

# 2022 State of the Local Food Economy

Fremont, Hot Springs & Teton Counties

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## Executive Summary

The Wyoming Food Freedom Act, enacted in 2015, provides many business opportunities for farmers, ranchers and food processors to raise, grow and create local foods for direct-to-consumer sales. This report is the inaugural effort to quantify the value of local foods sold through third-party farmers' markets within the service area - Fremont, Hot Springs and Teton counties - of Central Wyoming College (CWC). These farmers' 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.

There are 11 farmers' markets in Fremont, Hot Springs and Teton counties. Surveys were administered at ten of the 11 markets. The market not surveyed was the Wind River

Farmers' Market - 789 Smoke Shop. In 2022, six of the 11 farmers' markets recorded vendors' voluntary reports of sales income they received at the markets.

<b>In-person Farmers' Market</b>	<b>2021 Sales</b>	<b>2022 Sales</b>	<b>% Increase</b>
Jackson Hole Farmers' Market on the Town Square	\$419,000	\$450,000	7%
Lander Valley Farmers' Market	\$130,714	\$142,486	9%
Riverton Wednesday Farmers' Market	\$70,693	\$93,565	25%
Slow Food in the Tetons Peoples' Market	\$439,239	\$448,330	3%
Thermopolis Farmers' Market	Unrecorded	\$72,000	N/A
Wind River Farmers' Market - Fort Washakie	Unrecorded	\$17,898	N/A
<b>Total</b>	<b>\$1,059,646</b>	<b>\$1,224,279</b>	<b>14%</b>

The Fremont Local Market of the Fremont Local Foods non-profit organization opened on Riverton's Main Street on October 1, 2022. 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.

<b>Year-around Indoor Farmers' Market</b>	<b>2021 Sales</b>	<b>Q4 2022 Sales</b>	<b>% Increase</b>
Fremont Local Market	N/A	\$54,253	N/A
<b>Total</b>	<b>\$0</b>	<b>\$54,253</b>	<b>0%</b>

The state-wide Eat Wyoming Local Food Hub manages the collaborative eCommerce platform [www.eatwyoming.com](http://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.

<b>Virtual Farmers' Market</b>	<b>2021 Sales</b>	<b>2022 Sales</b>	<b>% Increase</b>
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EatWyoming.com Market	\$12,143	\$61,348	86%
Slow Food in the Tetons Online Marketplace	\$168,000	\$217,000	23%
<b>Total</b>	<b>\$180,143</b>	<b>\$278,348</b>	<b>46%</b>

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

<b>Farmers' Markets</b>	<b>2021 Sales</b>	<b>2022 Sales</b>	<b>% Increase</b>
In-person	\$1,059,646	\$1,224,279	14%
Year-around Indoor	N/A	\$54,253	N/A
Virtual	\$180,143	\$278,348	46%
<b>Total</b>	<b>\$1,239,789</b>	<b>\$1,556,880</b>	<b>31%</b>

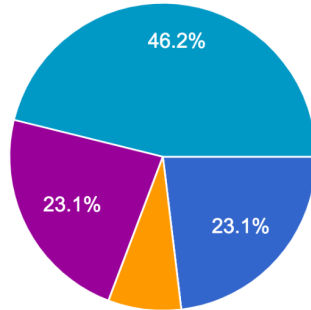
The USDA Agricultural Marketing Service and Colorado State University host an [online calculator to numerate the economic impact of local food sales](#). The local food economics calculator estimates that the \$1.5 million in 2022 local food sales reported above stimulated an additional \$2.5 million in economic activity in Wyoming through local input purchases and paying local labor. This totals over \$4 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 in 2022: Dubois Farmers' Market, Lander Valley Farmers' Market, Slow Food in the Tetons People's Market, and Thermopolis Farmers' Market. There were 13 customer respondents. Customer surveys by market: two from Dubois, three from Lander Valley, three from Slow Foods' People's Market, and two from Thermopolis. The below graphics record the customer survey results. We recognize the limitations of this data per the small pool of respondents.

How often do you come to this farmers' market?

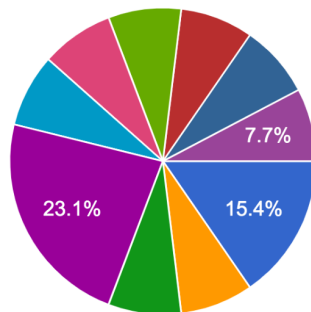
13 responses



- 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?

13 responses

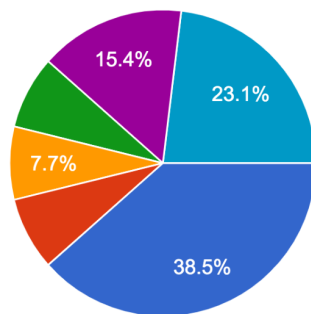


- Facebook
- Instagram
- Online news site
- Local newspaper
- Family and friends
- Farmers' Market website
- Regular attendee
- Newsletter

▲ 1/2 ▼

When did you start shopping at this market?

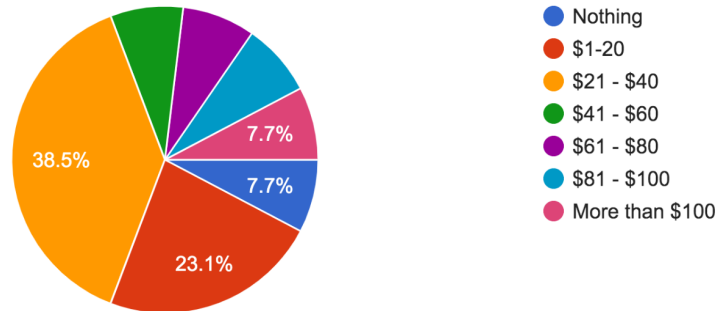
13 responses



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

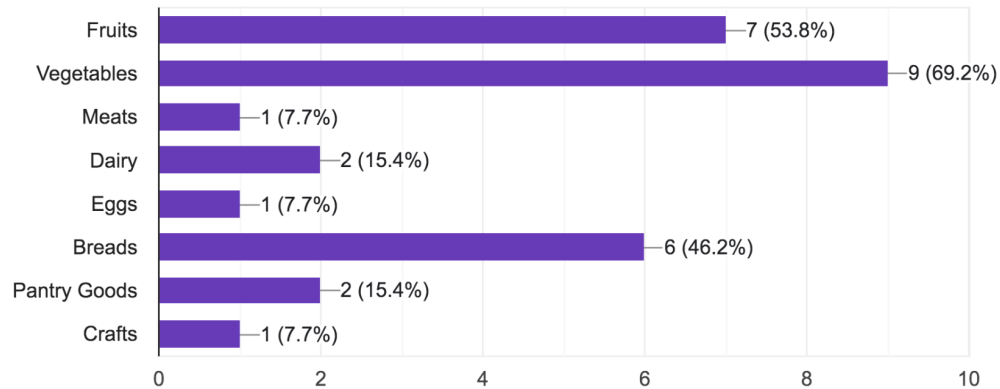
How much have you spent, or might you spend, at the farmers' market today?

