



# Saline Farmers Markets

## 2017 Impacts

### Visitors



**21,950**  
estimated visitors

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



**\$451,020**  
in estimated visitor  
spending

*directly to the vendors' local farms  
and businesses.*

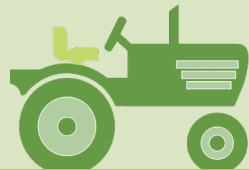
*Returning 3x more of their sales to the  
local economy than chain retailers.*

### Vendors



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

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



**224**  
employees

*are supported by our vendors'  
businesses.*

*Small businesses create new, meaningful  
employment opportunities.*

### Impact



**60%**  
of customers  
plan to do additional activities in  
the surrounding area.

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



**\$342,800**  
spent on local businesses outside  
of the market.

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

# Saline Farmers Markets

## MARKET PROFILE



**Sponsoring Organization:** Saline Farmers Market

**When:** May - October, Saturdays 8:00am - 12:00pm

June - September, Tuesdays 3:00pm - 7:00 pm

**Where:** Saturday - S. Ann Arbor Street, 1/2 Block south of Michigan Ave.

Tuesday - 1265 E. Michigan Ave

**Style:** Saturday - Parking Lot; Tuesday - Park

**County:** Washtenaw County

**County Population:** 344,791

**Website:** [www.cityofsaline.org/farmersmarket](http://www.cityofsaline.org/farmersmarket)

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

**Market Management:** Paid staff, part-time, year-round

Paid staff, part-time, seasonal

**Market Manager Status:** Certified

**Number of Market Days Throughout Season:** Saturday 26; Tuesday 16

**Total Number of Vendors Throughout Season:** 51

**Average Number of Visitors Each Market Day:** Saturday 726; Tuesday 192



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).