Increasing Food Access at Farmers Markets: Understanding How to Serve Hard to Reach People at Farmers Markets

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Contents

I. Introduction
   a. Participating Markets
II. Methodology
   a. Participant Observation
   b. GIS Maps
   c. Food Insecurity Memos
   d. Marketing Mailers
   e. Data Collection for the 2025 Season
   f. Marketing/Outreach Pivot
   g. New customer surveys
   h. Limitations
III. Analysis
   a. F2F Market Surveys
   b. New Customer Survey
IV. Findings/Recommendations

Introduction

Farmers' markets serve as learning, commerce, and social gathering spaces for communities. They provide the public with an opportunity to support local farmers, artisans, and entrepreneurs. They also have the potential to actively combat rising rates of food insecurity by providing a gateway to local, fresh and nutritious fruits and vegetables. By viewing farmers' markets as tools to increase food security in low-income low-access communities, we can begin to explore how to maximize the impacts of farmers' markets on their respective communities. This project aims to see how Michigan Farmers Market Association member markets can utilize market data collected with the Farm2Facts toolkit and Customer Appreciation Surveys to inform marketing strategies and reach underrepresented communities at participating markets. By catering marketing strategies to communities, we can better reach local underrepresented communities and help reduce visibility barriers that a market may have.

Through this research we also seek to identify ways that survey data collected at markets can be used to inform improvements of market space and future community and/or governmental collaborations that could increase underrepresented communities' attendance at farmers markets by reducing barriers and creating more welcoming spaces.

What are farmers markets?

There are more than 8,700 farmers markets in the U.S. today that provide our communities with access to fresh local food, social spaces, and opportunities for entrepreneurial skill building (Sauer 2022). In food deserts areas, or areas with low access to food retailers, farmers markets have demonstrated their potential to increase food security in communities across the U.S.

However, farmers' markets are not equally attended by people of all economic, social, racial, and ethnic backgrounds.

Farmers markets have become spaces where many visitors have more disposable income or time come to procure fresh, local in season produce. While farmers' markets may not have always been viewed this way, they have now become a space that those with considerably more socioeconomic status can shop at and perhaps feel comfortable in that space. For BIPOC folks,

this isn’t always the case considering the higher process and not seeing themselves represented or perhaps even welcomed in these spaces (He 2022).

This Farmers market promotion program aims to expand the number of underrepresented community members attending farmers markets to increase access to fresh local produce and therefore strengthen food security.

Together, MSU and Farm2Facts have partnered to create a data informed strategic marketing strategy that aimed to bring more visitors to local farmers markets, paying special attention to low-access low-income communities in Michigan. The F2F team at the Kaufman Lab for the Study and Research of Food Systems and Marketplaces at the University of Wisconsin provided the toolkit for data collection and assisted with the analysis and reporting of data alongside MSU. Through preliminary data analysis of customer counts and visitor zip codes the team successfully identified market attendees and gaps in attendance to inform marketing efforts and provided incentives for community members to visit their local farmer's market.

Through this collaborative research project, we have focused on the following objectives:

- Provide technical and human resources to assist farmers markets in Michigan in collecting data related to market performance.
- Identify underrepresented populations among market customers.
- Develop evidence-based marketing strategies to target underrepresented populations and improve market sales.
- Analyze the impact of evidence-based marketing strategies on market performance.
- Refine data collection toolkits and technical resources (e.g., trainings).
- Disseminate findings through academic and professional outlets.

In the process we have also gained insight on the following questions:

- How do data driven marketing campaigns increase underrepresented communities’ attendance at farmers markets?
- What do college students (an underrepresented group at FM) value at FM?
- What are some of the barriers to students attending local FM?
- What can we do to bring more students to FM?

Participating markets

Marquette Farmers market

The Marquette Farmers Market is located in the Upper Peninsula of Michigan, the city of Marquette with a city size of 20, 629 (US Census 2020). The median household income for Marquette is $55,825 (2023 American Community Survey 5-Year Estimates) median age is 31.2 and their poverty percent is 21.8. Northern Michigan University is located nearby, and the town has a bachelor's degree attainment percentage of 46.2. The farmers market operates in the spring summer and fall from May to October on Saturdays and Wednesdays from 9am to 1pm and 5 to 8pm respectively at multiple locations. The Saturday market is held at the Marquette Commons, and the Wednesday market is held at 100 block Washington St. The market was founded in 1999 and is incorporated through a government entity. The market also has a mission statement that reads as follows, "Our Mission is to support local farmers, growers, and artisans; to make available wholesome, quality food and goods, and to provide a festive marketplace that benefits the Marquette Community." In this study, we only visited and collected data from the Saturday market.

Northwest Detroit Farmers Market

The NW Detroit Farmers Market is in the Rosendale Park Neighborhood of Detroit Michigan, zip code 48223. The population of this zip code is 22,956 (according to the US 2020 census). The median household income for the area is $42,324 (2023 American Community Survey 5-Year Estimates) median age is 34 and approximately 23.4% of residents are living in poverty. The market is surrounded by several higher education institutions including Henry Ford College, University of Michigan-Dearborn, and Wayne State. The bachelor's degree attainment percentage for the market zip code is 18.9%. The farmers market operates June through October on Thursdays from 4pm to 8pm at the North Rosedale Park Community House. The market was founded in 2005 by The Grandmont Rosedale Development Corporation, its mission statement is "To promote and improve the Grandmont Rosedale community of Northwest Detroit by promoting healthy lifestyles, encouraging entrepreneurship, increasing access to locally grown and made products, and providing opportunities for neighbors to meet and connect with one another." The market also has key partners that represent underserved populations and ties to the following, Detroit Black Farmers' Land Fund, Fair Food Network, WIC/SNAP/EBT.