13 responses



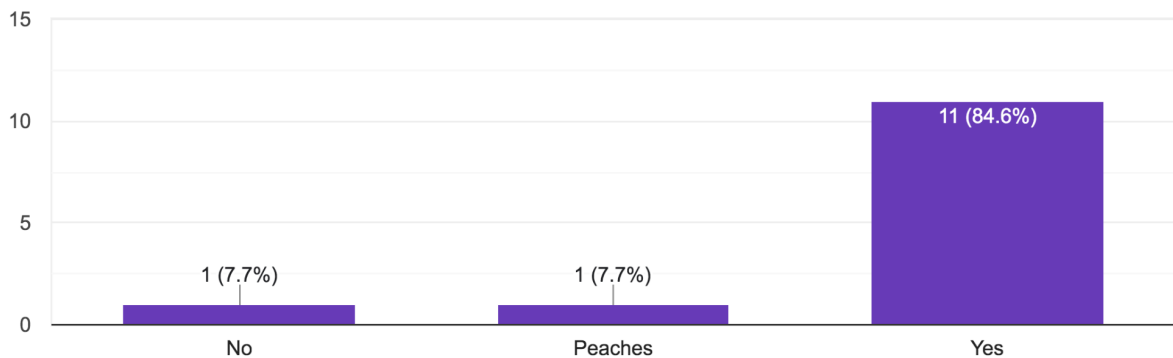
What items did you purchase at the market today?

13 responses



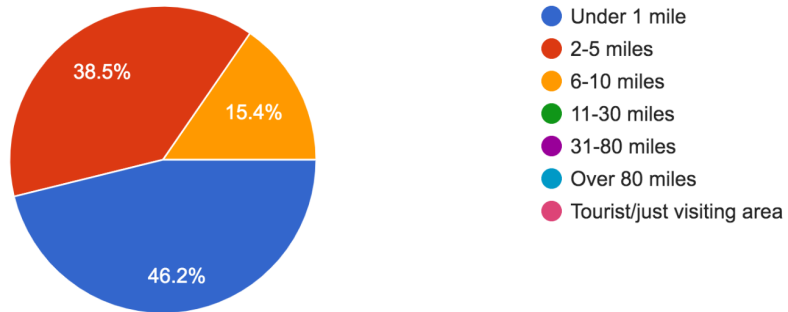
Was the farmers' market your primary reason for coming out/to this area of town today? If no, why else are you here?

13 responses



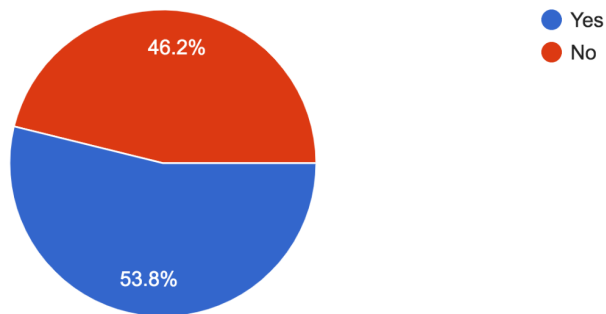
How far did you travel to the market?

13 responses



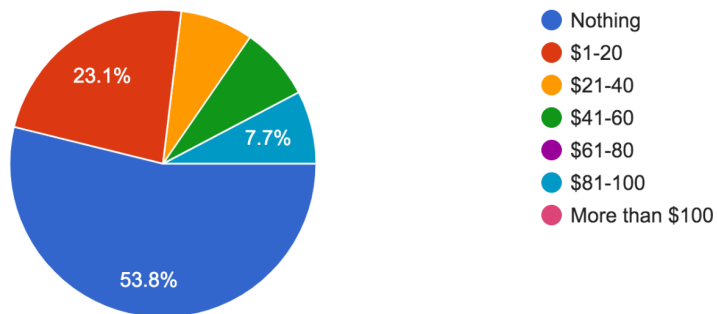
Do you plan on doing additional shopping or dining while in this area of town today?

13 responses



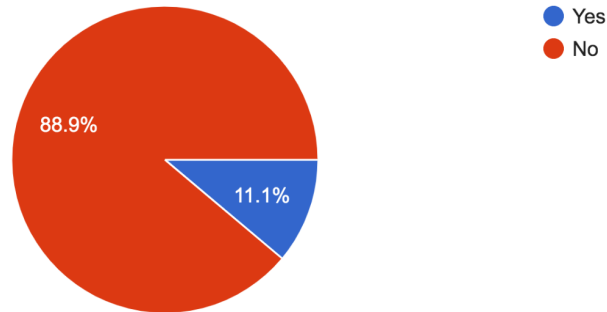
If Yes: How much do you anticipate spending?

13 responses



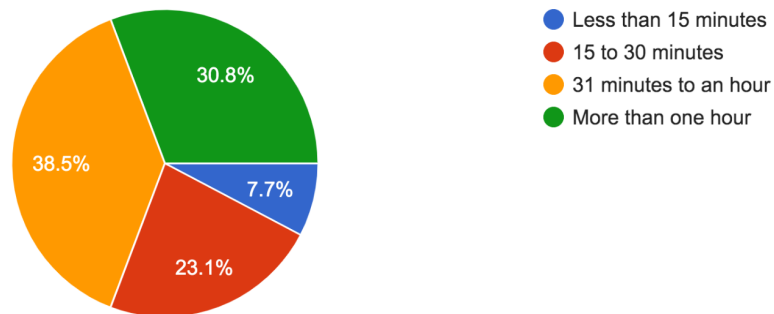
If Yes: Would you have visited these businesses today if you had not come to the farmers' market?

9 responses



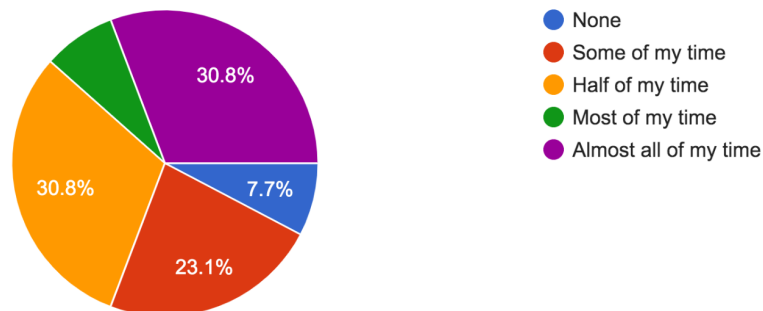
How much time did you spend, or will you spend, at the farmers' market today?

