### Bath Township Farmers Market

#### 2017 Impacts

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Vendors</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4,160</strong> estimated visitors visit our market throughout the season. Visitors have twice as many encounters at a market than at a chain supermarket.</td>
<td><strong>12 vendors</strong> selling at the market throughout the season. The market allows new and small businesses to enter the marketplace.</td>
<td><strong>31%</strong> of customers plan to do additional activities in the surrounding area. Local businesses benefit from customers drawn to the area on market days.</td>
</tr>
<tr>
<td><strong>$64,820</strong> estimated visitor spending directly to the vendors' local farms and businesses. Returning 3x more of their sales to the local economy than chain retailers.</td>
<td><strong>20 miles</strong> average distance food travels from farm to our market. That's fresh!</td>
<td><strong>$34,090</strong> spent on local businesses outside of the market. Market visitors spend money at local businesses, bringing wealth into the local economy.</td>
</tr>
</tbody>
</table>

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:** Bath Township

**When:** May - October, Thursdays 3:00pm - 7:00pm

**Where:** James Couzens Park - 13751 Main Street, Bath, MI 48808

**Style:** Park

**County:** Clinton County

**County Population:** 75,382

**Website:** www.shopbfm.org

**Facebook:** www.facebook.com/BathTownshipFarmersMarket

**Market Management:** Paid staff, part-time, year-round

**Market Manager Status:** Certified

**Number of Market Days Throughout Season:** 26

**Average Number of Vendors Per Market Day:** 6

**Total Number of Vendors Throughout Season:** 10

**Average Number of Visitors Each Market Day:** 160

---

**Mission:** “The Bath Farmers Market promotes healthy lifestyles, encourages entrepreneurship, supports our local economy, and provides opportunities to celebrate, and market the talent, knowledge, and skills of farmers and artisans.”

---

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.