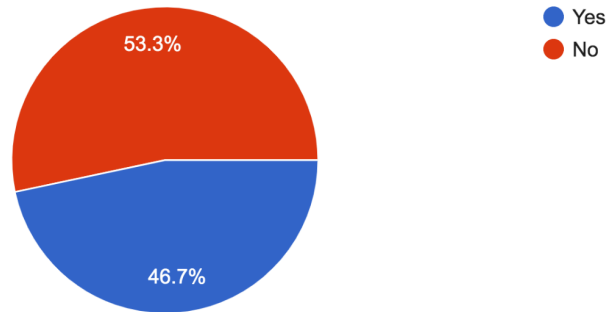
How far did you travel to the market?

30 responses



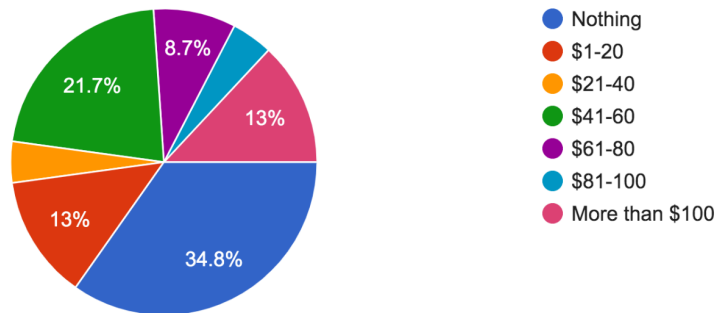
Do you plan on doing additional shopping or dining while in this area of town today?

30 responses



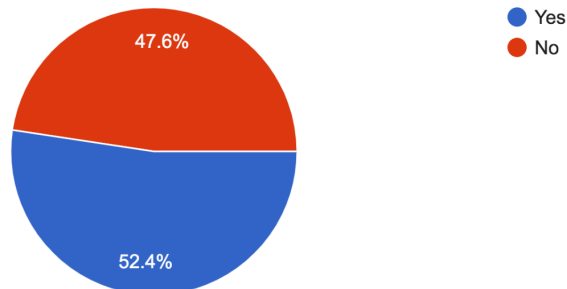
If Yes: How much do you anticipate spending?

23 responses



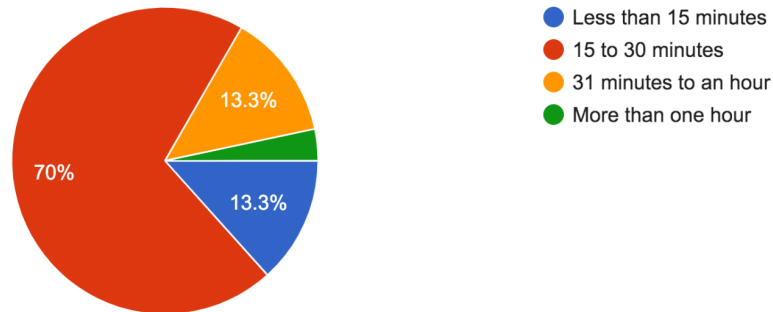
If Yes: Would you have visited these businesses today if you had not come to the farmers' market?

21 responses



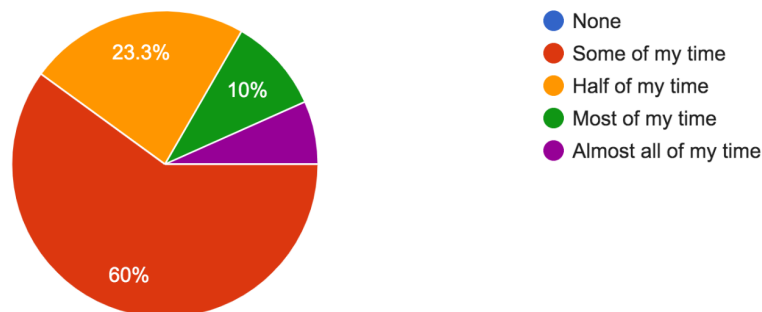
How much time did you spend, or will you spend, at the farmers' market today?

30 responses



How much of your time at the market did you spend, or will you spend, talking with vendors, friends, and other acquaintances?

