## East Lansing Farmers Market

### 2017 Impacts

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Vendors</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>17,340</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>35 vendors</strong> selling at the market throughout the season. The market allows new and small businesses to enter the marketplace.</td>
<td><strong>50%</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>
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<tr>
<td><strong>$411,440</strong> 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.</td>
<td><strong>35 miles</strong> average distance food travels from farm to our market. <em>That’s fresh!</em></td>
<td><strong>$260,420</strong> spent on local businesses outside of the market. Market visitors spend money at local businesses, bringing wealth into the local economy.</td>
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</tbody>
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MARKET PROFILE

Sponsoring Organization: City of East Lansing
When: June - October, Sundays 10:00am - 2:00pm
Where: 280 Valley Court, East Lansing, MI 48823
Style: Parking Lot
County: Ingham County
County Population: 280,895
Website: www.cityofeastlansing.com/farmersmarket
Facebook: www.facebook.com/ELFarmersMarket/
Market Management: Paid staff, full-time, year-round
Number of Market Days Throughout Season: 22
Average Number of Vendors Per Market Day: 24
Total Number of Vendors Throughout Season: 35
Average Number of Visitors Each Market Day: 788

Motto: “100% homegrown is what makes us different.”

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.