Fulton St. Farmers market

The Fulton Street Farmers Market is in Grand Rapids, Michigan with a population of 198,917 (according to the US 2020 census). The median household income for the area is $ 70,515 (2023 American Community Survey 5-Year Estimates) median age is 33.3 and approximately 15% of residents are considered to be living in poverty. The market is near the Grand Rapids community College and the bachelor's degree attainment percentage for area is 43%. The farmers market

operates May through October on Wednesday, Friday, and Saturday from 8am to 2pm at 1145 Fulton Street East Grand Rapids. The market was founded in 1922 and is incorporated as a 501(c)(3). Its mission statement is "To steward a marketplace that uplifts farmers, producers, and our community."

East Lansing Farmers Market

The Fulton Street Farmers Market is in East Lansing, Michigan with a population of 47,741 (according to the US 2020 census). The median household income for the area is $45,687 (2023 American Community Survey 5-Year Estimates) median age is 21 and approximately 33% of residents are considered to be living in poverty. The market is near the Michigan State University and the bachelor's degree attainment percentage for area is 67%. The farmers market operates June through October on Sundays from 10am to 2pm at 280 Valley Ct. The market was founded in 2009 and is incorporated as a 501(c)(3) and the city of East Lansing. Its mission statement is "100% Homegrown Makes us different!"

Ann Arbor Farmers Market

The Ann Arbor Farmers Market is in Ann Arbor, Michigan with a population of 123,851(according to the US 2020 census). The median household income for the area is $ 80,603 (2023 American Community Survey 5-Year Estimates) median age is 28 and approximately 23.4% of residents are considered to be living in poverty. The market is near two colleges, the University of Michigan-Ann Arbor and Washtenaw Community College, the bachelor's degree attainment percentage for area is 77%. The farmers market operates May through December on Wednesdays and Saturdays from 7am to 3pm at 315 Detroit St. The market is incorporated as a 501(c)(3).

Methodology

Data collection for this project started in the summer of 2024 using the Farm2Facts toolkit created by the Kaufman Lab for the Study and Design of Food Systems and Marketplaces. As a part of the preliminary data collection process, students were hired to visit the five participating markets to conduct customer counts and customer surveys in person on market days using the F2F toolkit.

The protocol for customer counts is as follows:

Student would stand at a designated spot in the market and count the number of people who enter into the market from that point during the 20-minute counting period. Designated locations are chosen based on entry points to the market, foot traffic and ease of visibility for people counting. Additionally, we also attempted to have more than one designated spot at markets so we could collect data from different entry points. Handheld clickers were used to count. When the counting period ended, students wrote the number from the clicker onto a document along with location date and time frame. The clicker is then reset to zero and the process is repeated in the

following hour. Only adults and individuals were counted, not pairs or groups, and we did not count vendors.

Customer surveys consisted of the following five questions/prompts:

- How did you arrive at the market today?
- Is this your first time visiting the market ever?
- In general, how often do you visit the market?
- How much money have you spent or do you plan to spend at the market today?
- Did you or do you plan on doing additional shopping, eating or other activities in this neighborhood today?
    - If yes, how much money have you spent or do you plan to spend in the neighborhood today?
- What is your home zip code?

As a part of the customer survey, we provided space for and encouraged our participants to provide additional comments about the market. Often this part of the survey tool a form of casual conversations where visitors shared their thoughts on the farmers market. This survey helped us see who our visitors were, what their spending habits were, and where they were coming from. It also allowed us to see what they found important or relevant to farmers markets generally and what connections they made more organically without direct or specific questions.

During the 2024 market season we collected a total of 780 surveys.

Participant Observation

Participant observation was integrated into the survey as well and during the time between counting we were able to observe market visitors as well as connect and converse with vendors. This in person observation during the markets season allowed us to have informal conversations with market managers and staff to learn about the market culture. These conversations helped us build rapport with market management and identify relationships between the market and other institutions such as the city or local colleges (community) as examples.

GIS Maps

Following the conclusion of the 2024 market season, the data was analyzed in the fall the F2F team. Survey responses and zip code data were used to complete a 2024 economic impact report that was shared back to the markets. To build a better understanding of the reach and gaps in reach of the farmers market zip code data along with 2020 U.S. Census and 2023 American Community Survey results were used to create map visuals of the visitor base at each market. Using ArcGIS software, we created maps that allowed market managers and the research team to better see the areas with large market participation as well as the gaps in visitors.

Food Insecurity Memos

These GIS maps alongside existing census and ACS data allowed us to identify zip codes that had higher risk of food insecurity based off factors of income, poverty percentage, minority population (currently only Hispanic/Latine now but maybe should expand to be more representative of minority groups) and participation in governmental support services including SNAP. With this information we were then able to give recommendations for areas that 1) were not already in high attendance at the local farmer's market, within a 5, 10, and 15 mile radius 2) surpassed (ex. poverty percentage) or were bellow (ex. median income) National and State level thresholds for food insecurity indicators, to which farmers market mailers could be sent.