30 responses



Farmers' Market Vendor Survey Results

There are 11 farmers' markets in Fremont, Hot Springs and Teton counties, which is the service area of Central Wyoming College (CWC). Vendor surveys were administered at six of the 11 markets: Dubois Farmers' Market, Jackson Hole Farmers' Market on the Town Square, Lander Valley Farmers' Market, Riverton Saturday Farmers' Market, Wind River Farmers' Market - Fort Washakie, and Wind River Farmers' Market - Arapahoe.

Jackson Hole Farmers' Market on the Town Square



The Jackson Hole Farmers' Market on the Town Square is located on the City of Jackson's Town Square on summer Saturdays from 8 am to 12 pm, and once a month during the winter on Saturday afternoons at an indoor venue. Attendance was estimated as an average of 750 customers each market. This market attracts many tourists, of which 2.6 million visit Jackson annually. The market is a non-profit organization with a paid market manager and advisory board. The 2023 summer market saw a 30% increase in sales over the 2022 summer market.

2023 Stats for Summer Market:

- Total reported vendor income: ~\$641,000
- Number of vendors: 47

2022 Stats for Summer Market:

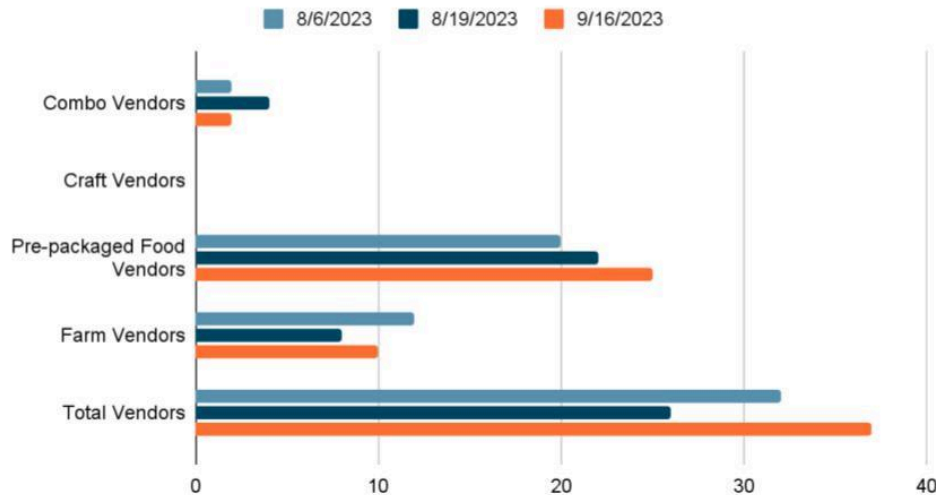
- Total reported vendor income: ~\$450,000
- Number of vendors: 43

2021 Stats for Summer Market:

- Total reported vendor income: ~\$419,000
- Number of vendors: 47

The farmers' market vendor survey data can be found [in this linked spreadsheet](#). The majority of food available was pre-packaged or vegetables. For meat, on survey dates, the types available were beef, lamb, pork and chicken. There were eight varieties of fresh herbs. Available for fruits: raspberries, strawberries, blueberries and nectarines. There were estimated to be over 51 dozen chicken eggs available for each survey date. Although, no duck, goose or turkey eggs. Dairy products available included soft and hard cheeses, fluid milk, and yogurt of cow, goat and sheep.

Jackson Hole Farmers' Market on the Town Square



Lander Valley Farmers' Market



The Lander Valley Farmers' Market is located on N 3rd St and Main St from June to October on Saturdays from 9-to-11:30 am. It is managed by a non-profit organization with a seasonal paid market manager and a volunteer board. Per the season statistics listed below, the customer attendance increased by 13 percent from 2022 to 2023. Of note, Lander residents number at 7,581, and the customer attendance is as if everyone attended the farmers' market twice and then some. The self-reported vendor income increased by over 27 percent in 2023 compared to 2022.