13 responses



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

13 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 ten

of the 11 markets. The market not surveyed was the Wind River Farmers' Market - 789 Smoke Shop.

## Dubois Farmers' Market



The volunteer-run Dubois Farmers' Market is located at 202 E. Ramshorn Street. In 2022, it took place on Thursdays from 4-to-6 pm from June to October, and on the first and third Thursday of every month from November to May from 3:30-to-4:30 pm at the Headwaters Art and Conference Center at 20 Stalnaker Street. The population of Dubois is 919 residents.

Full survey data results on type and quantity of food available can be found [in this linked spreadsheet](#). The majority of foods were pre-packaged or vegetables. The only dairy products offered at the market on survey dates were cow milk ice cream and fluid cow milk. Only one of the survey dates had eggs available. Fruits available on survey dates were cantaloupe and Colorado peaches. The only fresh herbs were chives and dill. There were only meat products available at one market, and that was chicken.



Dubois Farmers Market  
Customer Attendance  
Vendor Type and Count



### 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. On survey dates, attendance was estimated at nearly 1,000 customers. 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 2022 summer market saw a 7% increase in sales over the 2021 summer market.

2022-23 Stats for the December-March Winter Market:

Total reported vendor income: ~\$24,000  
Number of vendors: 20

2022 Stats for the June-September Summer Market:

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

2021-22 Stats for the July-September Summer Market:

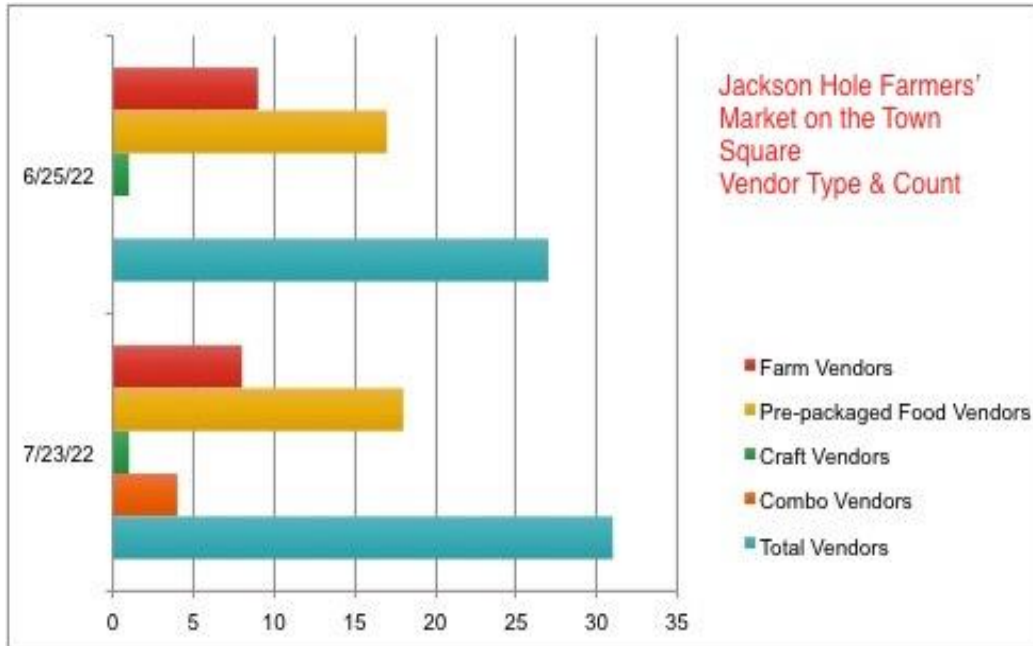
Total reported vendor income: ~\$40,000  
Number of vendors: 22

2021 Stats for the July-September Summer Market:

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

Full survey data results on type and quantity of food available 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 and pork. There were 13 varieties of fresh herbs. Available for fruits: raspberries, cherries, blackberries and apricots. 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.





