## 2016 Impacts

### Customers

- **4 types** of food assistance benefits accepted at the market ensuring that fresh produce is available to all families of our community.

- **$56,300** 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

- **770 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

- **65%** of visitors plan to spend money at neighboring businesses on market days. Local businesses benefit from customers drawn to the area on market days.

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

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MARKET PROFILE

Sponsoring Organization: Menominee Downtown Business Association

When: 9 a.m. – 12 p.m. Wednesdays from June - October and on Saturdays, Year-Round

Where: Summer: 1st Street & 8th Ave Menominee 49858
Winter: Menominee Senior Center (905 10th St. Menominee 49858)

Style: Pop-up in a park (summer), Shared building (winter)

County: Menominee

County Population: 23,548

Website: http://www.menomineefarmersmarket.com

Facebook: https://www.facebook.com/MenomineeFarmersMarket/

Twitter: https://twitter.com/MenoFarmMarket

Market Management: Volunteer

Market Manager Status: Certified Market Manager

Number of Market Days Throughout Season: 60

Average Number of Weekly Vendors: 4

Total Number of Vendors Throughout Season: 10

Average Number of Visitors Each Market Day: 65

Types of Currency Accepted: Cash, Check, Debit & Credit, Supplemental Nutrition Assistance Program (SNAP), Double Up Food Bucks (DUFB), Project FRESH (WIC FMNP), Market FRESH (Senior FMNP)

Mission: “To provide a venue for mutually beneficial partnership between producers and consumers in our community.”