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.