2023 season stats:

- Total customers: 16,206
- Total reported vendor income: \$193,289.23
- Weekly average customer count: 810
- Weekly average of total reported vendor income: \$9,664.46

- Weekly average of selling vendors: 24
- Weekly average vendor earnings: \$414.16
- Weekly average spent by each customer: \$11.96

2022 stats:

- Total customers: 14,397
- Total reported vendor income: \$142,486.27
- Weekly average customer count: 758
- Weekly average of total reported vendor income: \$7,499.28
- Weekly average of selling vendors: 19
- Weekly average vendor earnings: \$390.09
- Weekly average spent by each customer: \$10.17

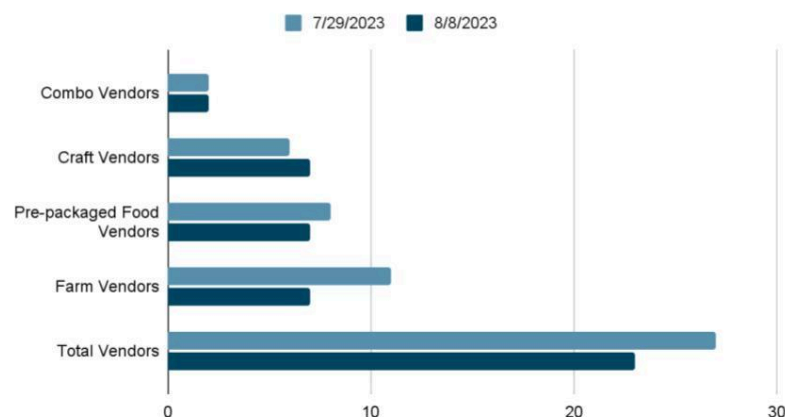
2021 stats:

- Total customers: 15,375
- Total reported vendor income: \$130,714.56
- Weekly average customer count: 809
- Weekly average of total reported vendor income: \$6,879.71
- Weekly average of selling vendors: 19
- Weekly average vendor earnings: \$356.84
- Weekly average spent by each customer: \$9.68

2020 stats:

- Total customers: 8,342
- Total reported vendor income: \$99,868.68
- Weekly average customer count: 439
- Weekly average of total reported vendor income: \$5,256.25
- Weekly average of selling vendors: 19
- Weekly average vendor earnings: \$279.76
- Weekly average spent by each customer: \$12.82

Lander Valley Farmers' Market



The farmers' market vendor survey data can be found [in this linked spreadsheet](#). The majority of foods available were pre-packaged and vegetables. The most meats available were pork, beef and lamb. There was chicken available on one of the survey dates. Fresh herbs available included parsley, lavender, fennel, dill, cilantro and basil. Fruits were limited. While there were plenty of chicken eggs, there were duck, goose or turkey eggs available on one of the survey dates. Dairy products from cow milk were limited. There was goat milk, soft cheese and yogurt available.

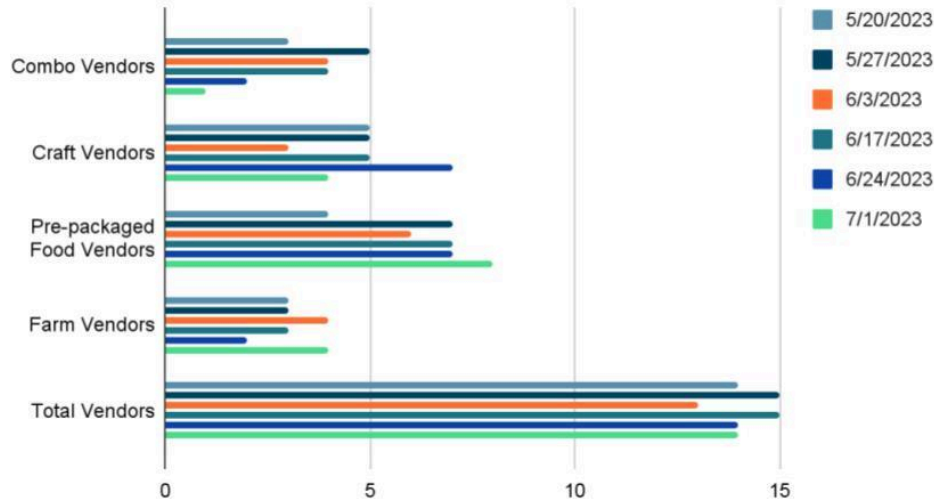
Riverton Saturday Farmers' Market



The volunteer-run Fremont County Master Gardeners' Farmers' Market takes place on Saturdays in Riverton. In the summer it is held in the City Hall parking lot at 816 N. Federal Boulevard, and in the winter at the Little Wind Center at 1010 Fairground Road. Locate information about the market on [its Facebook page](#).

