

## Farmers' Markets have Lower Prices than National Grocery Stores

Contrary to the myth, shopping at a local Farmers' Market is **less expensive** than shopping at a chain grocery store. And to prove it, researchers at Farmers' Markets of Nova Scotia compared prices from the Halifax Seaport Farmers' Market with those at Sobeys and Superstore over the summer of 2011.\*\*

Most of the **LOCAL** food price-checked at the Farmers' Market was cheaper or similar in price to **NON-LOCAL** products found at chain grocery stores.

Product	Amount	Superstore	Sobeys	Halifax Seaport Farmers' Market
<b>Celery</b>	1 lb	\$2.99 (Canada***)	\$2.49	\$2.50 (Noggins Corner)
<b>Beets</b>	1lb	\$2.99 (NS)	\$2.99	\$2.50 (Noggins Corner)
<b>Organic Apples</b>	1 lb	\$2.29 (US or Chile)	n/a	\$1.50 (Oakview Farm)
<b>Apples</b>	1 lb	\$1.79 (US or Chile) \$1.49 (NS)	\$1.99	\$1.30 (Elmridge Farm)
<b>Romaine Lettuce</b>	1 lb	\$1.99(NS)	\$1.99	\$1.50 (Elmridge Farm)
<b>Organic hot house vine tomatoes</b>	1 lb	\$3.99 (Canada***)	n/a	\$3.00 (Highland Organic Farm)
<b>Tomatoes</b>	1 lb	\$2.99 (Canada***)	\$2.49	\$2.00 (Evans Family Farm)
<b>Leeks</b>	1 lb	\$5.99 (Canada***)	\$3.99	\$3.50 (Elmridge Farm)
<b>Extra Lean Ground Beef</b>	1 lb	\$5.50 (Source Unknown)	\$5.78	\$5.00 (Getaway Farms [grass fed])
<b>Whole Chicken</b>	1 lb	\$4.50 * (Canada***)	\$5.00	\$4.00 (Pasture Hill Farm [pastured])
<b>Chicken Breast</b>	1 lb	\$12.00 *(Canada***)	\$11.00	\$12.00 (Pasture Hill Farm [pastured])
<b>Lamb Loin Chop</b>	1 lb	\$13.55 (NS) \$12.95 (New Zealand)	\$13.02	\$12.75 (Shani's Farm)
<b>Halibut</b>	1 lb	\$16.00 (wild, east coast)	\$15.99	\$10.00 (The Fish Shop)
<b>Salmon Filet</b>	1 lb	\$11.00 (Atlantic)	\$9.00 (special)	\$11.00 (The Fish Shop)
<b>Yogurt</b>	500 g	\$3.69 (Ontario)	\$3.49	\$3.75 (Fox Hill Cheese House)
<b>Feta</b>	250 g	\$4.79 (cow)(NS)	\$5.61	\$5.00 (goat)(Ran-cher Acres)
<b>Milk</b>	1 L	\$2.19 (NS)	\$2.09	\$3.00+\$2.25 bottle deposit (Fox Hill Cheese House)
<b>Baguette</b>	loaf	\$3.49 (NS)	\$2.95	\$3.00 (Boulangerie le Vendeene)

\*Antibiotic and hormone free

\*\* over a four-week period from late July to late August 2011

\*\*\*Grown/ produced/ packaged/ distributed from somewhere in Canada.

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