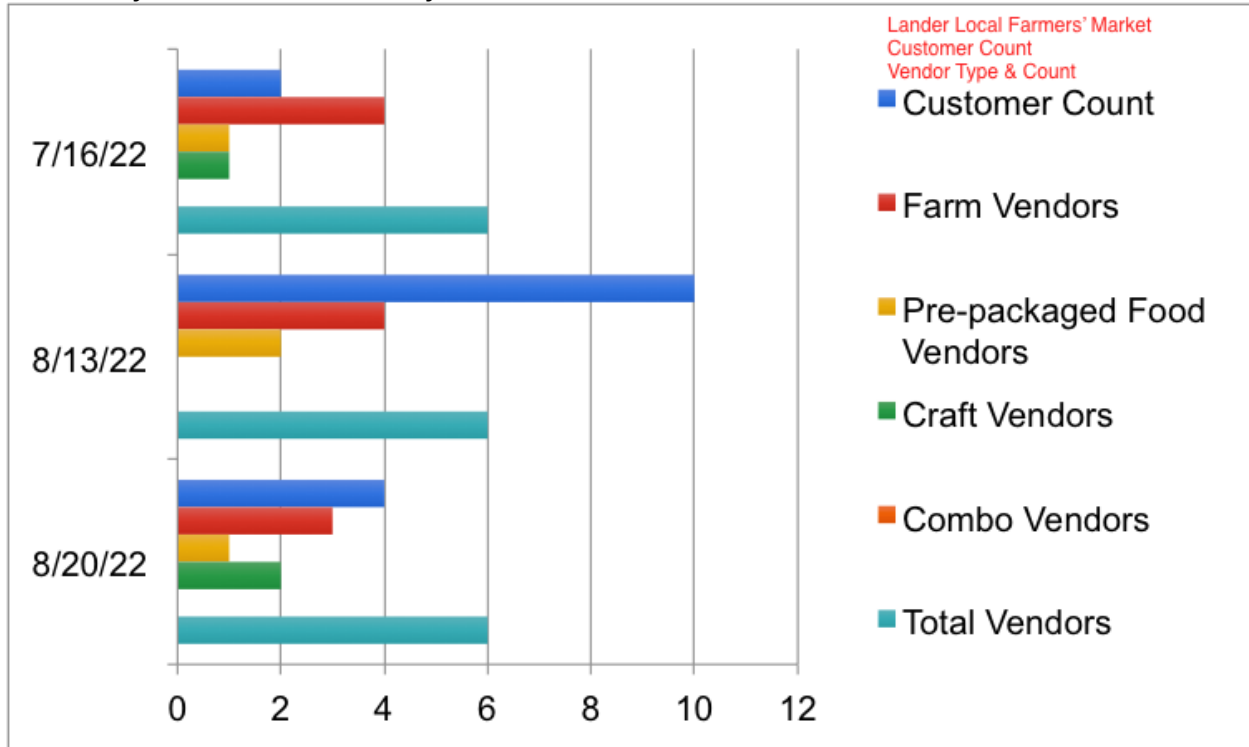
### Lander Local Farmers' Market



The volunteer-run Lander Local Farmers' Market is located at the corner of Main Street and South Second Street on summer Saturdays from 9 am to 12 pm. During the winter months, from 1-to-3 pm, it is located at the VFW Poo Agie Post 954 and Auxiliary at 11 Tweed Lane. Market updates can be found on [its Facebook page](#).

Full survey data results on type and quantity of food available can be found [in this linked spreadsheet](#). Majority of foods available were pre-packaged and vegetables. Dairy products,

on survey dates, included fluid cow milk and kefir, both soft and hard cow cheese, and soft goat cheese. Two of the surveyed market dates had chicken eggs available. For fruits, there were watermelon, cantaloupe, peaches and apples. There were no fresh herbs offered. Of the surveyed market dates, only one date had meats available and that was beef.



### Lander Valley Farmers' Market



The Lander Valley Farmers' Market is located in Lander's City Park off Fremont Street 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 decreased by about 7 percent from 2021 to 2022. However, at 14,397 people, it is over double the population of Lander residents (7,550). Also, in 2021 the customer count rocketed 46 percent over the 2020 attendance. The self-reported vendor income increased by nearly 9 percent in 2022. This was a more sustainable annual increase from the 24 percent jump in vendor income in 2021 from 2020.

2022 season 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

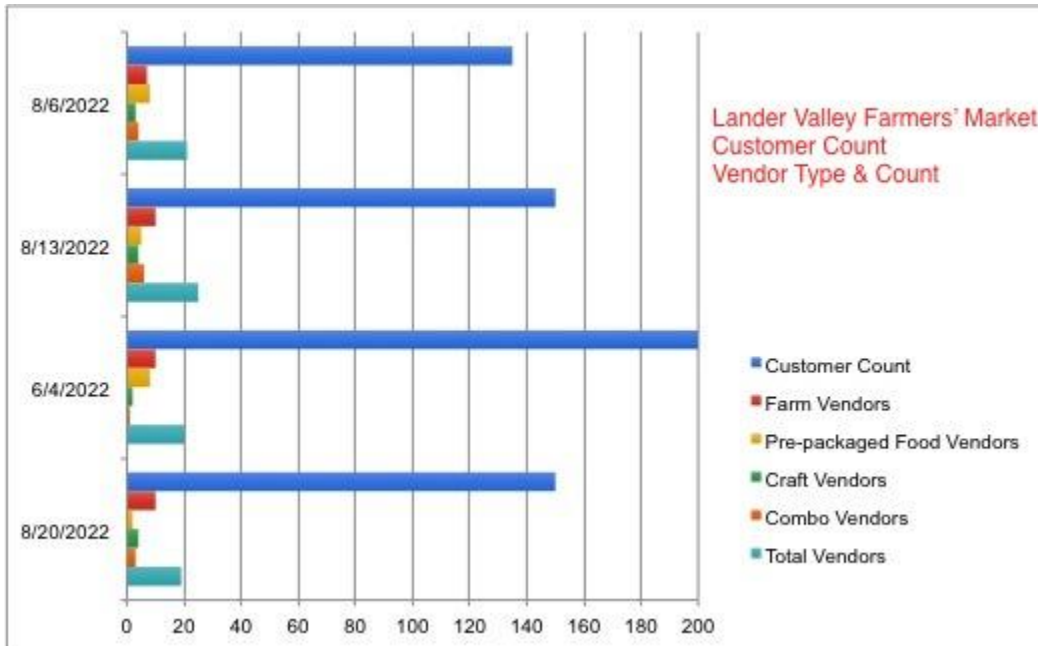
2021 stats:

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





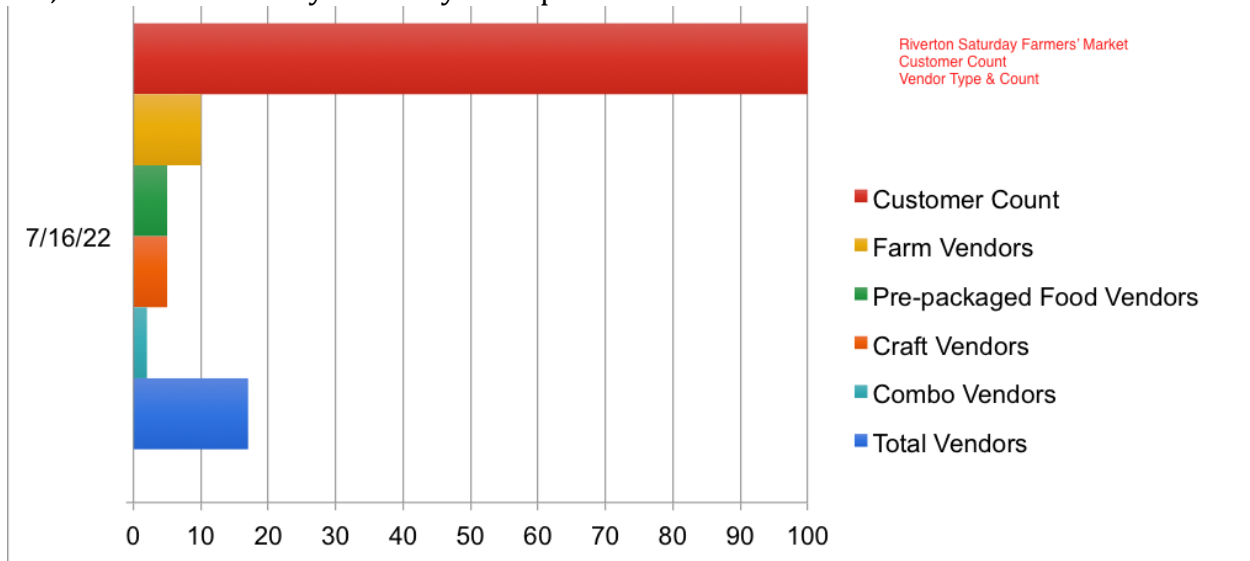
Full survey data results on type and quantity of food available can be found [in this linked spreadsheet](#). The majority of foods available were pre-packaged and vegetables. The most meats available were pork, beef and lamb. There was chicken available on one of the survey dates. Fresh herbs available included parsley, lavender, fennel, dill, cilantro and basil. For fruits, there were only cherries and peaches. While there were plenty of chicken eggs, there were no duck, goose or turkey. Dairy products were limited from cow milk. There were 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](#). This market was only surveyed once in 2022.