The criteria for establishing food insecurity thresholds were informed by US Census Data and USDA definitions of food security and insecurity. We acknowledged in out reports that these recommendations were not all inclusive but rather served as guides for focusing outreach

efforts of the Michigan Farmers markets currently collecting customer information with the

Farm2Facts Toolkits. Our efforts to identify these at-risk areas was in alignment with the Farm2Facts mission to increase access to healthy, local, affordable food to our communities as well as identifying zip codes to launch our farmers market mailer campaign to improve our outreach focus and increase the impact of our local farmers markets.

Marketing Mailers

As a part of the data driven marketing strategy 8.5” by 11” mailers were designed by a MSU student intern for each market and sent out to the selected zip code based on the food security memo and maps. These mailers differed slightly by market as the offerings, times, dates, and personality of each market were unique. One of the biggest highlights of the mailers was the nutrition incentive programs that each market offered, such as SNAP and/or EBT, as well as other more localized programs like double up food bucks or senior dollars. The mailers also offered information on how to redeem a $5 incentive at the local farmers market by bringing in the mailer. Mailers for each market can be found in the appendix.

Data Collection for the 2025 Season

To evaluate the success of the mailers that were sent out, we collected customer counts and surveys via the F2F toolkit during the following 2025 market season. The protocol remained the same and of the five markets that participated in the project we aimed to attend the market 6 times. However, due to the weather and student staff, that number varied slightly. The Marquette farmers market was visited five times in total, however one of those visits was only for new customer surveys and counts, and F2F surveys were not collected. NW Detroit was visited 4 times, and Ann Arbor, East Lansing, and Fulton St. Market were visited 6 times each.

During the entire 2025 market season, we collected a total of 985 customer F2F surveys.

Marketing/Outreach Pivot

While collecting data for the 2025 market season, we noticed that there were very few mailers being redeemed at the participating markets. Unfortunately, at Marquette FM no mailers were redeemed. To provide visitors with the incentives that we had allocated we decided to take a different approach to marketing with flyers and social media promotion of a new customer survey and appreciation date. The approach varied by market and the decision making of the market manager. Many of the participating markets were in college towns or near colleges, so we decided to advertise these as student appreciation dates except for NW Detroit farmers market that did a general customer appreciation day. These posters had less nutrition benefit program information and highlighted the increased $10 incentive in return for completing the new customer survey. It is important to note that the survey was not only for new customers, but it would help us identify if the visitors were new customers similarly to the F2F toolkit but would provide more information on why visitors had decided to visit the market and if incentives were successful in bringing more visitors to the market. Flyers used can be found in the appendix.

New Customer Surveys

In addition to the F2F surveys, we also conducted new customer surveys to help evaluate the impact of the second marketing campaigns that were carried out differently from market to market. Four of the five participating markets focused on college students, likely due to the proximity of college campuses and young adults in the area except for NW Detroit Farmers Market, which held a general new customer welcome day. These survey dates were marketed as new customer appreciation days or college student appreciation days and advertised around town via several different channels.

Marquette Farmers Market – Flyers around campus as well as tabling at the new student organization fair as Northern Michigan University by the market manager and staff member who is also employed by NMU university housing and dining. This connection was significantly helpful in recruiting students both before the event as well as on the day of the event where we collected new customer surveys.

Northwest Detroit Farmers Market – Flyers and social media posts on their Facebook page.

Fulton St. Farmers Market – Flyers

East Lansing Farmers Market – Flyers

Ann Arbor Farmers Market – Flyers

This survey consisted of twelve questions that will be detailed in the analysis portion of this report. During the specified dates decided by the market managers and the project PIs (Edna and Phil) we asked our participants that most questions be answered and in return they would receive a $10 incentive to use at the market.

Limitations

While we attempted to conduct first-time customer surveys to collect more data on first impressions and what would bring visitors to the market, we didn't get a rush of first-time customers, for the most part most of our surveys were answered by a customer base that was already attending the market. Additionally, because of the convenience sampling we may not have heard about additional barriers for visitors that were not present, perhaps because existing barriers are too big to overcome, and they do not visit the markets.

While we began with people coming to us because they were aware of our appreciation day event as the number of people approaching our table decreased, we began approaching students to let them know about our survey and the $10 incentive. This approach was taken to achieve the 100 surveys per market that we had budgeted.

A team member could not support the Fulton St. student appreciation day and as a result we had a low survey participation rate.

Analysis

F2F Market Surveys

This first section of the analysis breaks down the results from the preliminary farmers' market data collected during the 2024 season as well as the 2025 season using the F2F toolkit. During the 2024 market season, 780 visitor surveys were collected to gather information that would inform the zip codes that mailers that would inform the zip codes that mailers would be sent to as well as provide a baseline for the impact of said mailers/outreach efforts. During the 2025 market season, 985 F2F visitor surveys were collected to measure the impact of the mailers/outreach efforts as well as the general growth of the market.

