

Michigan Farmers Markets Food Assistance Partnership



FACT SHEET

Bridge Card Usage at Farmers Markets 2009 to 2010 Comparison



	2009		2010
Number of Farmers Markets Accepting Bridge Cards	26	88% Increase	49
Statewide Bridge Card Sales at Farmers Markets	\$297,077.88	138% Increase	\$705,969.40
Average Bridge Card Sales per Farmers Market	\$12,376	39% Increase	\$17,219
Average Amount of a Bridge Card Transaction	\$12	36% Increase	\$16
Number of Participating Farmers and Vendors Statewide	517	73% Increase	893
Percent of Eligible Farmers Participating When the Market Accepts Bridge Cards	86%	10% Increase	95%

Most Effective Outreach Strategies (In Ranking Order)

Signage
Word of Mouth
Newspaper
Flyers
Working with Community Partners

Signage
Working with Community Partners
Word of Mouth
Flyers
Newspaper

Visit www.mifma.org to learn more.