The farmers' market vendor survey data can be found [in this linked spreadsheet](#). The majority of foods, as with other area markets, were pre-packaged or vegetables. There were limited cow and goat dairy products, and an estimated 31-50 dozen chicken eggs and some duck eggs. The only fruit available were strawberries. There were no meat products available on the six survey dates.

Riverton Saturday Farmers' Market



Riverton Wednesday Farmers' Market



The Riverton Wednesday Farmers' Market takes place in the summer on Wednesdays from 5-to-7 pm at Riverton's City Park at 901 E. Fremont Avenue. It is managed by a volunteer board with a seasonal paid market manager. Find details on [its Facebook page](#). In the period of July, August and September 2023, there was an average of 27 vendors at each market. They self-reported \$61,431 total sales. Due to a change in farmers' market management, there is no data available from the entire summer season in 2023.

The total customer count for the 2022 season was 11,046. This is of note, since the entire population of Riverton is 10,587 people. Attendance was a 42 percent increase over 2021 season attendance (6,475). Vendor income for 2022 was self-reported as \$93,565, which was a 25 percent increase over the previous year (\$70,693).

Slow Food in the Tetons People's Market



The [Slow Food in the Tetons People's Market](#) takes place on the lawn of the Jackson Hole Center for the Arts at 4-to-7 pm on Wednesdays from June to September, and once a month on Saturday afternoons at an indoor venue during the winter. The non-profit organization Slow Food in the Tetons staffs a paid market manager. The census numbered population of Jackson is 10,849. From 2022 to 2023, the Peoples' Market saw a 16% increase in sales.

2023 Stats:

- Total customers: approx. 7,000
- Total reported vendor income: \$531,500
- Weekly average customer count: 300-to-500
- Weekly average of total reported vendor income: \$29,500

2022 Stats:

- Total customers: approx. 5,000
- Total reported vendor income: \$448,330
- Weekly average customer count: 250-to-500
- Weekly average of total reported vendor income: \$26,372

2021 Stats:

- Total customers: approx. 5,000
- Total reported vendor income: \$439,239
- Weekly average customer count: 200-to-500
- Weekly average of total reported vendor income: \$24,402

Thermopolis Farmers' Market



The volunteer-run Thermopolis Farmers' Market is located at the corner of S. Fifth Street and Broadway Street on Saturdays during 8-to-11 am from June to October. Find out more on [its Facebook page](#). In 2023, the 16-week summer market season garnered vendors \$47,312.08 in total sales. The Thermopolis population is 2,706 residents.

2022 Season Stats:

- Total customers: 3,840
- Total reported vendor income: \$72,000
- Weekly average customer count: 240
- Weekly average customer expenditure: \$40
- Weekly average of total reported vendor income: \$225
- Weekly average vendor count: 16

Wind River Farmers' Market - Fort Washakie



**WIND RIVER FOOD
SOVEREIGNTY PROJECT**



The Wind River Farmers’ Market at Fort Washakie is located at the Frank B. Wise Business Center on Ethete Road on Thursdays in June to October from 4:30-to-6:30 pm. It is managed by the non-profit Wind River Food Sovereignty Project that pays a seasonal market manager. Learn more on [its Facebook page](#) and through the [Wind River Food Sovereignty Project](#).

2023 Season Stats

- Total customers: 1,662
- Total reported vendor income: \$13,734
- Weekly average customer count: 72
- Weekly average of total reported vendor income: \$597
- Weekly average spent by each customer: \$8.29

2022 Season Stats

- Total customers: 2,301
- Total reported vendor income: \$17,898.80
- Weekly average customer count: 121
- Weekly average of total reported vendor income: \$941.94
- Weekly average spent by each customer: \$8

The farmers’ market vendor survey data can be found [in this linked spreadsheet](#). The majority of foods available were pre-packaged and vegetables. There was limited dairy, and chicken eggs available on only one of the survey dates. For fruits, cantaloupe, peaches, apricots, cherries, watermelon, plums and lemons were on offer. The fresh herbs were chives, dill and sage. No meats were available on survey dates.