	2024 Market Season					2025 Market Season				
Markets	Transportation Method (percent)	First time visiting the market:	Money spent FM	Money spent at neighboring businesses	Top 5 zip codes	Transportation Method to Farmers Market (percent)	First time visiting the market:	Money spent at FM	Money spent at neighboring businesses	Top 5 zip codes

All Participating Farmers market (averages)	Personal Vehicle: 67% (n=521) Bicycle: 3% (n=24) Walking: 24% (n=192) Carpool: 5% (n=40) Public Transportation: 1% (n=8)	19.23%(n=150)	$35.5	$47.1	-	Personal Vehicle: 70% (n=687) Bicycle: 3% (n=30) Walking: 22% (n=219) Carpool: 15% (n=151) Public Transportation: 1% (n=7)	21% (n=206)	$33.53	$48.23	-
Marquette Farmers Market	Personal Vehicle: 71% (n=100) Bicycle: 1% (n=2) Walking: 19% (n=26) Carpool: 9% (n=12) Public Transportation: 0%	17.86% (n=25)	$45.56	$67.23	49855 50% (n=70) 49866 5% (n=7) 49849 4% (n=6) 49822 1% (n=2) 54952 1% (n=1)	Personal Vehicle: 81% (n=95) Bicycle: 3% (n=4) Walking: 11% (n=13) Carpool: 7% (n=8) Public Transportation: 0%	28.81% (n=34)	$40.60	$58.44	49855 42% (n=50) 49866 3% (n=4) 49849 3% (n=3) 49808 2% (n=2) 49862 2% (n=2)
East Lansing Farmers Market	Personal Vehicle: 59% (n=64) Bicycle: 4% (n=5) Walking: 36% (n=40) Carpool: 0% Public Transportation: 1% (n=2)	32.11% (n=35)	$25.57	$36.06	48823 48% (n=52) 48912 6% (n=6) 48906 5% (n=5) 48910 4% (n=4) 48864 4% (n=4)	Personal Vehicle: 62% (n=126) Bicycle: 2% (n=5) Walking: 27% (n=55) Carpool: 10% (n=20) Public Transportation: 1% (n=2)	43.63% (n=90)	$20.82	$52.30	48823 56% (n=115) 48912 7% (n=14) 48915 5% (n=11) 48910 5% (n=10) 48917 4% (n=8)
NW Detroit Farmers Market	Personal Vehicle: 67% Bicycle: 3% Walking: 24% Carpool: 5% Public Transportation: 1%	30.65% (n=19)	$28.71	$50.60	48223 35% (n=22) 48219 21% (n=13)	Personal Vehicle: 66% (n=45) Bicycle: 7% (n=5) Walking: 26% (n=18) Carpool: 21% (n=14) Public Transportation: 0%	23.54% (n=16)	$24.21	$54.93	48223 46% (n=31) 48219 16% (n=11) 48227 6% (n=4)

					48235 8% (n=5) 48227 6% (n=4) 48075 3% (n=2)					48221 3% (n=2) 48239 3% (n=2)
Ann Arbor Farmers Market	Personal Vehicle: 67% Bicycle: 3% Walking: 24% Carpool: 5% Public Transportation: 1%	17.43% (n=38)	$36.83	$39.46	48103 27% (n=59) 48104 18% (n=39) 48105 14% (n=30) 48108 6% (n=12) 48197 2% (n=5)	Personal Vehicle: 63% (n=180) Bicycle: 4% (n=11) Walking: 26% (n=73) Carpool: 17% (n=49) Public Transportation: 1% (n=2)	13.03% (n=37)	$42.76	$43.39	48103 32% (n=91) 48104 20% (n=56) 48105 14% (n=41) 48197 4% (n=10) 48108 2% (n=7)
Fulton St. Farmers Market	Personal Vehicle: 67% Bicycle: 3% Walking: 24% Carpool: 5% Public Transportation: 1%	13.15% (n=33)	$40.87	$42.19	49506 19% (n=48) 49503 19% (n=47) 49507 8% (n=20) 49505 7% (n=17) 49504 6% (n=15)	Personal Vehicle: 77% (n=241) Bicycle: 2% (n=5) Walking: 19% (n=60) Carpool: 19% (n=60) Public Transportation: 1% (n=3)	9.03% (n=29)	$39.29	$32.11	49503 22% (n=68) 49506 18% (n=55) 49504 7% (n=23) 49505 7% (n=23) 49507 6% (n=19)

Survey Question #1: How did you arrive at the market today?

Possible answers were walking, biking, personal vehicle, carpooling, taxi or hired driver, public transportation (bus, subway, etc.), rideshare program (contracted), and other.

In 2024 across the five markets, 67% (n=521) of visitors said they arrived at the market via personal vehicle, followed by 24% (n=192) of visitors that walked, 5% (n=40) said they carpooled, 3% (n=24) arrived by bike and less than 1% (n=8) used public transportation. This could signal an opportunity for the city to collaborate with the market to create a stop near the FM and increase the accessibility of the FM to residents. In an informal interview/conversation with market employees at the East Lansing we learned about the possibility of a new bus stop at the East Lansing FM location to facilitate transportation to the FM. This ongoing collaboration is proof of the solutions that could help limit obstacles for visitors and therefore help increase the food security of local community members.

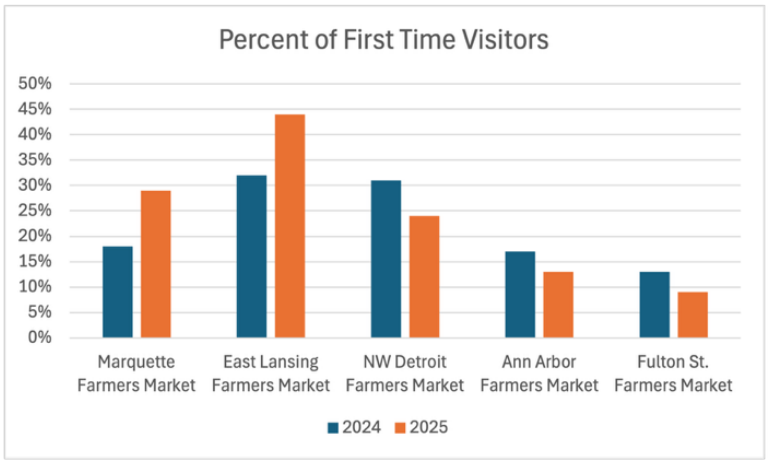
In 2025 across the five markets, 70% (n=687) of visitors arrived at the market via personal vehicle, followed by 22% (n=219) of visitors that walked, 15% (n=151) carpooled, 3% (n=30) arrived by bike and less than 1% (n=7) used public transportation. From 2024 there was a 10% increase in visitors that carpooled.

