**South East Area Farmers Market**

## 2017 Impacts

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Vendors</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1,695</strong> estimated visitors visit our market throughout the season. Visitors have twice as many encounters at a market than at a chain supermarket.</td>
<td><strong>14 vendors</strong> selling at the market throughout the season. The market allows new and small businesses to enter the marketplace.</td>
<td><strong>39%</strong> of customers plan to do additional activities in the surrounding area. Local businesses benefit from customers drawn to the area on market days.</td>
</tr>
<tr>
<td><img src="image1.png" alt="Leaf icon" /></td>
<td><img src="image2.png" alt="Field icon" /></td>
<td><img src="image3.png" alt="People icon" /></td>
</tr>
<tr>
<td><strong>$48,145</strong> 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.</td>
<td><strong>7 miles</strong> average distance food travels from farm to our market. That's fresh!</td>
<td><strong>$28,750</strong> spent on local businesses outside of the market. Market visitors spend money at local businesses, bringing wealth into the local economy.</td>
</tr>
</tbody>
</table>

This work was performed with funding from a USDA Specialty Crop Block Grant through the Michigan Department of Agriculture and Rural Development. Informational graphics were created by the Farmers Market Coalition.
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/
Facebook: 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.