

A Study of Urban Agriculture: Farmers' Markets within the Portland Urban Growth Boundary

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Geography 492

RESEARCH QUESTION

- What factors contribute to the benefit farmers' markets as a form of urban agriculture?

OBJECTIVES

- Determine why farms participate in farmers' markets, or why not
- Determine why farmers' markets are located where they are located
- Compare farmers' markets to grocery stores

PROCEDURES

- Research Oregon's Farmers' Markets
- Make project for analysis
- Import project from ArcView 3.3 to ArcGIS
- Find out where the shapefiles were located and add them to project
- Analysis
- Conclusions

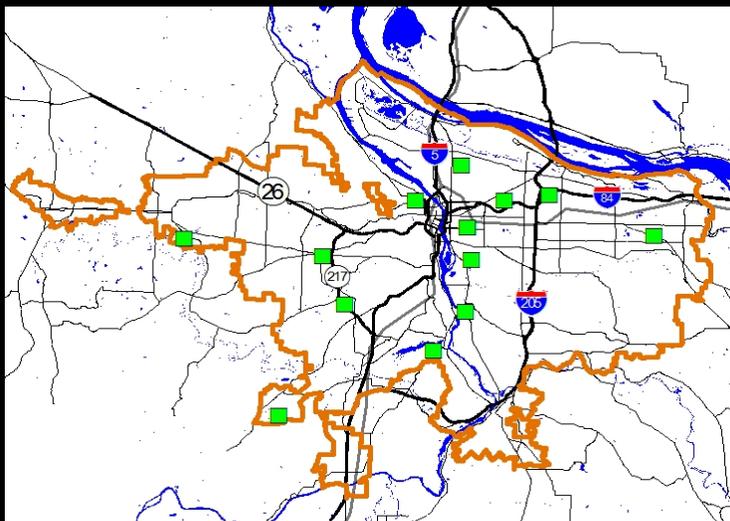
DATABASES

- RLIS
- ESRI
- Oregon Geospatial Data Clearinghouse
- EXCEL
 - Farmers' Markets locations

