M&M Farmers Market

2016 Impacts

Customers

$1,380 in SNAP
We accept Supplemental Nutrition Assistance Program benefits ensuring that fresh produce is available to all families of our community.

$38,105 in estimated sales directly to the vendors’ local farms and businesses. Returning 3x more of their sales to the local economy than chain retailers.

Vendors

252 acres of farmland in production by our vendors. America loses an acre of farmland every hour to development.

15 miles average distance food travels from farm to our market. That’s fresh!

Impact

48% of visitors plan to spend money at neighboring businesses on market days. Local businesses benefit from customers drawn to the area on market days.

26 employees are supported by our vendors’ businesses. Small businesses create new, meaningful employment opportunities.

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MARKET PROFILE

Sponsoring Organization: M & M Farmers Market
When: 9 a.m. - 12 p.m. Saturdays, Year-round
Where: M & M Plaza (3937 10th Street, Menominee 49858)
Style: Pop-up in parking lot (summer), Pop-up in shared building (winter)
County: Menominee
County Population: 23,548
Website: www.downtownmenominee.com/menominee-county-farm-and-food-exchange/
Facebook: www.facebook.com/MCFFExchange/
Market Management: Volunteer Staff
Number of Market Days Throughout Season: 48
Average Number of Weekly Vendors: 10
Total Number of Vendors Throughout Season: 24
Average Number of Visitors Each Market Day: 80

Mission: “The M & M Farmers Market (Exchange) sponsors farmers markets in Menominee County and other events consistent with our mission. The Exchange is managed by a group of individuals that support local farmers, craftsmen, and food artisans by providing a venue to sell produce and homestead related items directly to consumers.”

This study was conducted by the Michigan Farmers Market Association, a member-based nonprofit 501(c)(3) whose mission is to advance farmers markets to create a thriving marketplace for local food and farm products. Learn more at www.mifma.org.