It is also important to note that visitors can choose more than one transportation option to the FM, hence the percentages surpassing 100.

Survey Question #2: Is this your first time visiting the market ever?

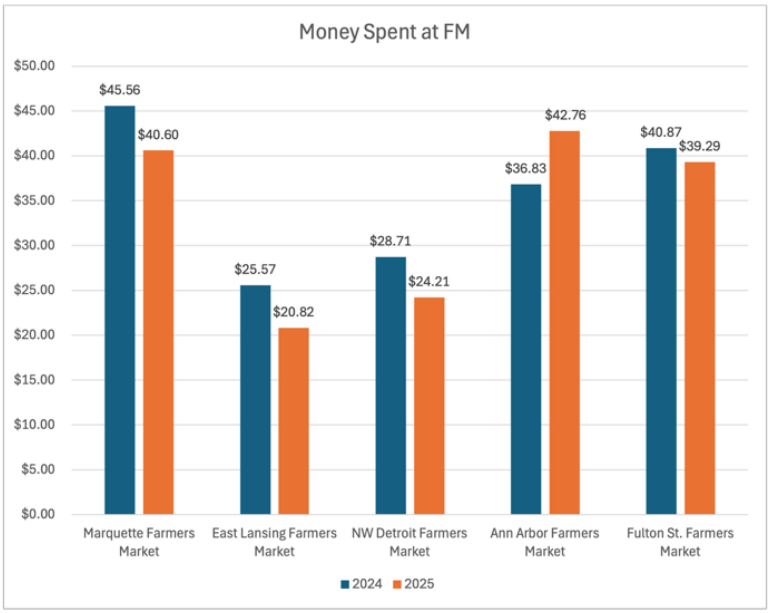
The frequency in which customers visit the market could help vendor application decisions for the next season and help market managers gain a better sense of how often community members attend the market.

In 2024 19% (n=150) of visitors were first time visitors and in 2025 the percentage increased slightly to 21% (n=206). While this cannot certainly be attributed to the outreach efforts it still shows growth of the FMs from the 2024 to the 2025 FM season.



Both Marquette FM and the East Lansing FM had significant growth in first time visitors. Marquette going from 18% (n=25) to 29% (n=34) of first-time visitors and East Lansing FM going from 32% (n=35) to 44% (n=90).

Survey Question #3: How much Money have you spent or do you plan to spend at the market today?

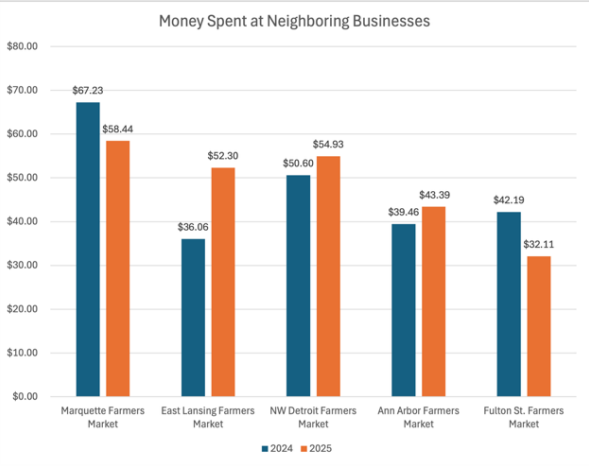


In 2024 on average visitors spend $35.50 when shopping at the market. This money directly benefits our local farmers, artists, businesses, and organizations, that participate at the market, but it also benefits our surrounding businesses and the greater area around us by keeping money local. In 2025 the average amount of money spent decreased by $1.97 to $33.53

The average amount spent at the market varied by market with Marquette FM having the largest average amount at $45.56 in 2025 perhaps due to its size, amount of returning visitors proximity

to the city center and its location in the upper peninsula that attracts tourists during the summer months.

Survey Question #4: Did you or do you plan on doing additional shopping, eating, or other activities in this neighborhood/area today? If yes - *How much Money have you spent or do you plan to spend neighborhood/area today?*



In 2024 visitors spent an average of $47.10 at neighboring businesses when they attend the market. That number increased slightly to $48.23 in 2025. Markets are events that activate underutilized places, when people visit the market, they often visit and spend money at local businesses. This contributes to a vibrant downtown economy.

All of the participating markets bring in a significant amount of revenue to the surrounding businesses. The highest being Marquette likely due to the significant number of tourists the town gets especially during the summer months. The Marquette market is also held near the downtown area and during Saturday mornings into the early afternoons.

Note- this could be a suggestion or finding that collaborations between businesses for special events could be beneficial to both the market and local businesses

Survey question #5: What is your home Zip code?

Zip code data was crucial to this project as it allowed us to see where visitors were coming from and in what capacity. After the collection of data, we were able to see that the zip code presence stayed largely the same across markets with minor shifts from 2024 to 2025.

Survey Question #6: Please provide additional comments. (Do you have any additional comments you would like to add to your survey?)

