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.

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:** 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.