### Downtown Marquette Farmers Market 2016 Impacts

<table>
<thead>
<tr>
<th>Customers</th>
<th>Vendors</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>$8,166 in SNAP</td>
<td>1,795 acres of farmland in production by our vendors. America loses an acre of farmland every hour to development.</td>
<td>68% of visitors plan to spend money at neighboring businesses on market days. Local businesses benefit from customers drawn to the area on market days.</td>
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<tr>
<td>$1,140,000 in estimated sales directly to the vendors’ local farms and businesses.</td>
<td>25 miles average distance food travels from farm to our market. That's fresh!</td>
<td>167 employees are supported by our vendors’ businesses. Small businesses create new, meaningful employment opportunities.</td>
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</tbody>
</table>

This work was performed with funding from a USDA Rural Development Business Grant. This institution is an equal opportunity provider and employer. Informational graphics were created by the Farmers Market Coalition.
MARKET PROFILE

**Sponsoring Organization:** Marquette Downtown Development Authority

**When:** 9 a.m. – 1 p.m. Saturdays, May – December

**Where:** Marquette Commons (112 S. Third Street, Marquette 49855)

**Style:** Pop-Up in Shared Building

**County:** Marquette

**County Population:** 67,215

**Website:** mqtfarmersmarket.com

**Facebook:** facebook.com/downtownmarquettefarmersartistsmarket

**Market Management:** Paid, Full Time Equivalent (85% Farmers Market Manager, 15% Office Assistant for DDA)

**Market Manager Status:** Certified Market Manager

**Number of Market Days Throughout Season:** 29

**Average Number of Vendors Per Market Day:** 30

**Total Number of Vendors Throughout Season:** 86

**Average Number of Visitors Each Market Day:** 1,640

**Mission:** “Support local farmers, growers, and artisans; to make available wholesome quality food and goods; and to provide a festive marketplace that benefits the Marquette Community.”

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.