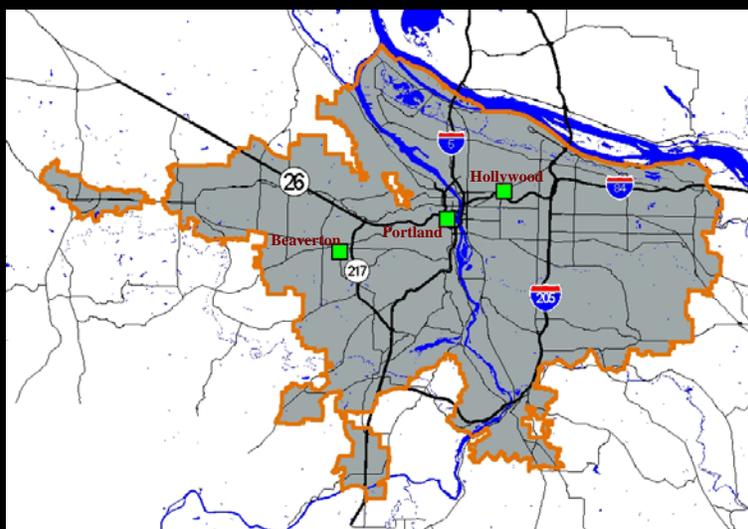
Oregon Farmers' Markets



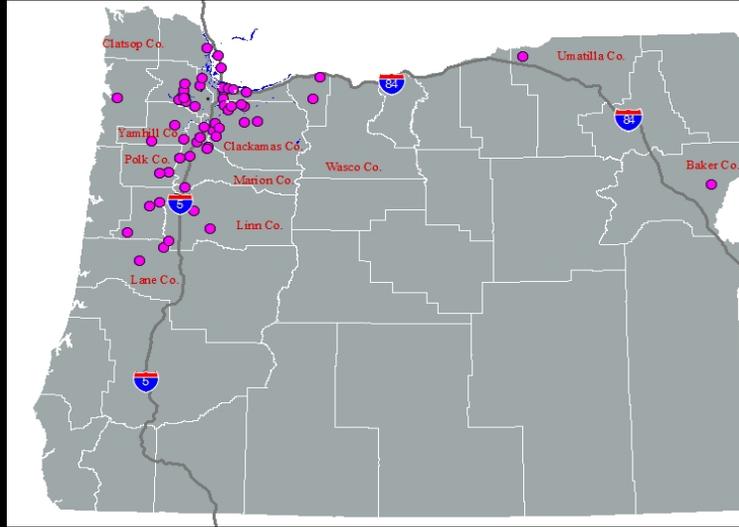
Markets in UGB



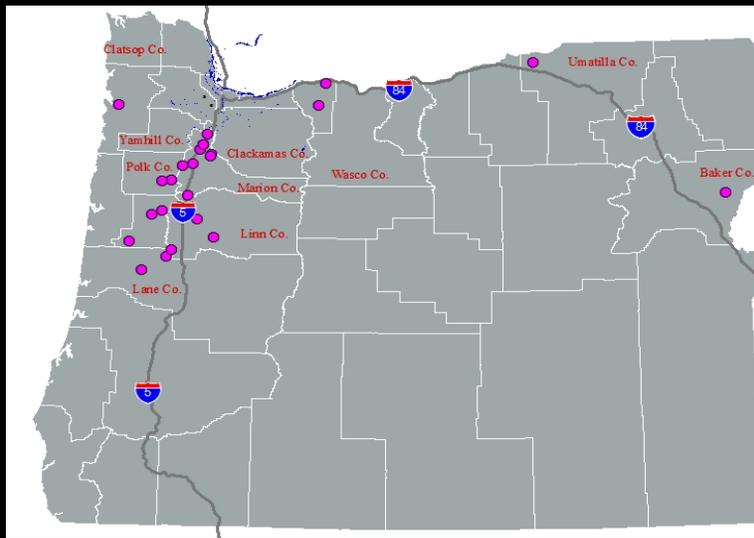
Selected Markets



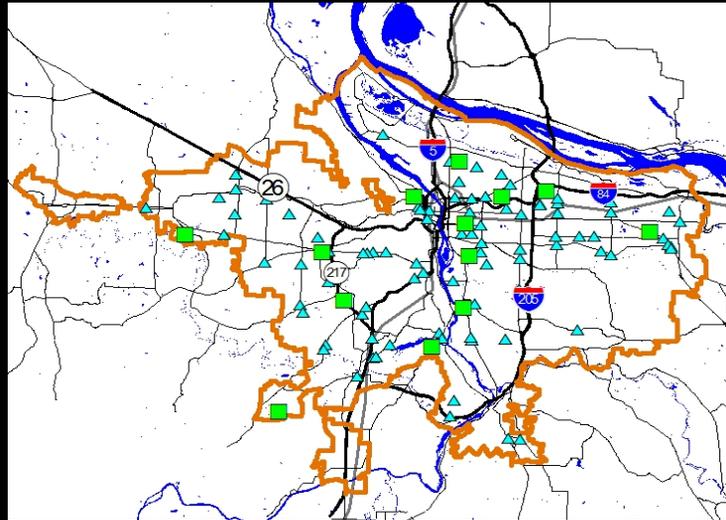
All Farms



Participating Farms

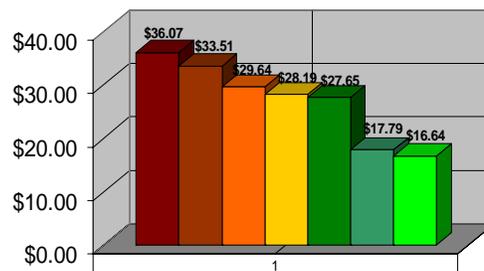


Stores and Markets



Price Comparison

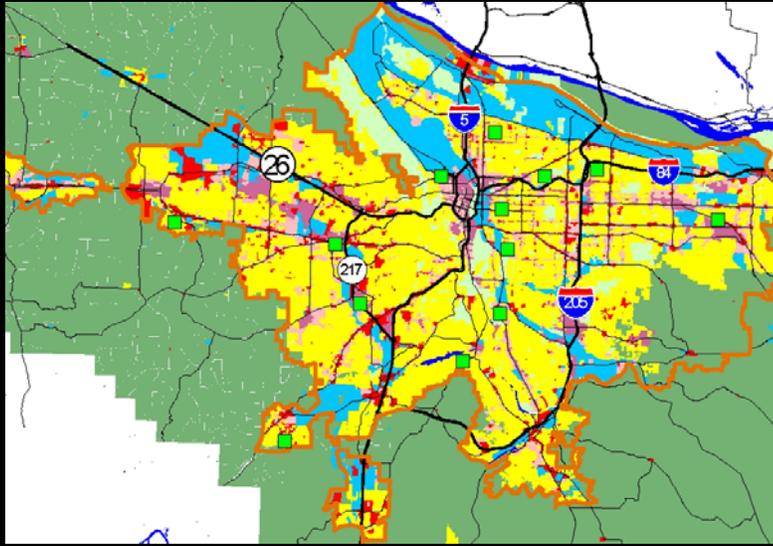
Cost per Sample Food Basket



Downtown Whole Foods	\$36.07
Downtown Safeway	\$33.51
Trader Joe's (Hollywood District)	\$29.64
Fred Meyer (Barber)	\$28.19
Downtown Portland Farmer's Market	\$27.65
Beaverton Farmer's Market	\$17.79
Hollywood Farmer's Market	\$16.64