Full survey data results on type and quantity of food available can be found in [this linked spreadsheet](#). The majority of foods, as with other area markets, were pre-packaged or vegetables. There were cow and goat dairy products, and an estimated 31-50 dozen chicken eggs. While there was no fruit available, fresh herbs included basil, chives, cilantro, dill, mint and rosemary. The only meat products available were beef.

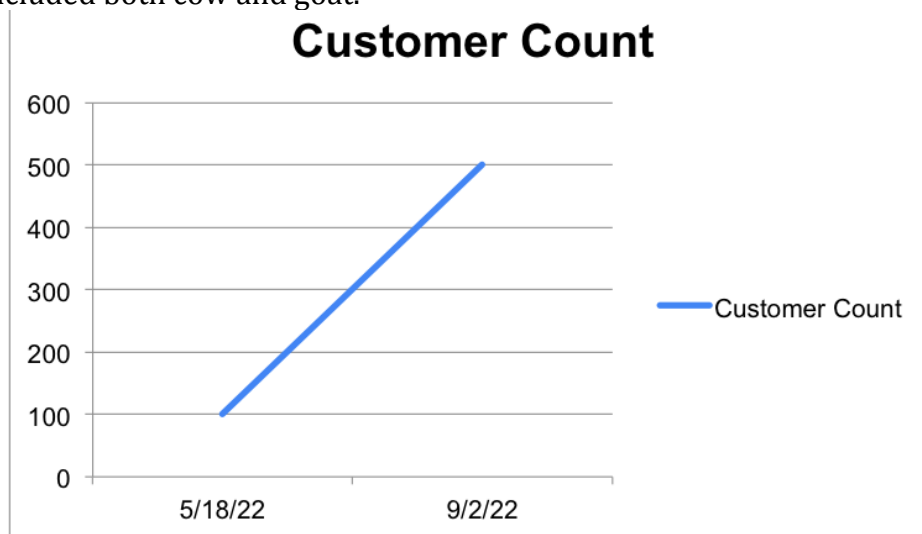


### Riverton Wednesday Farmers’ Market

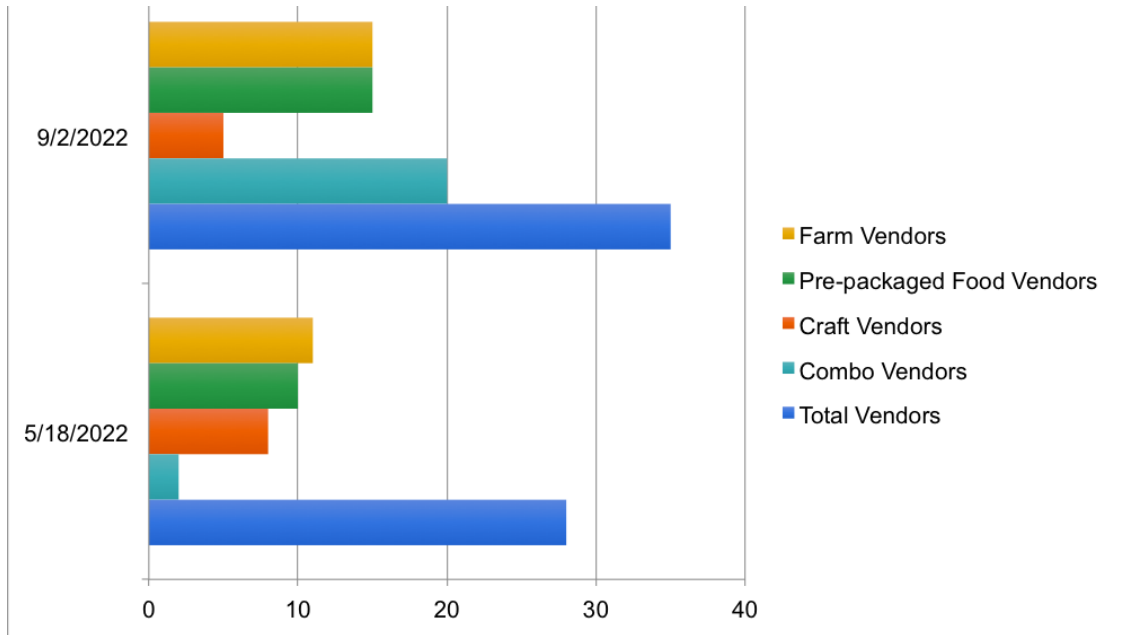


The Riverton Wednesday Farmers’ Market takes place in the summer on Wednesdays from 5-to-7 pm at Riverton’s City Park at 901 E. Fremont Avenue. It is managed by a volunteer board with a seasonal paid market manager. Find details on [its Facebook page](#). The total customer count for the 2022 season 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).

Full survey data results on type and quantity of food available can be found [in this linked spreadsheet](#). The majority of foods were pre-packaged, vegetables and meats. There were no fresh herbs nor fruits available. For eggs, both chicken and duck were offered. Dairy products included both cow and goat.





