



Allen Farmers Market 2017 Impacts

Visitors



14,040
estimated visitors

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



\$300,160
**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



29 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



23%
of customers
*plan to do additional activities in
the surrounding area.*

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



\$77,480
*spent on local businesses outside
of the market.*

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

Allen Farmers Market

MARKET PROFILE

Sponsoring Organization: Allen Neighborhood Center, 501(c)(3)

When: May - October, Wednesdays 3:00pm - 6:30pm

Where: 1629 E Kalamazoo St, Lansing, MI 48912

Style: Parking Lot

County: Ingham County

County Population: 280,895

Website: www.allenneighborhoodcenter.org/market/

Facebook: www.facebook.com/AllenFarmersMarket/

Market Management: Paid staff, full-time, year-round volunteers, AmeriCorps service member

Market Manager Status: Certified

Number of Market Days Throughout Season: 24

Average Number of Vendors Per Market Day: 25

Total Number of Vendors Throughout Season: 29

Average Number of Visitors Each Market Day: 585



Mission:

"We will create a sustainable market that, as part of a larger food system, will provide a) all Eastside residents with access to affordable, locally-grown produce and other locally processed foods and b) small local farmers and artisans with an economically viable market for their goods. Most importantly, we will build rural-urban connections and grower-neighbor friendships that contribute to a secure and equitable food system."



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.