



# Farmers Market at the Capitol

## 2017 Impacts

### Visitors



**17,870**

**estimated visitors**

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



**\$505,130**

**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



**1,390 acres**

**of farmland in production by our  
vendors.**

*America loses an acre of farmland an  
hour to development.*



**55 miles**

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

*That's fresh!*

### Impact



**56%**

**of customers**

*plan to do additional activities in  
the surrounding area.*

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



**\$284,810**

**spent on local businesses outside  
of the market.**

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

# Farmers Market at the Capitol

## MARKET PROFILE

**Sponsoring Organization:** Michigan Farmers Market Association, 501(c)(3)

**When:** July - September, Thursdays (Monthly)  
10:00am - 3:00pm

**Where:** 100 N Capitol Ave, Lansing, MI 48933

**Style:** Courtyard

**County:** Ingham County

**County Population:** 280,895

**Website:** [www.mifma.org/fmatthecapitol](http://www.mifma.org/fmatthecapitol)

**Facebook:** [www.facebook.com/MichiganFarmersMarketAssociation](http://www.facebook.com/MichiganFarmersMarketAssociation)

**Market Management:** Paid staff, part-time, seasonal; Volunteers

**Market Manager Status:** Certified

**Number of Market Days Throughout Season:** 3

**Average Number of Vendors Per Market Day:** 74

**Total Number of Vendors Throughout Season:** 83

**Average Number of Visitors Each Market Day:** 5958



**Mission:** "The mission of the Farmers Markets at the Capitol is to provide a thriving marketplace that showcases Michigan food and agricultural products in an effort to educate our state decision makers on the importance of supporting farmers, ag-based businesses and farmers markets."



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](http://www.mifma.org).

