



Measuring the Economic Contribution Farmers Markets Make to Michigan Communities

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(A Partner of the Michigan Farmers Market Association)



Mission: MIFMA advances farmers markets to create a thriving marketplace for local food and farm products

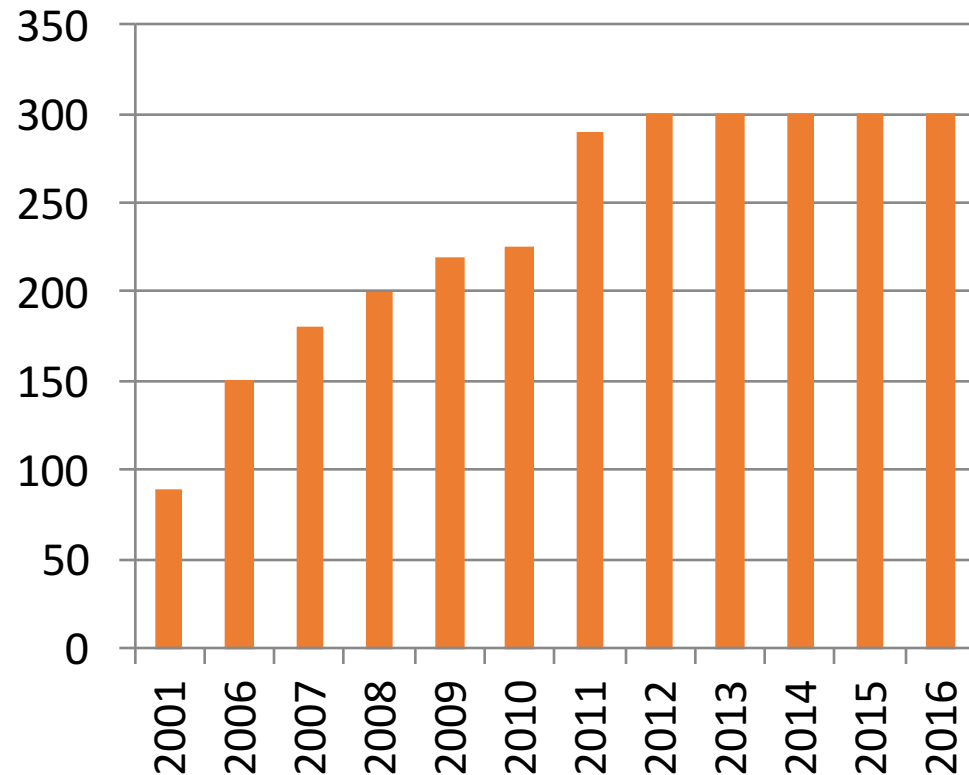
Vision: MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support