This prompt allows space for visitors to voice opinions without being led in any one direction, could help us identify which issues they see with the market or what they appreciate most about a market. A great way to gain insight on the market in the eyes of the community.

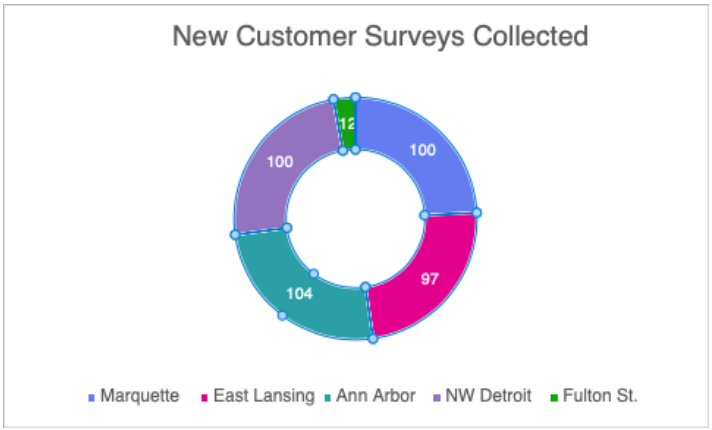
Some of the common threads among the surveys we collected consisted of appreciation for the market or feedback and areas of improvement that the market would benefit from according to visitors.

New Customer Survey

The new customer survey was conducted once at a specified date that was decided by the market managers and PIs. The date varied by market and marketing for the event was decided by the market mangers and some included flyers, social media posts and tabling. At least one member of the research team was present at the market for the new customer or student appreciation date that was held at the markets to collect new customer surveys, except for Fulton St. FM.

This section of the analysis will largely focus on Marquette Farmers Market and the results of the new customers surveys that were collected during the student appreciation day held on Saturday, September 6, 2025.

Survey Question #1: Which market did you attend today?



During the 2025 farmers market season, 413 New Customers Surveys were collected from the five participating markets. 100 from Marquette, 100 from Northwest Detroit, 97 from East Lansing, 104 from Ann Arbor and 12 from Fulton St. Most markets reached the 100-survey goal

apart from the Fulton St. farmers market due to some complications having to do with the name of the farmers market name being advertised correctly. It is important to keep these market breakdowns in mind when looking at the rest of the survey data, as not all markets are represented equally within the 413 total surveys collected.

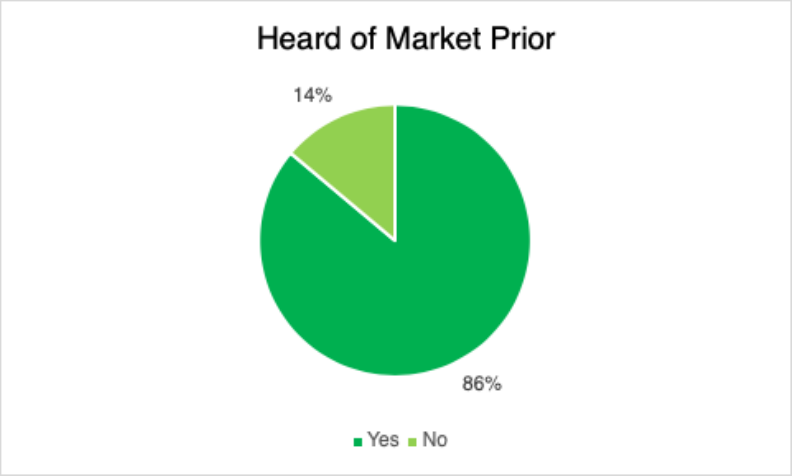
Survey Question #2: Is this your first time attending this market?



Among the 413 responses received 35% (n=143) of participants said they were first-time visitors, meaning that 65% of visitors attending the local farmers markets across all markets were returning customers. The customer attendance frequency also varied from market to market and the options for frequency were every week to less than once a month.

The Marquette Farmers, which was a focus for the F2F surveying, largely due to proximity to Wisconsin, had a total of 19 students who said they were first-time visitors.

Survey Question: Had you heard of this market before today?



When asked if participants had heard of the market before this visit 86 answered yes and 14 answered no. While this may have been participants first time attending the farmers market 21 of participants that had not visited the market had at least heard about the market.

Further research could be done to investigate how participants heard about the market previously, and we could also quantify the success rate of our marketing efforts for the market via mailers and following new customer survey/appreciation day marketing materials.

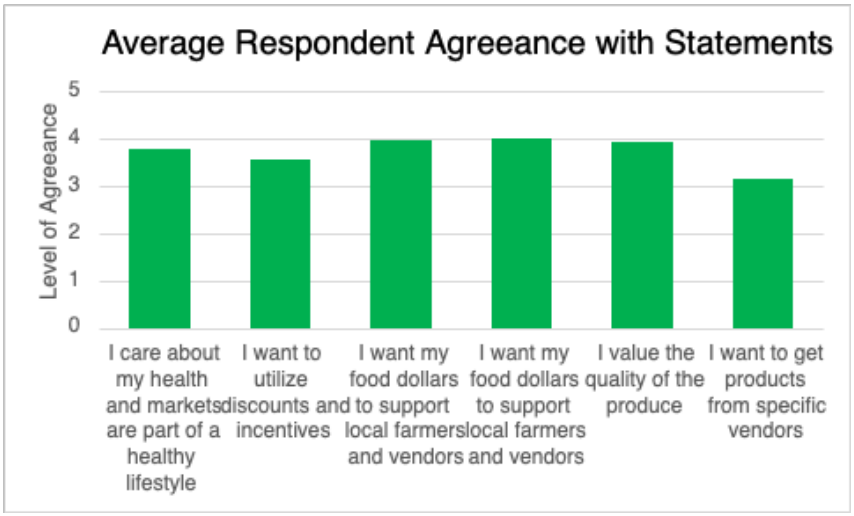
For the Marquette farmers market only 5% (n=5) of visitor had not heard of the market before. The student appreciation day for Marquette aligned with the start of the fall semester at MSU and it is possible that these 5 participants were new students that had not been in Marquette long considering Marquette's strong student presence at the farmer's market.

