

Shopping at FARMERS' MARKETS

COMPARING THE COST

A seasonal basket of 20 items (1kg of each product) was \$187 at supermarkets and \$213 at farmers' markets in the Lismore local government area. Smart shoppers could pay the same at farmers' markets for a full basket if they avoided the more expensive meat and dairy items.

IS AFFORDABLE *and local*

LOCAL

Nearly 70% of farmers' markets produce was sourced within 50 km of the Lismore central business district, compared with supermarkets at 12%.



AFFORDABLE



Vegetables and nuts were significantly cheaper at farmers' markets when compared to supermarkets.



Fruit, bread, eggs, tofu and honey were similarly priced.



Meat and dairy were more expensive.



ORGANIC

A selection of organic fruit and vegetables was cheaper at farmers' markets (\$50) when compared to supermarkets (\$58).



NINE OUT OF TEN PEOPLE DON'T EAT THEIR DAILY RECOMMENDED SERVE OF VEGETABLES.

FARMERS' MARKETS OFFER AN AFFORDABLE SOURCE OF SEASONAL, LOCALLY GROWN VEGETABLES.