Michigan Farmers Markets

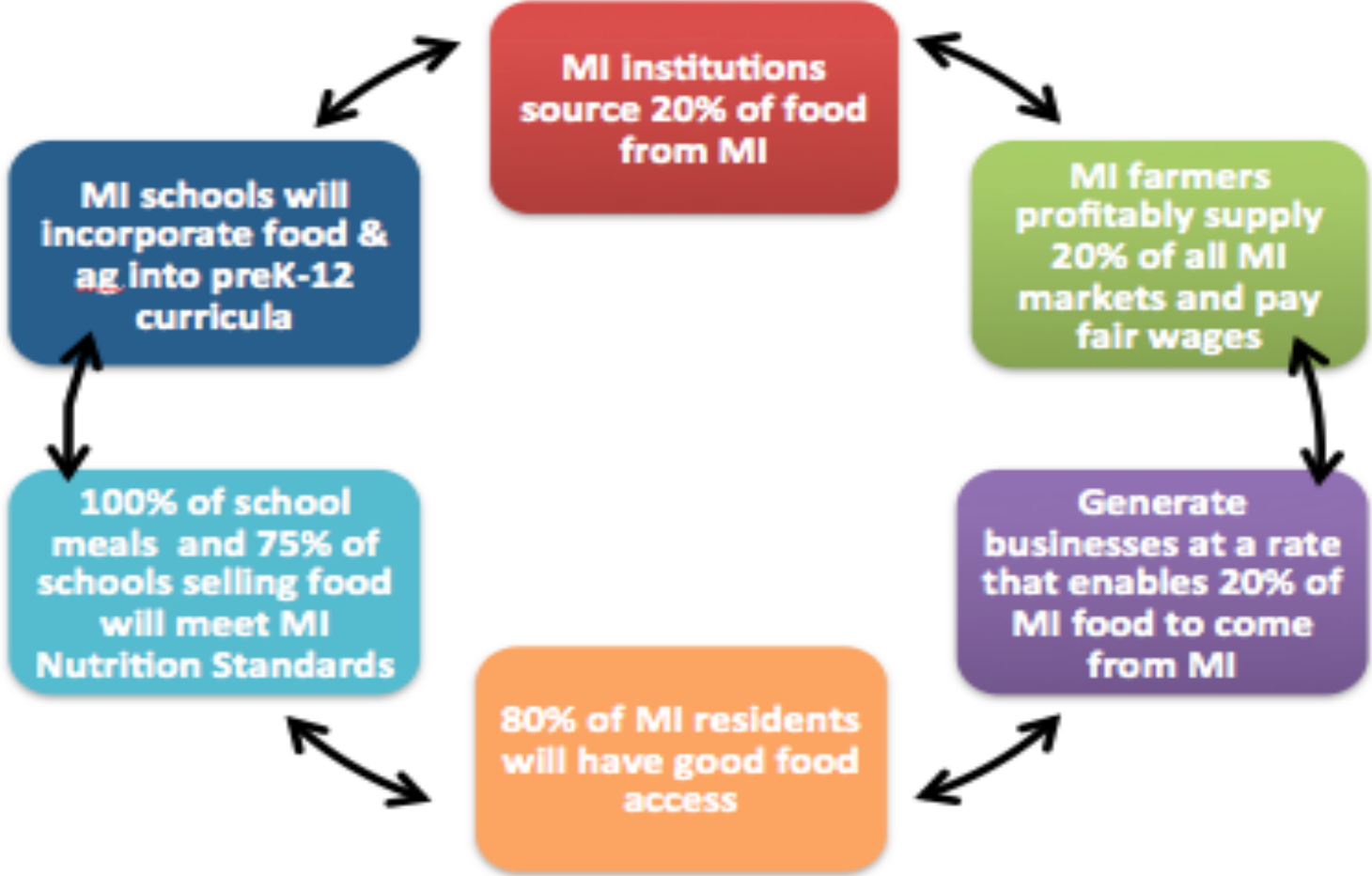


Growth in Number of Farmers Markets



Michigan Good Food Charter:

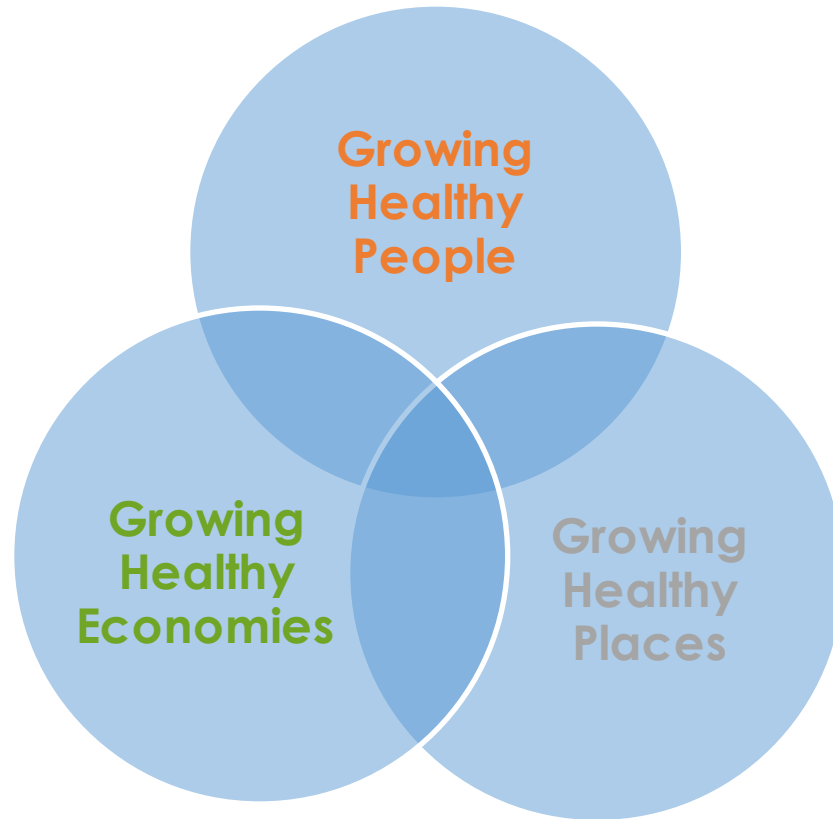
A guiding framework for our work



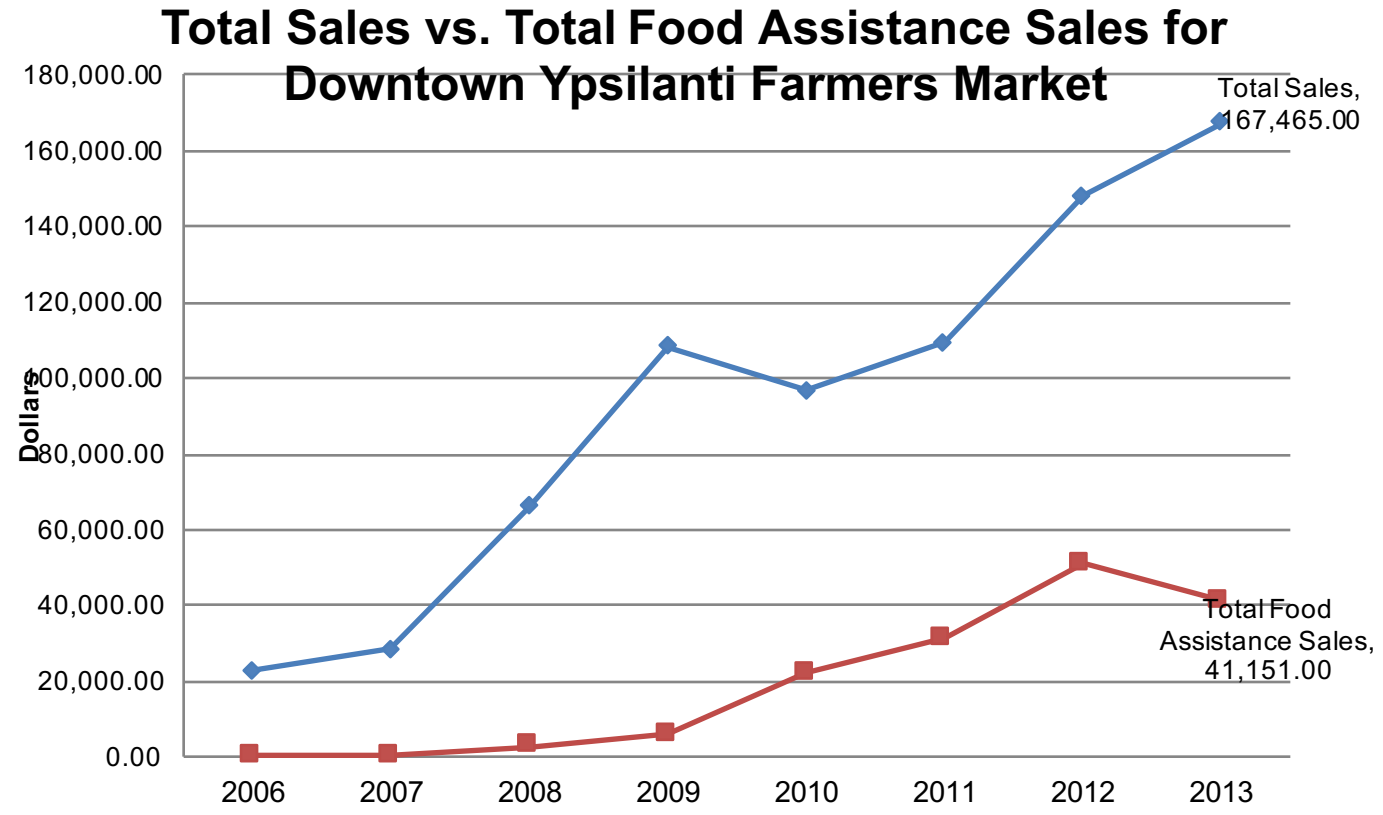
What do we know?

What do we want to know? Why?

