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.

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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  
**Facebook:** 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.