



# Menominee Historic Downtown Farmers Market

## 2017 Impacts

### Visitors



**780**

**estimated visitors**

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



**\$11,070**

**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.*

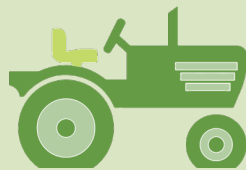
### Vendors



**15 miles**

*average distance food travels  
from farm to our market.*

*That's fresh!*



**22**

**employees**

*are supported by our vendors'  
businesses.*

*Small businesses create new, meaningful  
employment opportunities.*

### Impact



**66%**

**of customers**

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

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



**\$29,090**

*spent on local businesses outside  
of the market.*

*Market visitors spend money at local  
businesses, bringing wealth into the  
local economy.*

# Menominee Historic Downtown Farmers Market

## MARKET PROFILE

**Sponsoring Organization:** Menominee Historic Downtown Farmers Market Association

**When:** June - September, Saturdays 9:00am - 12:00pm

**Where:** Intersection of 1st Street and 8th Avenue, Menominee, MI 49858

**Style:** Park

**County:** Menominee County

**County Population:** 24,029

**Website:** [www.menomineefarmersmarket.com](http://www.menomineefarmersmarket.com)

**Facebook:** [www.facebook.com/MenomineeFarmersMarket/](http://www.facebook.com/MenomineeFarmersMarket/)

**Market Management:** Volunteers

**Market Manager Status:** Certified

**Number of Market Days Throughout Season:** 17

**Average Number of Vendors Per Market Day:** 5

**Total Number of Vendors Throughout Season:** 7

**Average Number of Visitors Each Market Day:** 46



## Mission:

"To provide a venue for mutually beneficial partnership between producers and consumers in our community."



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](http://www.mifma.org).