



Texas Township Farmers Market

2017 Impacts

Visitors



47,980

estimated visitors

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



\$1,809,580
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.

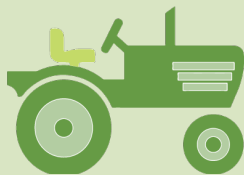
Vendors



53 vendors

selling at the market throughout the season.

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



15 miles

average distance food travels from farm to our market.

That's fresh!

Impact



34%

of customers

plan to do additional activities in the surrounding area.

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



\$639,700

spent on local businesses outside of the market.

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

Texas Township Farmers Market

MARKET PROFILE

Sponsoring Organization: Texas Township

When: Saturdays, May - October 8:00am - 12:00pm

Tuesdays, June - August 4:00pm - 7:00pm

Where: 7110 West Q Ave

Style: Building, with the primary purpose of permanently housing the market

County: Kalamazoo County

County Population: 250,331

Website: www.texastownship.org

Facebook: www.facebook.com/TexasTownshipFarmersMarket/

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

Market Manager Status: Certified

Number of Market Days Throughout Season: 37

Average Number of Vendors Per Market Day: Tuesday - 26; Saturday - 34

Total Number of Vendors Throughout Season: 53

Average Number of Visitors Each Market Day: Tuesday - 800; Saturday - 1566



Mission: "The Texas Township Farmers' Market exists to create a sense of community for Texas Township and surrounding areas, to promote local businesses and create economic development around foods that are grown, raised, and processed locally, and to raise awareness about the rich and diverse agricultural areas in southwest Michigan."



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.

