



Bath Township Farmers Market

2017 Impacts

Visitors



4,160

estimated visitors

*visit our market throughout the season.
Visitors have twice as many encounters at a market than at a chain supermarket.*



\$64,820

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.

Vendors



12 vendors

selling at the market throughout the season.

The market allows new and small businesses to enter the marketplace.



20 miles

average distance food travels from farm to our market.

That's fresh!

Impact



31%

of customers

plan to do additional activities in the surrounding area.

Local businesses benefit from customers drawn to the area on market days.



\$34,090

spent on local businesses outside of the market.

Market visitors spend money at local businesses, bringing wealth into the local economy.

Bath Township Farmers Market

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.