Wind River Farmers' Market - Fort Washakie



Wind River Farmers' Market - Arapahoe



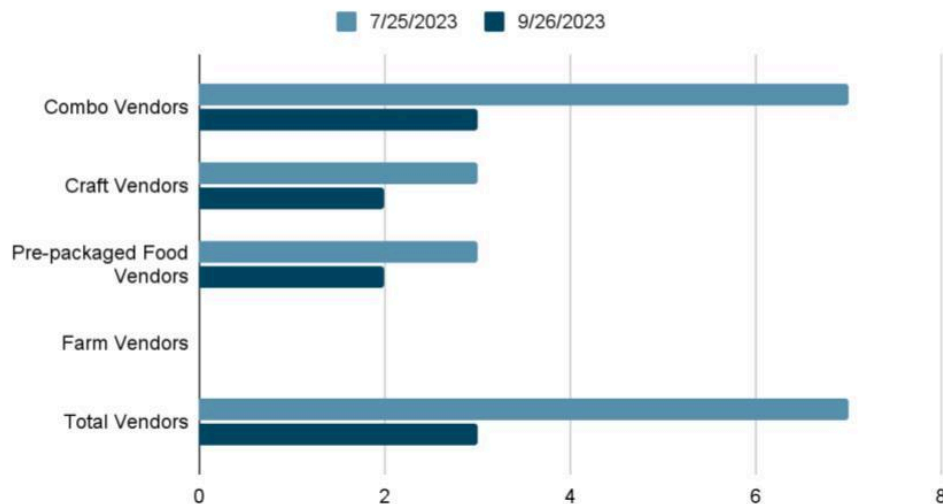
**WIND RIVER FOOD
SOVEREIGNTY PROJECT**

The Wind River Farmers' Market at Arapahoe is located at Saint Stephens School on Tuesdays in June to October from 4:30-to-6:30 pm. It is managed by the non-profit Wind River Food Sovereignty Project that pays a seasonal market manager. Learn more on [its Facebook page](#) and through the [Wind River Food Sovereignty Project](#). Arapahoe's community population is 1,596 people. The farmers' market vendor survey data can be found [in this linked spreadsheet](#).

2023 Season Stats

- Total customers: 438
- Total reported vendor income: \$4,349
- Weekly average customer count: 27
- Weekly average of total reported vendor income: \$271
- Weekly average spent by each customer: \$10.06

Wind River Farmers' Market - Arapahoe



Year-around Indoor Markets

Fremont Local Market



The Fremont Local Market of the Fremont Local Foods non-profit organization is located at 524 E. Main Street in Riverton. It is a year-round indoor farmers' market where vendors consign local food products under the Wyoming Food Freedom Act with Fremont Local Market the vendor's designated agent as outlined by that State of Wyoming legislation. It is open from Tuesday through Saturday with open hours from 10 am to 6 pm. Learn more on [its Facebook page](#).

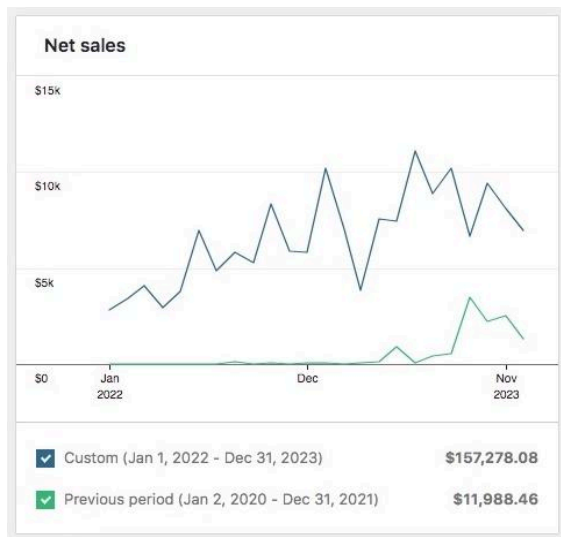
There were over 90 vendors with products on inventory at the Fremont Local Market in 2023. There was a change in management early 2023, so data is only available from February to December 2023. In that period, gross sales were \$291,493. Of this, 85% (\$247,769) was paid out as direct income to vendors. Fremont Local Market opened on October 1, 2022. In its first quarter of business - October to December 2022 - the vendors sold \$54,352 in product.

