2017 Impacts

**Visitors**

- **21,950** estimated visitors visit our market throughout the season. Visitors have twice as many encounters at a market than at a chain supermarket.

**Impact**

- **$451,020** 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**

- **775 acres** of farmland in production by our vendors. America loses an acre of farmland an hour to development.

**Impact**

- **224 employees** are supported by our vendors’ businesses. Small businesses create new, meaningful employment opportunities.

- **$342,800** 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: Saline Farmers Market

When: May - October, Saturdays 8:00am - 12:00pm
June - September, Tuesdays 3:00pm - 7:00 pm

Where: Saturday - S. Ann Arbor Street, 1/2 Block south of Michigan Ave.
Tuesday - 1265 E. Michigan Ave

Style: Saturday - Parking Lot; Tuesday - Park

County: Washtenaw County

County Population: 344,791

Website: www.cityofsaline.org/farmersmarket
Facebook: www.facebook.com/salinefarmersmarket/

Market Management: Paid staff, part-time, year-round
Paid staff, part-time, seasonal

Market Manager Status: Certified

Number of Market Days Throughout Season: Saturday 26; Tuesday 16

Total Number of Vendors Throughout Season: 51

Average Number of Visitors Each Market Day: Saturday 726; Tuesday 192