St. Louis Farmers Market

2017 Impacts

Visitors

6,800 estimated visitors visit our market throughout the season. Visitors have twice as many encounters at a market than at a chain supermarket.

$89,060 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

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

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

Impact

59% of customers plan to do additional activities in the surrounding area. Local businesses benefit from customers drawn to the area on market days.

$107,510 spent on local businesses outside of the market. Market visitors spend money at local businesses, bringing wealth into the local economy.

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:** St. Louis Farmers Market, 501(c)(6)

**When:** May - October, Thursdays 2:00pm - 6:00pm

**Where:** 300 S. Mill Street

**Style:** Parking Lot

**County:** Gratiot County

**County Population:** 42,476

**Website:** www.stlouismi.com/1/stlouis/st_louis_farmers_market.asp

**Facebook:** www.facebook.com/stlouisfm

**Market Management:** Volunteers

**Market Manager Status:** Certified

**Number of Market Days Throughout Season:** 27

**Average Number of Vendors Per Market Day:** 11

**Total Number of Vendors Throughout Season:** 43

**Average Number of Visitors Each Market Day:** 252

**Mission:**

“The mission of the St. Louis Farmers Market is to create a diverse and thriving market place for local farmers and crafters to sell their goods. We strive to help local businesses & entrepreneurs through promotion and partnerships; to increase community access to healthy foods; to promote healthy activities; and to be a positive and fun place in the community that customers enjoy visiting again and again.”

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.