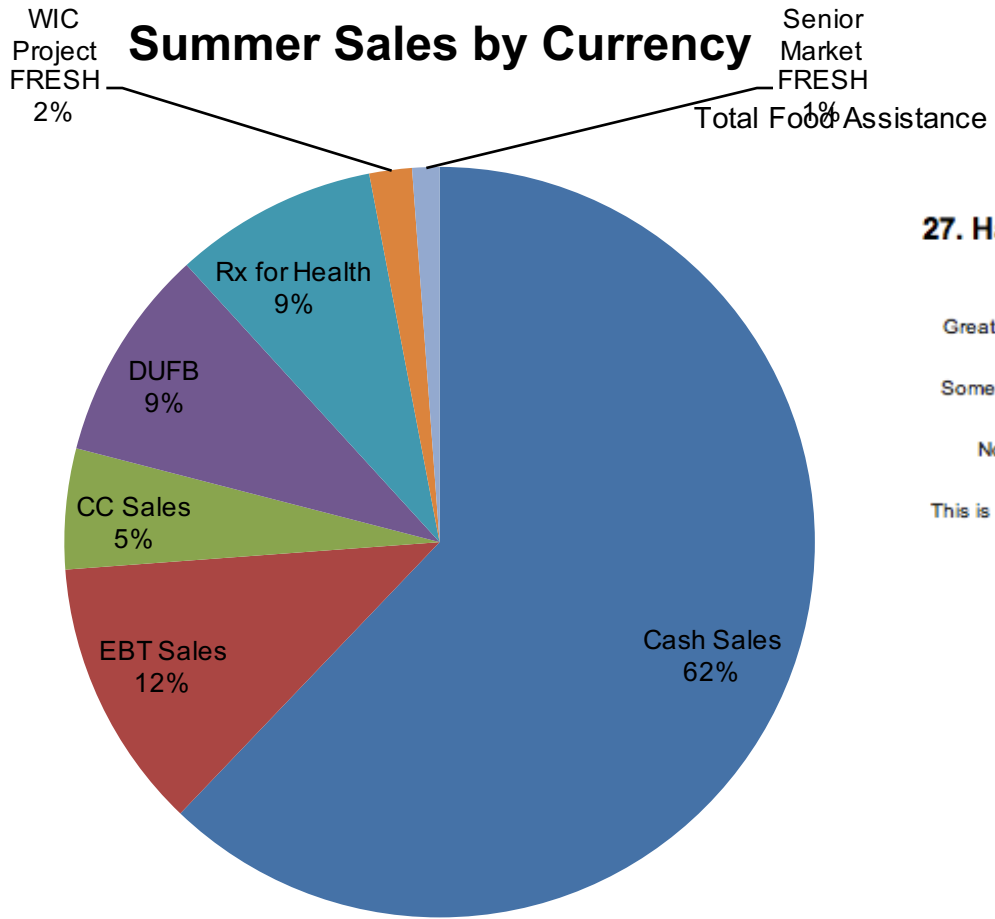
- Market Context
 - Comparative/community data
 - What needles we're moving
- Market trends
 - What it really takes
 - Operational decisions
- Market impacts
 - Health/Access
 - Community/Place
 - Economy/Entrepreneurs



