



East Lansing Farmers Market

2017 Impacts

Visitors



17,340
estimated visitors

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



\$411,440
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



35 vendors
*selling at the market throughout
the season.*

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



35 miles
*average distance food travels
from farm to our market.*

That's fresh!

Impact



50%
of customers
*plan to do additional activities in
the surrounding area.*

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



\$260,420
*spent on local businesses outside
of the market.*

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

East Lansing Farmers Market

MARKET PROFILE

Sponsoring Organization: City of East Lansing

When: June - October, Sundays 10:00am - 2:00pm

Where: 280 Valley Court, East Lansing, MI 48823

Style: Parking Lot

County: Ingham County

County Population: 280,895

Website: www.cityofeastlansing.com/farmersmarket

Facebook: www.facebook.com/ELFarmersMarket/

Market Management: Paid staff, full-time, year-round

Number of Market Days Throughout Season: 22

Average Number of Vendors Per Market Day: 24

Total Number of Vendors Throughout Season: 35

Average Number of Visitors Each Market Day: 788



Motto:

"100% homegrown is what makes us different."



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.