Note: this event was advertised at the new student welcome on NMU campus the week before, however, to complete all 100 surveys at some point the team at the Marquette FM started asking students is they were NMU students at the market in an effort to give away all the allocated incentive money.

Students from NMU are familiar with the market, there is a strong presence of NMU students at Marquette FM. Even if students hadn't visited the market before they have heard about it. There could be collaborative events between the FM and NMU. Or there is the possibility of making the market more welcoming for students (transportation options, study/sitting spaces in the FM area)

There is also a number of students and past NMU students that work or volunteer at the farmer's market.

Survey Question #3: I am interested in the farmers' market because:



Using a Likert scale, participants were asked to rate their level of agreement for the following statements:

1. I care about my health and markets are part of a healthy lifestyle.
2. I want to utilize discounts and incentives.
3. I want my food dollars to support local farmers and vendors.
4. I view markets as a fun, free community outing
5. I value the quality of the produce
6. I want to get products from specific vendors.

Additionally, they were given an "Other" space to identify anything else that may bring them to the farmers market that was not already listed. This question allowed us to see what values they associated with the farmers market.

Across all markets the highest average agreeance was with statement "I want my food dollars to support local farmers and vendors." This tells us that participants value the ability to support their local farmers and local economy. The lowest average agreeance was for "I want to get products from specific vendors" this could signal an area of growth for building vendor loyalty or stronger connections between farmers and returning visitors.

At the Marquette Farmers Market students felt more strongly about "I view markets as a fun, free **community** outing" which could signal the possibility of markets being a community space that attract younger college students. This information could be used to drive community events and attract more students or public by leaning into this community space aspect and seeing the market as more than a place to shop but to hangout or be in community with others.

Survey Question #4: I came to the market specifically today because (circle all that apply):

1. *Recently found out about the market*
2. *Events and activities at the market*
3. *I wanted to redeem a coupon or nutrition incentive*
4. *Other* _____



In addition to what visitor's value about farmers market we also wanted to see if our flyers had captured the attention of visitors and what about our flyers had convinced them to attend the market.

At the Marquette FM most students (n=60) circled "Events and activities at the market," followed by "I wanted to redeem a coupon or incentive" (n=27) and "Recently found out about the market" (n=17). Some of the other reasons students cited for attending the market were loving or enjoying the market (n=6), liking the vibes (n= 2), bringing family to visit (n=3), produce (n=5), and yoga (n=2).

In the future maybe these survey questions could be reworded as there may have been a sort of stigma attached to writing that they were there to get the incentive.

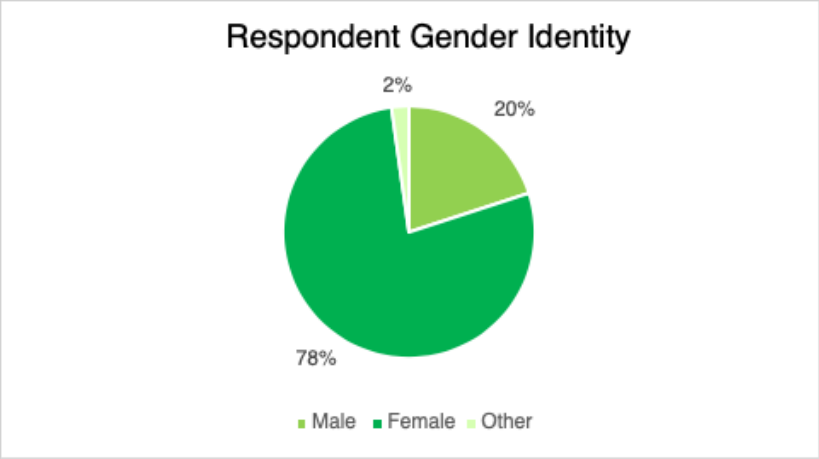
Overall, this question allowed us to see that students value the events at the FMs. Events at the farmers markets have the potential to bring in college students from nearby campuses if advertised in the correct avenues. There also seems to also be a connection between experiencing the market with others as some said they came to the market with family or friends and many of the students we saw, that completed the survey came as a group or at least with one other person.

Survey Question #5: What would help you make shopping at farmers' markets a more regular activity for you?

This question allowed participants to give feedback to the farmer's market for areas of improvement as well as deeper insights into what could make farmers markets more accessible. This question was a free response, so participant responses were categorized into themes. Some of the common themes included cost/finances, availability or time that the market is held, improvement of options/produce, frequency of market and discounts.

Survey Question #6: How do you define your gender?

