



# Ypsilanti Farmers Markets

## 2017 Impacts

### Visitors



**32,700**

**estimated visitors**

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



**\$721,680**

**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



**49 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



**56%**

**of customers**

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

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



**\$548,340**

*spent on local businesses outside  
of the market.*

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

# Ypsilanti Farmers Markets

## MARKET PROFILE

**Sponsoring Organization:** Growing Hope, 501(c)(3)

**When:** May - October, Tuesdays 3:00pm - 7:00pm

Saturdays 9:00am - 1:00pm

**Where:** Tuesday (Downtown) - 16 South Washington

Saturday (Depot Town) - 100 Rice Street

**Style:** Tuesday - Parking Lot; Saturday - Pedestrian Area

**County:** Washtenaw County

**County Population:** 344,791

**Website:** [www.growinghope.net](http://www.growinghope.net)

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

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

**Number of Market Days Throughout Season:** Saturdays - 25; Tuesdays - 25

**Average Number of Vendors Per Market Day:** Saturday - 29; Tuesday - 21

**Total Number of Vendors Throughout Season:** Saturday - 49; Tuesday - 43

**Average Number of Visitors Each Market Day:** Saturday - 786; Tuesday - 522



## Mission:

Growing Hope's mission is to help people improve their lives and communities through gardening and increasing access to healthy food.



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).

