I analyzed farmer's markets in the Boston area in order to determine the best locations for potential new farmer's markets to be developed. Farmer's markets are a very important part of the local food system and connect shoppers with local food producers, supporting local farmers and promoting healthy eating habits. They also play an important role in increasing fruit and vegetable intake, and can be especially important for low-income families, as all Boston farmer's markets have SNAP benefits (City of Boston, 2020). Currently, Boston has a large array of farmer's markets with both urban and suburban locations, even including a rising amount of winter markets. There are also a variety of mobile farmer's markets, which provide fresh, local produce to areas that may be underserved by traditional farmer's markets (Martin, 2017). My analysis asks the question which locations in the Boston Area would be best to build new farmer's markets? To address this, I will examine locations that are most densely populated.

**RESULTS**

Found through my analysis that the best locations to establish new farmer's markets are locations farther from the city of Boston itself. Although Boston has a high population and population density and many T stops, the existing density of farmer's markets makes the region less suitable for new ones. The best regions to build new farmer's markets appear to be regions further from Boston that are still highly populated, but have fewer farmer's markets. This includes Waltham, Lexington, and Dedham, and regions of Watertown, Belmont, and Arlington, along with smaller regions throughout the region.

**CONCLUSION**

My analysis shows that the best regions to establish new farmers markets would be in towns in the Boston area that are further from the city, as most of them have fewer to zero farmer's markets but still have a high population density. These towns, though, often have lower income than the city of Boston and regions that farmer's markets, as these regions are generally underserved by farmer's markets. This highlights the main limitation of my analysis, which did not include income, as that generally drives farmer's market establishment. They are perceived to be more expensive, and sometimes are, and so there may not be as high of a demand for farmers markets in lower-income areas. The data itself also has limited my analysis, as the most recent census was 10 years ago, and neighborhoods may have changed. My results can be used by city planners or farmer's market groups to determine locations with few farms markets, high populations, and proximity to public transportation to establish new markets with little competition, a larger customer base, and ease of access.

**DATA SOURCES AND REFERENCES**


Data Sources:

References: