SEVEN GUIDING PRINCIPLES OF MARKET CITIES
PRINCIPLE 1. A MARKET CITY...

INCLUDES **A WIDE VARIETY OF TYPES OF MARKETS** IN A CITY AS PART OF ONE MARKET SYSTEM.
PRINCIPLE 2. A MARKET CITY...

ORGANIZES A DIVERSE COALITION OF PARTNERS AND STAKEHOLDERS WHO CAN COLLABORATE AND TAKE ACTION TOGETHER TO ACHIEVE COMMON POLICY OBJECTIVES.
PRINCIPLE 3. A MARKET CITY...

MEASURES THE VALUE OF ITS MARKETS AND UNDERSTANDS HOW THEY FUNCTION.

**Economic Impact**

- **$22,240,176 sales to vendors**
  - Including over 130 farmers and 100 small businesses
- **1,681,635 Seattle shopper visits**
  - We serve 16 neighborhoods and operate 7 days a week
- **$11 to $20**
  - The average spent by market shoppers at nearby businesses.

**Food Access**

- **$223,090 in SNAP**
  - Fresh food sales funded by Federal nutrition assistance
- **$287,975 in Fresh Bucks**
  - Funded in part by Seattle’s Sweetened Beverage Tax

Healthy food for all Seattle families.
PRINCIPLE 4. A MARKET CITY...

HAS DISTRIBUTION NETWORKS THAT PRIORITIZE AND SUPPORT HEALTHY, AFFORDABLE, AND SAFE FOOD AND OTHER GOODS PRODUCED IN THE REGION.
PRINCIPLE 5. A MARKET CITY... регулярно инвестирует в свои маркет-инфраструктуру и навыки маркет-операторов.
PRINCIPLE 6. A MARKET CITY...

HELPS DIVERSE TYPES OF VENDORS START AND GROW THEIR BUSINESSES.
PRINCIPLE 7. A MARKET CITY...

RECOGNIZES THAT ITS MARKETS ARE ALSO PUBLIC SPACES THAT WELCOME DIFFERENT KINDS OF PEOPLE AND MAINTAIN IMPORTANT CULTURAL HERITAGE.

Credit: Flickr jbdodane
Toward Market Cities: Lessons on Supporting Public Market Systems From Pittsburgh, Seattle, and Toronto

Findings

MARKET LOCATIONS

When farmers markets are located in Seattle and the deep relationships between farmers and consumers, the farmers markets are wondrously diverse and have knock-on benefits for local food security and local economy. A group of farmers markets is the result of a collaborative effort between the Seattle Department of Transportation and the Seattle Public Market Commission. The program is designed to support the development of farmers markets and to build community around them.

Diagram: Location of farmers markets in Seattle, Washington, USA.

pps.org/marketcities
THANK YOU!

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