Farmers Market at the Capitol

2017 Impacts

**Visitors**

- **17,870** estimated visitors visit our market throughout the season. Visitors have twice as many encounters at a market than at a chain supermarket.

- **$505,130** 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**

- **1,390 acres** of farmland in production by our vendors. America loses an acre of farmland an hour to development.

- **55 miles** average distance food travels from farm to our market. That’s fresh!

**Impact**

- **56%** of customers plan to do additional activities in the surrounding area. Local businesses benefit from customers drawn to the area on market days.

- **$284,810** spent on local businesses outside of the market. Market visitors spend money at local businesses, bringing wealth into the local economy.

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MARKET PROFILE

Sponsoring Organization: Michigan Farmers Market Association, 501(c)(3)
When: July - September, Thursdays (Monthly)
10:00am - 3:00pm
Where: 100 N Capitol Ave, Lansing, MI 48933
Style: Courtyard
County: Ingham County
County Population: 280,895
Website: www.mifma.org/fmatthecapitol
Facebook: www.facebook.com/MichiganFarmersMarketAssociation
Market Management: Paid staff, part-time, seasonal; Volunteers
Market Manager Status: Certified
Number of Market Days Throughout Season: 3
Average Number of Vendors Per Market Day: 74
Total Number of Vendors Throughout Season: 83
Average Number of Visitors Each Market Day: 5958

Mission: “The mission of the Farmers Markets at the Capitol is to provide a thriving marketplace that showcases Michigan food and agricultural products in an effort to educate our state decision makers on the importance of supporting farmers, ag-based businesses and farmers markets.”