## Allen Farmers Market 2017 Impacts

### Visitors

- **14,040** estimated visitors visit our market throughout the season. Visitors have twice as many encounters at a market than at a chain supermarket.

### Vendors

- **29 vendors** selling at the market throughout the season. The market allows new and small businesses to enter the marketplace.

### Impact

- **23%** of customers plan to do additional activities in the surrounding area. Local businesses benefit from customers drawn to the area on market days.

### Details

- **$300,160** in estimated visitor spending directly to the vendors’ local farms and businesses. Returning 3x more of their sales to the local economy than chain retailers.

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

- **$77,480** spent on local businesses outside of the market. Market visitors spend money at local businesses, bringing wealth into the local economy.

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This work was performed with funding from a USDA Specialty Crop Block Grant through the Michigan Department of Agriculture and Rural Development. Informational graphics were created by the Farmers Market Coalition.
MARKET PROFILE

Sponsoring Organization: Allen Neighborhood Center, 501(c)(3)
When: May - October, Wednesdays 3:00pm - 6:30pm
Where: 1629 E Kalamazoo St, Lansing, MI 48912
Style: Parking Lot
County: Ingham County
County Population: 280,895
Website: www.allenneighborhoodcenter.org/market/
Facebook: www.facebook.com/AllenFarmersMarket/
Market Management: Paid staff, full-time, year-round volunteers, AmeriCorps service member
Market Manager Status: Certified
Number of Market Days Throughout Season: 24
Average Number of Vendors Per Market Day: 25
Total Number of Vendors Throughout Season: 29
Average Number of Visitors Each Market Day: 585

Mission:
“We will create a sustainable market that, as part of a larger food system, will provide a) all Eastside residents with access to affordable, locally-grown produce and other locally processed foods and b) small local farmers and artisans with an economically viable market for their goods. Most importantly, we will build rural-urban connections and grower-neighbor friendships that contribute to a secure and equitable food system.”

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.