



# South East Area Farmers Market

## 2017 Impacts

### Visitors



**1,695**

**estimated visitors**

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



**\$48,145**

**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.*

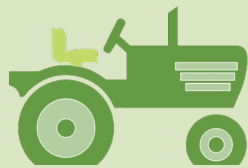
### Vendors



**14 vendors**

*selling at the market throughout  
the season.*

*The market allows new and small  
businesses to enter the marketplace.*



**7 miles**

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

*That's fresh!*

### Impact



**39%**

**of customers**

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

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



**\$28,750**

*spent on local businesses outside  
of the market.*

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

# South East Area Farmers Market

## MARKET PROFILE

**Sponsoring Organization:** Our Kitchen Table

**When:** July - November, Saturdays 11:00am - 4:00pm

**Where:** 900 Fuller Ave. SE

**Style:** Park

**County:** Kent County

**County Population:** 602,622

**Website:** [www.oktjustice.org/farmers-market/](http://www.oktjustice.org/farmers-market/)

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

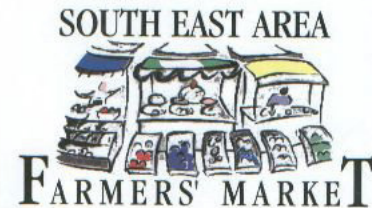
**Market Management:** Paid staff, part-time, seasonal

**Number of Market Days Throughout Season:** 21

**Average Number of Vendors Per Market Day:** 6

**Total Number of Vendors Throughout Season:** 14

**Average Number of Visitors Each Market Day:** 85



## Mission:

"A grass-roots, nonprofit organization serving the communities of greater Grand Rapids, Our Kitchen Table (OKT) seeks to promote social justice and serve as a vehicle that empowers our neighbors so that they can improve their health and environment, and the health and environment of their children, through information, community organizing and advocacy."



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).