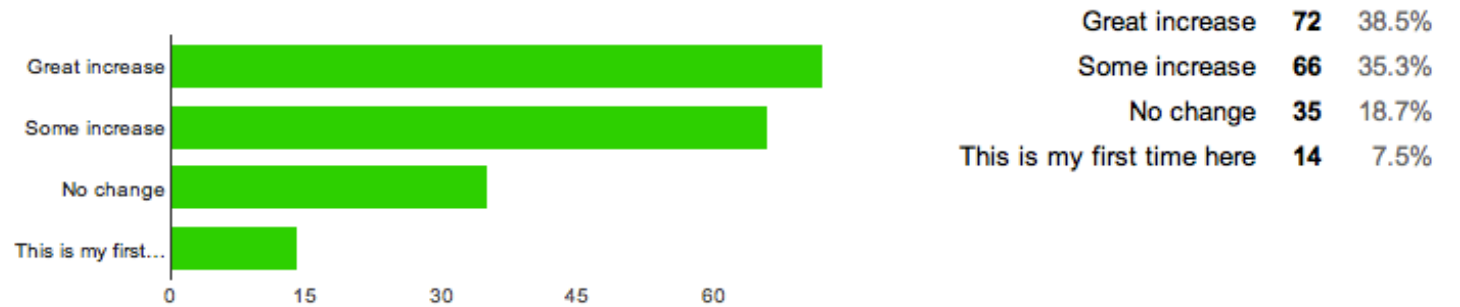
Data shows trends



Data articulates our reach & impact



27. Has THIS market increased your household's ability to access affordable, healthy food?



Data can tell economic impact

Depot Town FM 2013	\$ 851
Depot Town FM 2014	\$1,112,454
Downtown Ypsi FM 2013	\$ 894,460
Downtown Ypsi FM 2014	\$1,371,115

**Ypsilanti Farmers Markets
impact on Ypsilanti in 2014**

\$2,484,249!!



Measuring Economic Contribution

- Net economic impact of Michigan farmers markets is unknown
- Michigan communities are not using a standardized method to determine the impacts
- Interest in shared measurement at a statewide level to inform promotion and advocacy



Partners



- Farmers Market Coalition
 - Growing Hope
 - MSU Center for Economic Analysis
 - MSU Center for Regional Food Systems
 - MSU Extension
- Michigan Department of Agriculture and Rural Development
 - Fair Food Network
 - Farmers Markets
 - Boyne City, Marquette, Menominee, Munising, Port Huron, and Traverse City



Tools used in this project

- Market Profile
- Two giant, connected Excel workbooks
 - Master Data Entry Workbook
 - Vendor Sales Workbook
- Vendor Profile Survey
- Vendor Weekly Sales Slip
- Visitor/Customer Survey
- Visitor Count Log



Tools Used: Vendor Weekly Sales Slip

Vendor Sales Slip

{Name of Market}

Date:

Please complete, fold & return this slip to the market manager before you leave the market each day.

	Vendor Sales by Payment Method	Manager Cross-Check (for manager completion)
Cash and Check	\$	\$
Credit and Debit – Independent Sales	\$	\$
Credit and Debit – Market Tokens	\$	\$
Bridge Card / SNAP EBT	\$	\$
Double Up Food Bucks	\$	\$
Hoophouses for Health	\$	\$
Prescription for Health	\$	N/A
Project FRESH	\$	\$
Market FRESH	\$	\$
	\$	\$
Total	\$	\$

How many pounds of food did you donate today (if applicable)?

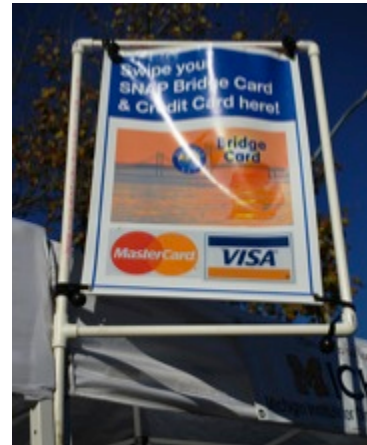
In your best estimate, which of your products generated the most revenue at this market today?
Circle one:

- | | |
|----------------|------------------|
| Produce | Value-added food |
| Meat & seafood | Prepared food |



Many ways to pay at our farmers markets in addition to cash!

+ Project FRESH & Market FRESH



Tools Used: Visitor/Customer Survey

Visitor Survey

1. What is your zip code?
2. What primary method did you use to get to the market today? **Circle one.**
 - a. Personal vehicle
 - b. Walked
 - c. Bicycle
 - d. Two-wheeled motor vehicle
 - c. Taxi / paid rideshare
 - d. Bus or other public transportation
 - e. Other
3. How much money have you spent or do you plan to spend at the market today? *Money includes cash, credit/debit, and SNAP, WIC Project FRESH, SeniorMarket FRESH, Hoophouses for Health, Prescription for Health and all other forms of payment*
\$ _____
4. What did you purchase at the market today?

Produce	Eggs	Prepared food
Meat and seafood	Plants and flowers	Crafts/arts/services
Dairy	Value-added food	Other
5. Did you come to this area specifically to visit the farmers market?
Circle one: Yes / No
6. Did you or do you plan on doing additional shopping, eating, or other activities in this area today (outside of the farmers market)?
Circle one: Yes / No
If yes, how much money have you spent or do you plan to spend in the area today?
\$ _____
7. How often do you shop at this farmers market? Circle one.