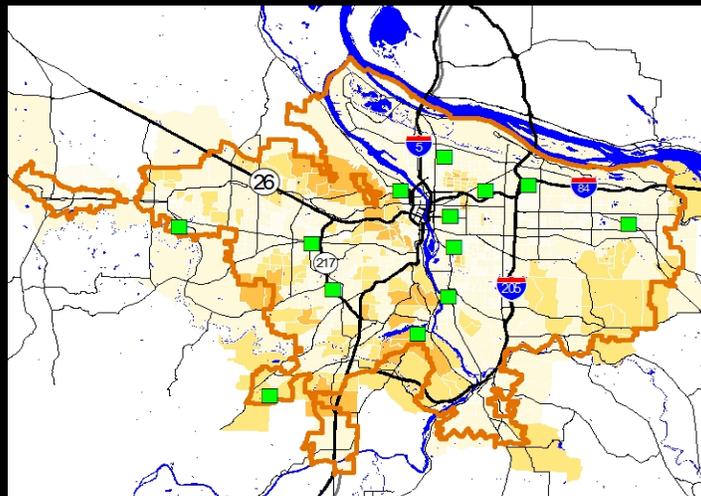
Basil
 Bell Peppers
 Spinach
 Cauliflower
 Red Potatoes
 Apples
 Flower Bunch
 Broccoli
 Green Beans
 Cherry
 Tomatoes
 Corn

Zoning

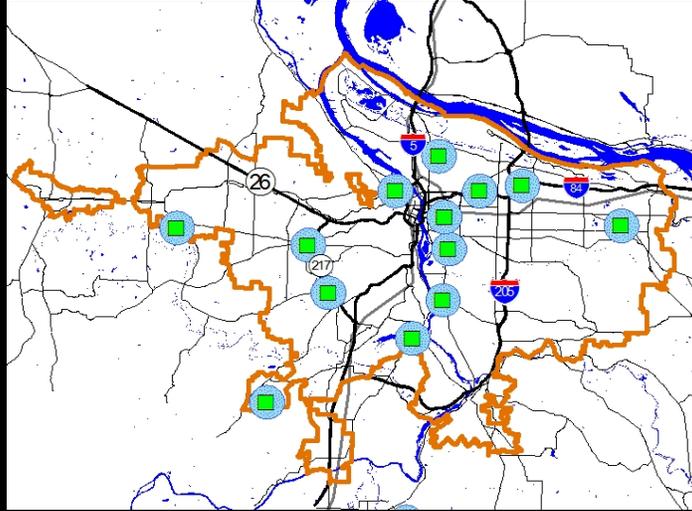


- COM
- IND
- SFR
- MFR
- POS
- MUC
- RUR

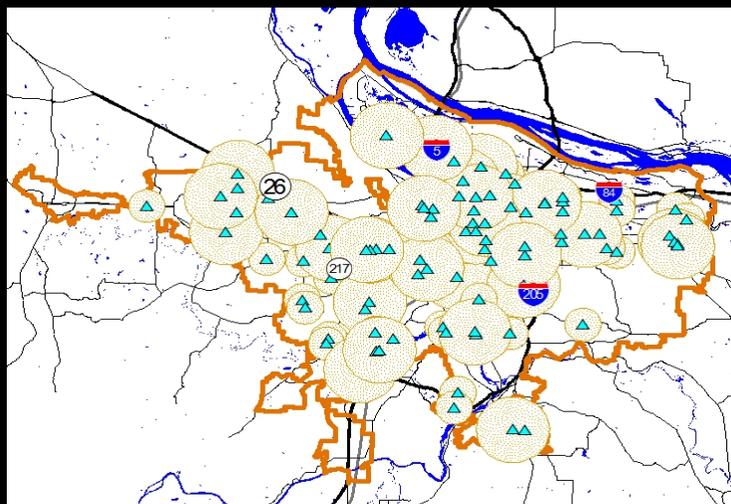
Median Income



1 Mile Market Buffers



1 Mile Store Buffers



RESULTS & CONCLUSIONS

- High profit ratio for participating farms
 - low vendor stall cost
 - multiple days
 - multiple market
- Location
 - mostly low income areas
 - near major traffic routes
 - parking lots
 - near or in mixed use and residential areas, adjacent to commercial areas

FUTURE RESEARCH IDEAS

- customers
- success and failure of farmers' markets
- seasonal price comparison

REFERENCES

- Portland Farmers' Market Vendor Handbook
- <http://www.oregonfarmersmarkets.org>
- RLIS
- ESRI
- Oregon Geospatial Data Clearinghouse
- E-mail: Sue Johnson, Diane Stephanie-Ruff, Larry Lev, Laura Barton