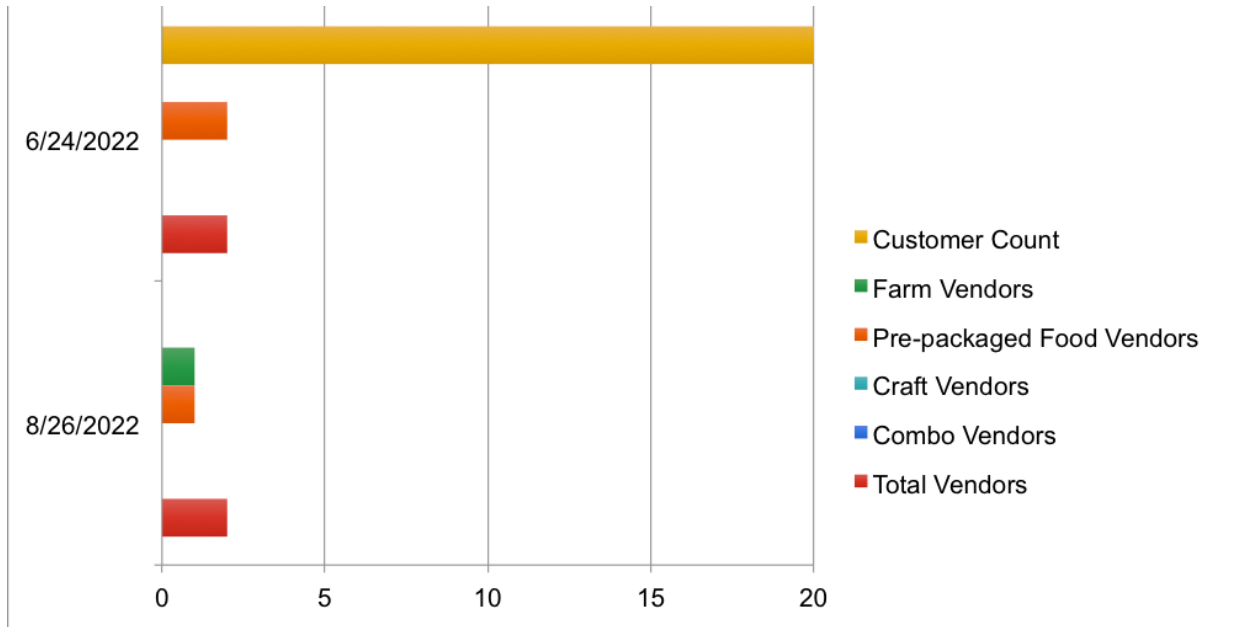


### Shoshoni Farmers' Market



The volunteer-run Shoshoni Farmers' Market takes place on Friday evenings from 5-to-7 pm from June to October by the City Park at 108 Main Street. The population of Shoshoni is 498. Learn more on [its Facebook page](#).

Full survey data results on type and quantity of food available can be found [in this linked spreadsheet](#). The majority of foods available were pre-packaged and vegetables. On survey dates there were no meats, fresh herbs, eggs, nor dairy. Fruits were cantaloupe, peaches, and watermelon.



### 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. This market was only surveyed once



in 2022. The census numbered population of Jackson is 10,849. From 2022 to 2021, the Peoples’ Market saw a 3% increase in sales.

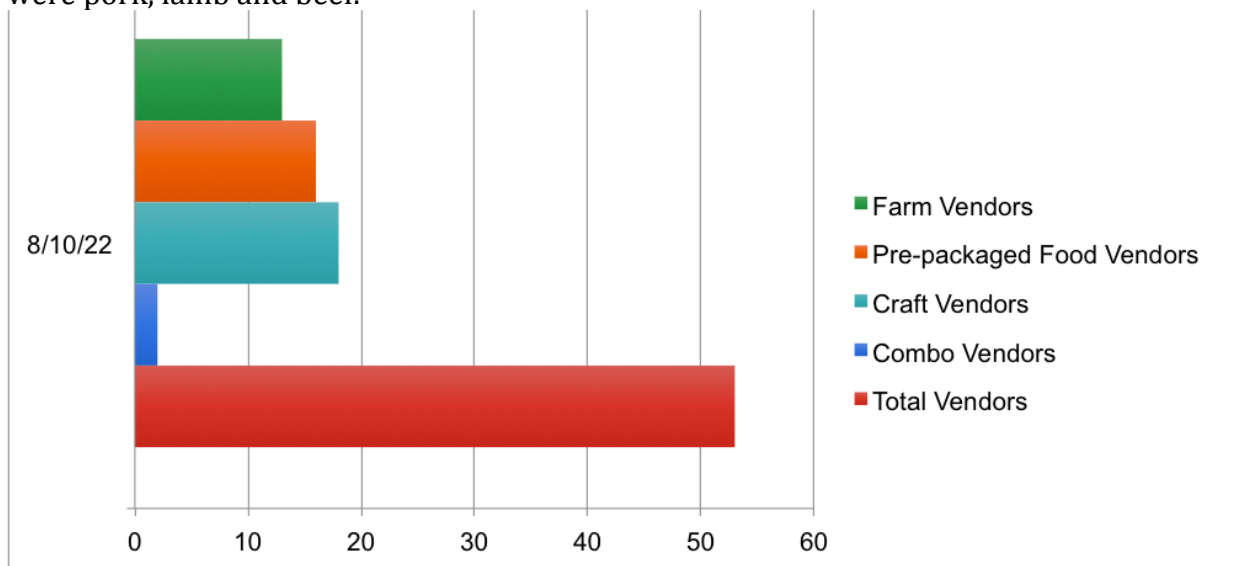
**2022 Season Stats:**

- 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

Full survey data results on type and quantity of food available can be found [in this linked spreadsheet](#). As with most markets, the majority of foods were pre-packaged and vegetables. Dairy products were from both cow and goat. There were an estimated 31-50 dozen chicken eggs available. The only fruits offered were raspberries on the survey date. Fresh herbs included basil, cilantro, fennel, mint, parsley, sage and thyme. Meats available were pork, lamb and beef.



### Thermopolis Farmers’ Market

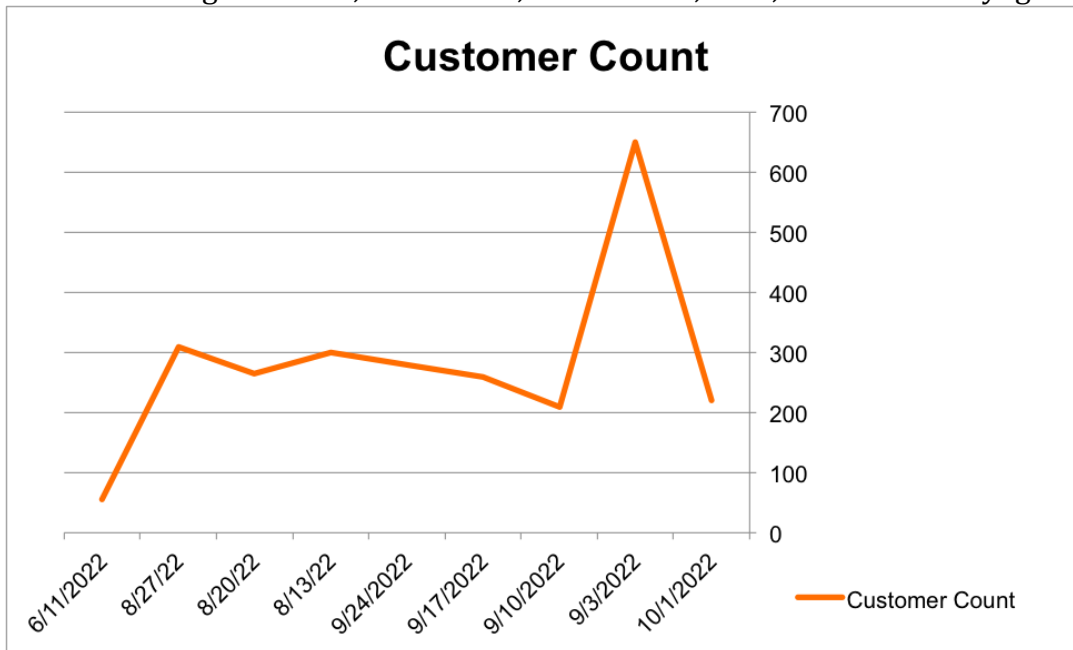
The volunteer-run Thermopolis Farmers’ Market is located at the corner of S. Fifth Street and Broadway Street on Saturdays during 8-to-11 am from June to October. Find out more on [its Facebook page](#). This market has the most data collected throughout the 2022

