



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.*

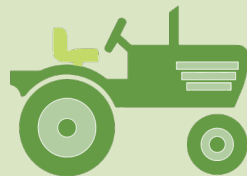
Vendors



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.*

St. Louis Farmers Market

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

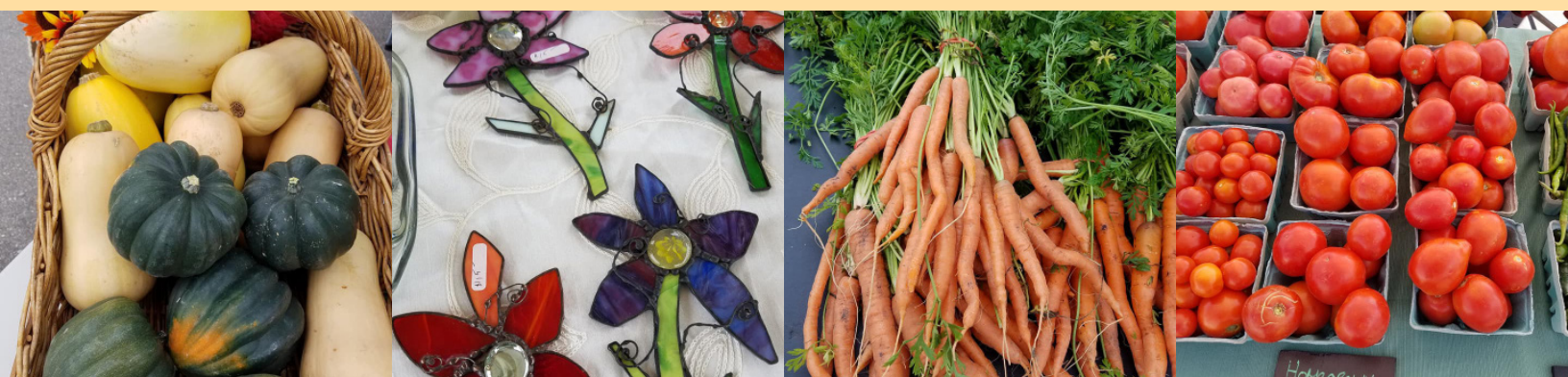
Average Number of Vendors Per Market Day: 11

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.

