



Vantage Point Farmers Market

2016 Impacts

Customers



36 items

eligible for Supplemental Nutrition Assistance Program (SNAP), available each market on average, ensuring that fresh produce is available to all families of our community.



\$2,734,560
in estimated sales
directly to the vendors' local farms and businesses.

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

Vendors



1,575 acres

of farmland in production by our vendors.

America loses an acre of farmland every hour to development.



20 miles

average distance food travels from farm to our market.

That's fresh!

Impact



52%
of visitors

plan to spend money at neighboring businesses on market days.

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



135 employees
are supported by our vendors' businesses.

Small businesses create new, meaningful employment opportunities.

Vantage Point Farmers Market

MARKET PROFILE

Sponsoring Organization: Acheson Ventures

When: 8 a.m. - 2 p.m. Saturdays, May – October; 8 a.m. - 2 p.m. Tuesdays, June-October

Where: 51 Water Street, Port Huron, MI 48060

Style: Pop-up in parking lot/sidewalk

County: St. Claire

County Population: 159,875

Website: www.porthuronmarket.com

Facebook: www.facebook.com/Vantage-Point-Farmers-Market-147816461982/

Market Management: Full-Time, Year-Round Staff (split between the Vantage Point Farmers Markets and the Maritime Center)

Market Manager Status: Certified Market Manager

Number of Market Days Data was Collected: 35

Total Number of Market Days Throughout Season: 48

Average Number of Vendors Per Market Day: 20

Total Number of Vendors Throughout Season: 39

Average Number of Visitors Each Market Day: 3,585 visitors on Saturday; 1,970 visitors on Tuesday



The Vantage Point Farmers Market showcases Michigan-grown produce, along with fresh eggs, honey, maple syrup, bison meat, baked goods, jams, beef, pork, pasta, trees, shrubs, flowers and perennials.



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.

