Ypsilanti Farmers Markets

2017 Impacts

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Vendors</th>
<th>Impact</th>
</tr>
</thead>
</table>
| 32,700 estimated visitors visit our market throughout the season. Visitors have twice as many encounters at a market than at a chain supermarket. | 49 vendors selling at the market throughout the season  
The market allows new and small businesses to enter the marketplace. | 56% of customers plan to do additional activities in the surrounding area.  
Local businesses benefit from customers drawn to the area on market days. |
| $721,680 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. | 15 miles average distance food travels from farm to our market.  
That’s fresh! | $548,340 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.
Ypsilanti Farmers Markets

MARKET PROFILE

Sponsoring Organization: Growing Hope, 501(c)(3)
When: May - October, Tuesdays 3:00pm - 7:00pm
Saturdays 9:00am - 1:00pm
Where: Tuesday (Downtown) - 16 South Washington
Saturday (Depot Town) - 100 Rice Street
Style: Tuesday - Parking Lot; Saturday - Pedestrian Area
County: Washtenaw County
County Population: 344,791
Website: www.growinghope.net
Facebook: www.facebook.com/YpsilantiFarmersMarkets
Market Management: Paid staff, full-time, year-round; Paid staff, part-time, seasonal
Number of Market Days Throughout Season: Saturdays - 25; Tuesdays - 25
Average Number of Vendors Per Market Day: Saturday - 29; Tuesday - 21
Total Number of Vendors Throughout Season: Saturday - 49; Tuesday - 43
Average Number of Visitors Each Market Day: Saturday - 786; Tuesday - 522

Mission: Growing Hope’s mission is to help people improve their lives and communities through gardening and increasing access to healthy food.