



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.*



\$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.*

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.*

Downtown Marquette Farmers Market

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.

