



M&M Farmers Market

2017 Impacts

Visitors



3,900

estimated visitors

*visit our market throughout the season.
Visitors have twice as many encounters at
a market than at a chain supermarket.*



\$74,410

**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.*

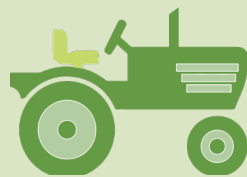
Vendors



250 acres

*of farmland in production by our
vendors.*

*America loses an acre of farmland an
hour to development.*



37

employees

*are supported by our vendors'
businesses.*

*Small businesses create new, meaningful
employment opportunities.*

Impact



82%

of customers

*plan to do additional activities in
the surrounding area.*

*Local businesses benefit from customers
drawn to the area on market days.*



\$129,140

*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: Menominee County Farm and Food Exchange

When: May - October, Saturdays 9:00am - 12:00pm

Where: 1207 8th Avenue, Menominee, MI 49858

Style: Parking Lot

County: Menominee County

County Population: 24,029

Website: www.facebook.com/MCFFExchange/

Facebook: www.facebook.com/MandMFarmersMarket/

Market Management: Volunteers

Number of Market Days Throughout Season: 25

Average Number of Vendors Per Market Day: 9

Total Number of Vendors Throughout Season: 23

Average Number of Visitors Each Market Day: 156

Mission:

"The Menominee County Farm and Food Exchange (Exchange) sponsors farmers markets in Menominee County and other events consistent with our mission. The Exchange is managed by a group of individuals that support local farmers, craftsmen, and food artisans by providing a venue to sell produce and homestead related items directly to consumers."



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.