



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.*

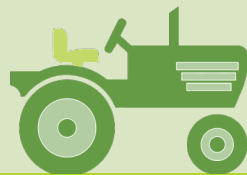
Vendors



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.*

Farmers Market at the Capitol

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."



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.