Virtual Markets

EatWyoming.com Market



The www.eatwyoming.com virtual market is a collaborative ecommerce platform managed by the state-wide Eat Wyoming Local Food Hub, which is a DBA of [Fresh Foods Wyoming, L3C](#) and a partnership of Central Wyoming College (CWC). In the first year of partnership, in 2022, CWC and Eat Wyoming added an aggregation and distribution regional hub in Lander and five customer pick-up locations in Fremont and Hot Springs Counties.



2023 Stats:

- EatWyoming.com retail sales: \$99,282
- Online orders numbered: 2,072
- VeggieBoxes sold: 1,347
- Number of EatWyoming.com vendors: 118

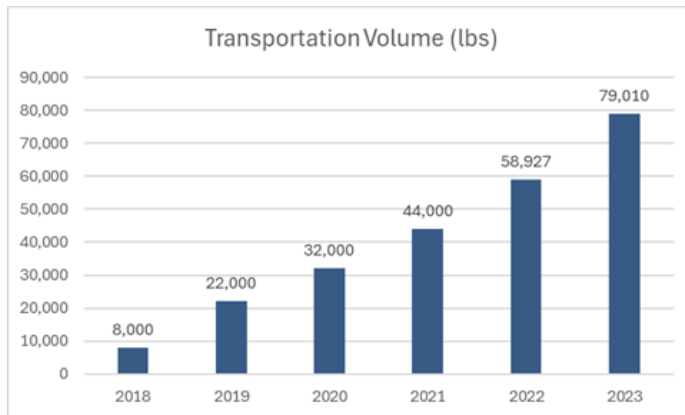
2022 Stats:

- EatWyoming.com retail sales: \$59,902
- Online orders numbered: 1,080
- VeggieBoxes sold: 1,858
- Number of EatWyoming.com vendors: 105

There are 32 farmers, ranchers and food producers from Fremont, Hot Springs and Teton counties that sell retail and/or wholesale through the food hub. This is 35% of the Eat Wyoming vendors state-wide. The Wyoming locations with the most EatWyoming.com customers, and thus local food online sales, are Casper, Dubois, Jackson, Lander, and Laramie. The towns of Jackson (pop. 10,698), Lander (pop. 7,581) and Dubois (pop. 931) are located within the CWC service area of Fremont and Teton counties.



In 2023, the state-wide Eat Wyoming local food hub aggregated and distributed 79,010 pounds of local foods. This was a 26% increase over transportation volume in 2022 (58,927 lbs.).



2023 Stats: 79,010 total lbs.

- VeggieBox: 40,052 lbs.
- EatWyoming.com Market: 18,157 lbs
- Wholesale: 11,247 lbs
- Schools: 6,256 lbs
- Food Banks: 3,298 lbs

2022 Stats: 58,927 total lbs.

- VeggieBox: 32,464 lbs
- EatWyoming.com Market: 11,275 lbs
- Wholesale: 8,240 lbs
- Food Banks: 6,948 lbs

Slow Food in the Tetons Online Marketplace



The Slow Food Online Marketplace, which serves Jackson, is a year-round online market offering local, regional, and seasonal produce, dairy, meats, packaged goods and prepared food. The Online Marketplace also lists the farm name, farm location, and growing practices on every product allowing shoppers to make more informed decisions. It is a resource to maintain the connection between local producers and consumers throughout the year as an added convenience and complement to in-person farmers markets. The Online Marketplace - from year 2022 to 2023 - saw a 38 percent increase in online retail sales, and a 74 percent increase in individual customers.

2023 Stats:

- \$349,859 in online retail sales of local food.
- 2,508 individual online customers.

2022 Stats:

- \$217,000 in online retail sales of local food.
- 44 local (within 100 miles of Jackson, WY) and 16 regional farms, ranches, and packaged food producers supported.
- 658 total customers with over 3,800 total orders throughout the year.

2021 Stats:

- \$168,000 in food sales direct to producers in 2021
- 30 local (within 100 miles of Jackson, WY) and 15 regional farms, ranches, and packaged food producers supported.
- 571 total customers with over 3,200 total orders throughout the year.