Downtown Marquette Farmers Market

2017 Impacts

### Visitors
- **65,750 estimated visitors**
  - Visit our market throughout the season. Visitors have twice as many encounters at a market than at a chain supermarket.

### Vendors
- **1,610 acres** of farmland in production by our vendors.
  - America loses an acre of farmland an hour to development.
- **296 employees**
  - are supported by our vendors’ businesses.
  - Small businesses create new, meaningful employment opportunities.

### Impact
- **78% of customers** plan to do additional activities in the surrounding area.
  - Local businesses benefit from customers drawn to the area on market days.
- **$2,583,590** spent on local businesses outside of the market.
  - Market visitors spend money at local businesses, bringing wealth into the local economy.

- **$1,721,810** 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.

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MARKET PROFILE

Sponsoring Organization: Marquette DDA
When: May - December, Saturdays 9:00am - 1:00pm
Where: 112 South Third Street, Marquette, MI 49855
Style: Building
County: Marquette County
County Population: 67,077
Website: www.mqtfarmersmarket.com
Facebook: www.facebook.com/downtownmarquettefarmersartistsmarket
Market Management: Paid staff, full-time, year-round
Market Manager Status: Certified
Number of Market Days Throughout Season: 31
Average Number of Vendors Per Market Day: 51
Total Number of Vendors Throughout Season: 91
Average Number of Visitors Each Market Day: 2,121

Mission: “The Mission of the Downtown Marquette Farmers Market is to support local farmers, growers, and artisans; to make available wholesome quality food and goods; and to provide a festive marketplace that benefits the Marquette Community.”

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.