## Munising Farmers’ & Artisans’ Market

### 2016 Impacts

<table>
<thead>
<tr>
<th>Customers</th>
<th>Vendors</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4 types</strong> of food assistance benefits accepted at the market ensuring that fresh produce is available to all families of our community.</td>
<td><strong>257 acres</strong> of farmland in production by our vendors. America loses an acre of farmland every hour to development.</td>
<td><strong>39 local businesses</strong> sell at the market. These businesses have a unique market to sell their produce and products.</td>
</tr>
<tr>
<td><strong>3,990 estimated shoppers</strong> each market day. Connecting and spending with their local farmers, artisans and food businesses.</td>
<td><strong>25 miles</strong> average distance food travels from farm to our market. That’s fresh!</td>
<td><strong>$450</strong> equivalent of volunteer hours to manage the market. Volunteers give their time and talents to bring the market to this community each week.</td>
</tr>
</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: Greater Munising Bay Partnership
When: 4 p.m. – 7 p.m. Tuesdays, May – October
Where: Binsfeld Bayshore Park
(100 Veterans Memorial Drive, Munising 49862)
Style: Pop-up in Park
County: Alger
County Population: 9,000
Facebook: https://www.facebook.com/MunisingFarmersMarket/
Market Management: Volunteer/Annual Stipend
Number of Market Days Throughout Season: 19
Average Number of Weekly Vendors: 19
Total Number of Vendors Throughout Season: 37
Average Number of Visitors Each Market Day: 3,990

Mission: “To promote local farmers and growers, make fresh, wholesome, quality food available, while providing a festive marketplace in downtown Munising.”

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.