



# MIFMA Metrics Markets

# 2017 Impacts

## Visitors



### \$25 per person

*on average was spent at participating MIFMA markets during the 2017 season.*

*Market visitors support market vendors and small businesses, which support jobs in our communities.*



### 80% of visitors

*purchased produce at a participating market.*

*Our markets provide fresh, healthy food to our communities.*

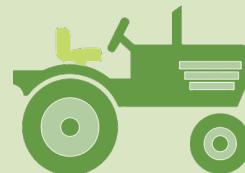
## Markets



### More than 9 different currencies

*are accepted by farmers markets in Michigan.*

*Accepting multiple forms of payment ensures members of our community can have access to healthy food.*



### 40 vendors

*on average sold at each market throughout the season.*

*Markets are a great place for farm and business incubation.*

## Impact



### 53% of visitors

*plan to spend money at neighboring businesses on market days.*

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



### \$40 per person

*on average spent by market visitors at local businesses.*

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

# MIFMA Metrics Markets

## Season Summary

In partnership with the Farmers Market Coalition (FMC) the Michigan Farmers Market Association (MIFMA) worked with 15 farmers markets across Michigan to collect farmers market data and begin assessing the economic contributions of markets. MIFMA and FMC have worked to create a standardized way of collecting data at farmers markets that is then input into the Farmers Market Metrics Portal. To learn more about MIFMA's metrics work please visit the MIFMA website: [mifma.org/marketmetrics](http://mifma.org/marketmetrics).

### Lessons learned:

- Visitor surveys should be named as such, rather than customer surveys, as making a purchase is not required to take the survey.
- The contribution of farmers markets to the economy may be calculated through a Farmers Market Model developed by a Michigan State University economist.

### Data collection tools:

- Visitor Surveys - Surveys that collected information from market visitors, such as shopping frequency, methods, and spending habits. Each market collected about 100 visitor surveys in the 2017 season.
- Visitor Counts - Markets counted visitors that entered their market, and used the results to estimate total visitor counts for that market day. These counts typically took place once a month per market, but some conducted visitor counts every market day!
- FarmersMarketMetrics.org - Market managers utilized their unique market profile to enter daily market data, vendor sales, vendor profiles, and visitor information.

Future work includes training vendors to report sales through their vendor profiles and increasing the participation and quality of data collection towards determining statewide economic contributions of farmers markets.

### Participating Markets:

Allen Farmers Market, Bath Township Farmers Market, DeWitt Farmers Market, East Lansing Farmers Market, Farmers Markets at the Capitol, M&M Farmers Market, Marquette Farmers Market, Menominee Historic Downtown Farmers Market, Saline Farmers Markets, Sara Hardy Farmers Market, South East Area Farmers Market, St. Louis Farmers Market, Texas Township Farmers Market, Ypsilanti Downtown Farmers Market, Ypsilanti Depot Town Farmers Market



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).