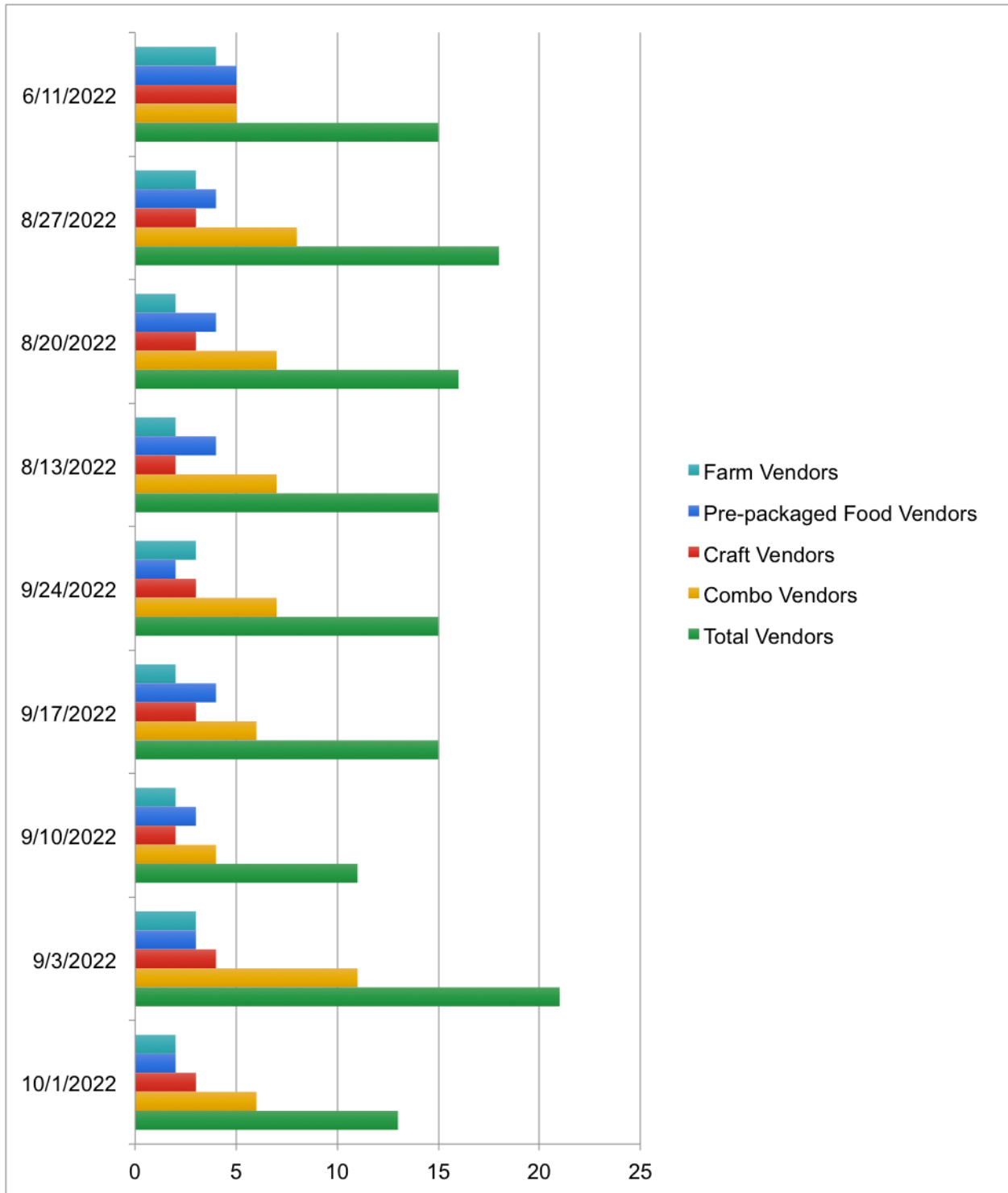
growing season - from June to October - with nine survey dates. The total attendance in 2022 was 3,840 customers, which is notable as the Thermopolis population is 2,706.

### 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

Full survey data results on type and quantity of food available can be found [in this linked spreadsheet](#). Per usual for these markets, the majority of foods were pre-packaged and vegetables. The only meat available on survey dates was beef. There were 10 varieties of fresh herbs offered. Cantaloupe was the single fruit available, and it was offered on only two of the survey dates. There were dozens of chicken eggs and some duck eggs. For dairy, the goats ruled with goat butter, soft cheese, hard cheese, kefir, fluid milk and yogurt.





Wind River Farmers' Market - Fort Washakie



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](#). Total attendance in 2022 was 2,301 customers, which is well over the Fort Washakie population of 1,732 people.