Frequently (weekly or more)	Rarely
Regularly (monthly)	First time
Occasionally (few times per season)	



sticky economy evaluation device
measuring the financial impact of a public market

2013 Ypsilanti FM Economic Impact

an economic impact report generated for:

Growing Hope
1/8/2014



Tools Used: Visitor Count Log

Farmers Market:

Assessor(s):

	Entrance 1: <i>Description</i>		Entrance 2: <i>Description</i>		Entrance 3: <i>Description</i>		Entrance 4: <i>Description</i>		Total Number of Adults x 3	Total Number of Children x 3
	Adults	Children	Adults	Children	Adults	Children	Adults	Children		
<i>Hour 1 Interval</i>										
<i>Hour 2 Interval</i>										
<i>Hour 3 Interval</i>										



Tools Used: Master Data Entry

B22 Biggest Coolest Creamery (BCC)															
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
1	Vendor Information Summary														
2	Protocol:	Complete the following fields, based on responses received on the vendor application.													
3	Instrument:	Vendor Application													
4	Frequency:	Once Per Year													
5	Only enter data into YELLOW cells. GREY cells will automa														
6	Vendor Mix % of Total	Type of Vendor	Average Miles	Owned Acres	Leased Acres	Total Acres Owned or Leased	# Individuals Employed Seasonally	# Individuals Employed Year-Round	Total Individuals Employed	% of total vendors that are woman-owned	% of total vendors that are socially disadvantaged	farm vendors with <10 yrs of farming	% of total vendors < 35 years of age	% of total vendors with Cer	
7										67%	33%	2	67%		
8	Vendor Totals	3	10.5	29.5	5.0	34.5	7	9	16	2	1		2		
9	100%	Farm Vendor Totals	3	10.5	29.5	5.0	34.5	7	9	16	2	1	22.0	2	
10	33%	Produce Vendors	1	22.0	25.0	5.0	30.0	6	4	10	1	0	0.0	0	
11	0%	Meat & Seafood Vendors	0	#DIV/0!	0.0	0.0	0.0	0	0	0	0	0	0.0	0	
12	33%	Dairy Vendors	1	0.0	3.0	0.0	3.0	1	3	4	0	0	4.0	1	
13	33%	Egg Vendors	1	6.5	1.5	0.0	1.5	0	2	2	1	1	3.0	1	
14	0%	Plant & Flower Vendors	0	#DIV/0!	0.0	0.0	0.0	0	0	0	0	0	0.0	0	
15	0%	Value-Added Food Vendors	0	#DIV/0!	0.0	0.0	0.0	0	0	0	0	0	0.0	0	
16	0%	Prepared Food Vendors	0	#DIV/0!	0.0	0.0	0.0	0	0	0	0	0	0.0	0	
17	0%	Craft & Service Vendors	0	#DIV/0!	0.0	0.0	0.0	0	0	0	0	0	0.0	0	
18	0%	Other Vendors	0	#DIV/0!	0.0	0.0	0.0	0	0	0	0	0	0.0	0	
19															
20	ID	Business / Farm Name	Type of Vendor (dropdown menu)	Distance in Miles Traveled from Product Origin to Market	Owned Acres	Leased Acres	Total Acres Owned or Leased	# of Individuals Employed Seasonally by the Business / Farm	# of Individuals Employed Year-Round by the Business / Farm	# of Individuals Employed by the Business / Farm	Woman Owned Business (Yes or No)	Socially Disadvantaged Business Owner (Yes or No)	Years in Farming Industry	Farm / Buisness Owner < 35 Years of Age (Yes or No)	Or Certifi in 3yr (Ye
21	1	Best Fresh Farm (BFF)	Produce	22.0	25.0	5.0	30.0	6	4	10.0	Yes	no	15.0	No	
22	2	Biggest Coolest Creamery (BCC)	Dairy	3.0	3.0	0.0	3.0	1	3	4.0	No	no	4.0	Yes	
23	3	Boldest Extraordinary Eggs (BEE)	Eggs	6.5	1.5	0.0	1.5	0	2	2.0	Yes	yes	3.0	Yes	



Thank You

www.mifma.org for more about this project

www.growinghope.net for more about Growing Hope

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