Vantage Point Farmers Market

2016 Impacts

Customers

36 items eligible for Supplemental Nutrition Assistance Program (SNAP), available each market on average, ensuring that fresh produce is available to all families of our community.

$2,734,560 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

1,575 acres of farmland in production by our vendors. America loses an acre of farmland every hour to development.

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

Impact

52% of visitors plan to spend money at neighboring businesses on market days. Local businesses benefit from customers drawn to the area on market days.

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

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.
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MARKET PROFILE

Sponsoring Organization: Acheson Ventures
When: 8 a.m. - 2 p.m. Saturdays, May – October; 8 a.m. - 2 p.m. Tuesdays, June-October
Where: 51 Water Street, Port Huron, MI 48060
Style: Pop-up in parking lot/sidewalk
County: St. Claire
County Population: 159,875
Website: www.porthuronmarket.com
Facebook: www.facebook.com/Vantage-Point-Farmers-Market-147816461982/

Market Management: Full-Time, Year-Round Staff (split between the Vantage Point Farmers Markets and the Maritime Center)
Market Manager Status: Certified Market Manager
Number of Market Days Data was Collected: 35
Total Number of Market Days Throughout Season: 48
Average Number of Vendors Per Market Day: 20
Total Number of Vendors Throughout Season: 39
Average Number of Visitors Each Market Day: 3,585 visitors on Saturday; 1,970 visitors on Tuesday

The Vantage Point Farmers Market showcases Michigan-grown produce, along with fresh eggs, honey, maple syrup, bison meat, baked goods, jams, beef, pork, pasta, trees, shrubs, flowers and perennials.

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.