#### 2022 Season Stats

Total customers: 2,301

Total reported vendor income: \$17,898.80

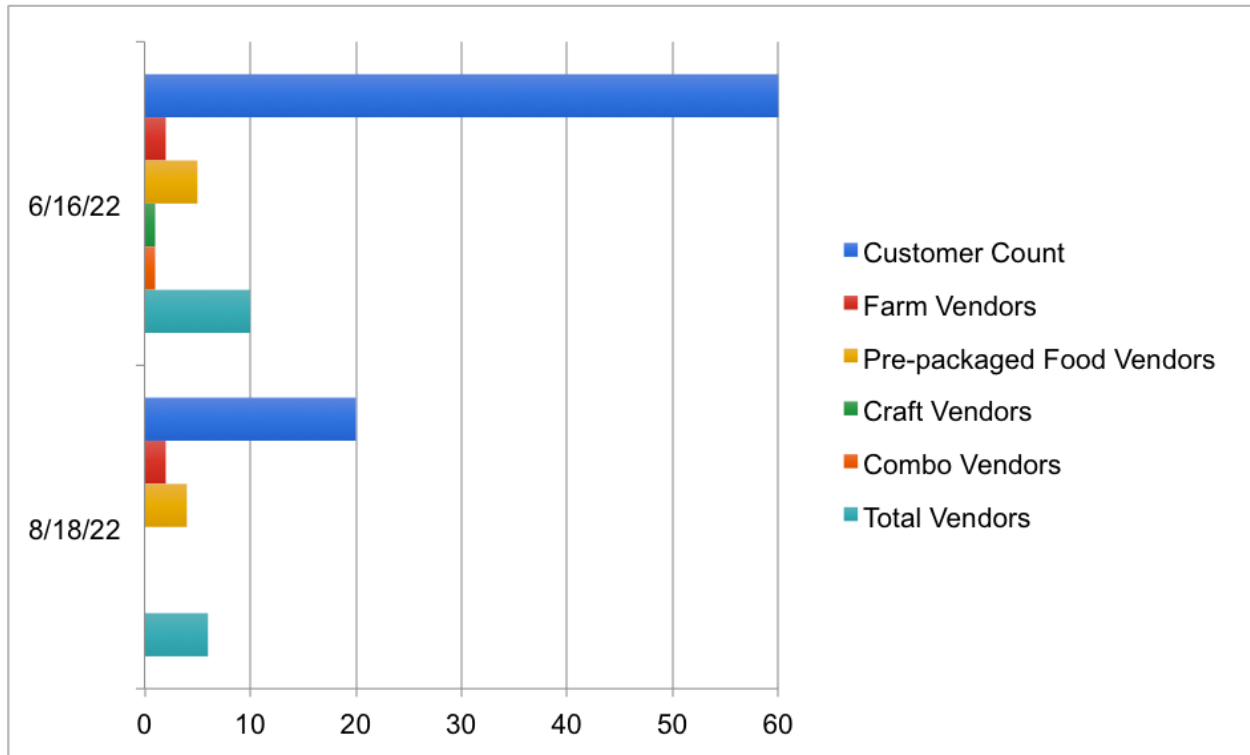
Weekly average customer count: 121

Weekly average of total reported vendor income: \$941.94

Weekly average of selling vendors: 12

Weekly average spent by each customer: \$8

Full survey data results on type and quantity of food available can be found [in this linked spreadsheet](#). The majority of foods available were pre-packaged and vegetables. There was no dairy, and chicken eggs available on only one of the survey dates. For fruits, there were apples, blueberries, cantaloupe, peaches and watermelon. The only fresh herbs were chives. No meats were available on survey dates.



## Retail Storefront

### Fremont Local Market



The Fremont Local Market of the Fremont Local Foods non-profit organization opened on Riverton's Main Street on October 1, 2022 at 524 E. Main Street. 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 58 vendors with products on inventory at the Fremont Local Market in 2022. In its first quarter of business - October to December 2022 - the vendors sold \$54,352.12 in product.

## Virtual Markets

### EatWyoming.com Market

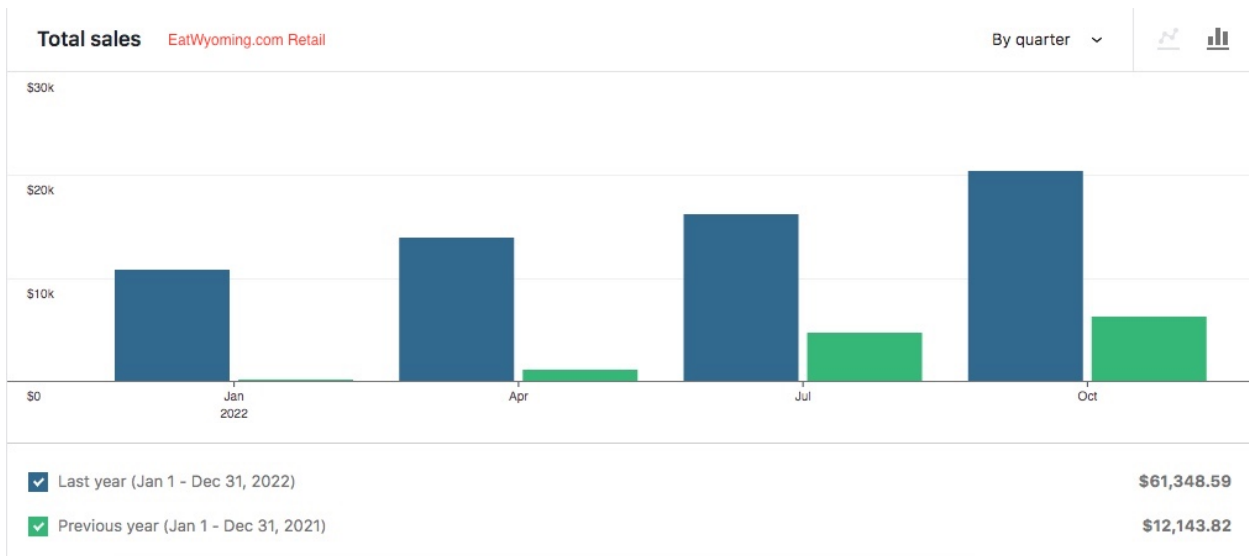


The [www.eatwyoming.com](http://www.eatwyoming.com) virtual market is a collaborative ecommerce platform managed by the state-wide Eat Wyoming Local Food Hub, which is a DBA of [Fresh Foods Wyoming, L3C](#) and a partnership of Central Wyoming College (CWC). In the first year of partnership, in 2022,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

In 2022, EatWyoming.com, supported 1,080 individual orders by aggregating and distributing 67,370 pounds of food. This was an 86% increase over 2021 eCommerce. The Eat Wyoming VeggieBox subscription program, in 2022, provided 1,858 VeggieBoxes to customers across the state, which were stuffed with 35,302 pounds of fresh produce. VeggieBox subscriptions are available year-round, either as weekly or every-other-week delivery.

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. In 2022 the VeggieBox subscription program provided over \$48,308 in income to Wyoming farmers. The shared eCommerce platform, eatwyoming.com, currently hosts 105 vendor producers that garnered ~\$42,100 in online retail sales in 2022.

In September 2022, the food hub aggregated and transported 5,938 pounds of Wyoming-grown produce (~\$15,000 producer income) for a wholesale account, Food Bank of Wyoming. In 2022, wholesale purchasing of local foods increased by 82% over the previous year.



## Slow Food in the Tetons Online Marketplace



The Slow Food Online Marketplace, that 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 2021 to 2022 - saw a 23 percent increase in the value of online



retail sales, a 13 percent increase in individual customers, and a 16 percent increase in individual local food orders.

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.