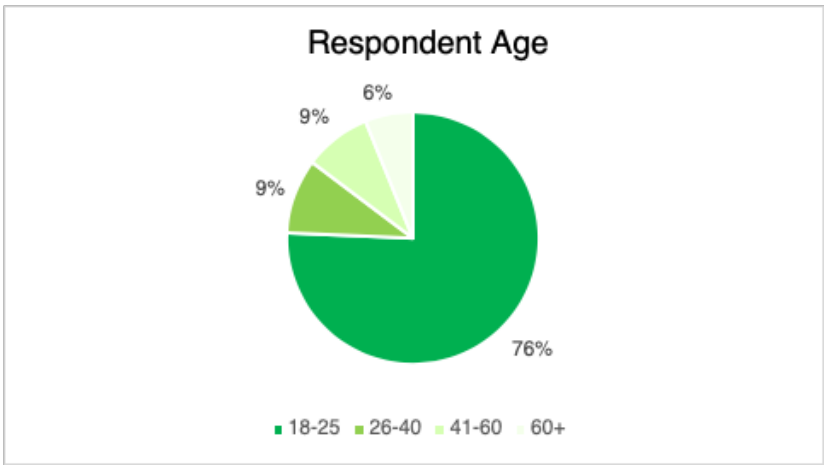
The new customer survey also included some questions that allowed us to gain some demographic information on who was coming to the market. The first of these questions was regarding gender.



The options for this question were male, female, and other. Most participants in the new customer survey identified as female (n=78) at the Marquette FM. followed by male (n=20) and other (n=2).

Survey Question #7: What is your age?

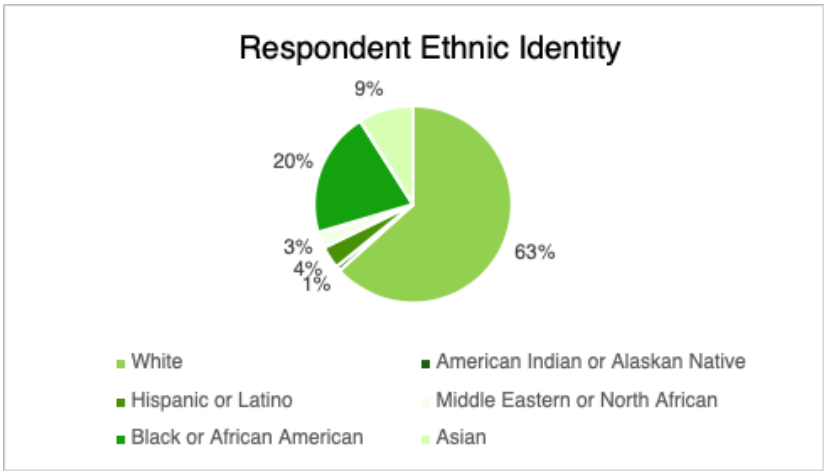
The age range options for this question were 18-25, 26-40, 41-60, and Older than 60.



Again, because the event was marketed as a college student appreciation day at Marquette FM most students (n=78) were between the ages of 18-25. However, there were participants in all other age groups, age ranges 26-40 and 41-60 both had 9% (n=9) and 60+ have 6% (n=6).

Survey Question #8: How would you define your ethnicity (circle all that apply)?

The options for this question were White, American Indian or Alaska Native, Hispanic or Latino, Middle Eastern or North African, Black or African American, Native Hawaiian or Other Pacific Islander, Asian, and Other.



Most of the participants at the FM were white (n=63), followed by Hispanic or Latino (n=20), and Asian (n=9). All other ethnic identities were at or below 4%.

Survey Question #9: What is your preferred language?

This was another free response questions were 99 participants responded English and 1

responded Spanish. Meaning most of the Marquette FM student visitors prefer English communication efforts.

Survey Question #10: What zip code are you coming from today?

For the Marquette FM most students surveyed were from the area with a 48105 zip code.

Survey Question #11: Do you have any other feedback to share?

This was another free response question that allowed for any final thoughts on the market or feedback that could be useful to market managers. For the Marquette FM the most common response for this question was no, followed by some generally positive comment on how they appreciated or enjoyed the market.

Survey Question #12: Would you be willing to participate in a future focus group for an additional incentive? Yes / No

This question would allow us to ask more questions and fill in the knowledge gaps in the data for future research or follow-up questions. If respondents answered yes, they were given space to provide an email address.

At the Marquette FM only _ students said yes, the rest said no or did not provide contact information.

Findings/Recommendations

Who we surveyed

- More than half of our respondents were white giving us insight on who might frequent MI farmers markets generally
- The preferred language of communication was English, at least for those who were able to survey
- Around ¾ of out participant pool was between the ages of 18-25 (likely because these surveys were geared towards college students apart from the NW Detroit FM
- The survey participants mostly identified as female

What did we find?

- Supporting local farmers and economies was important to visitors (supported through the values and the spending both at FM and local businesses)

- An opportunity for Marquette FM could be leaning into the community aspect and beginning to build the FM as a space students and vendors/farmers can achieve their goals.
- Active engagement from researchers was crucial to participation in surveys.
- Building connections with Market Managers and showing up regularly for the surveys allowed for more valuable observations that were not in the data.
- Rapport with both market staff and vendors is valuable.
- Markets bring in a significant amount of money to the neighboring business, in some cases more than to the farmers markets.

Opportunities

- Collaborations between markets the city and college campuses
- Opportunity for having FM be community spaces with no required buy in could and bring people in
- Having community members be a part of FM could allow for a wider reach of FM presence in community. (ex. Diane, a staff member at NMU had a huge role in recruiting students to take the survey and attend the farmers market as a dorm staff member)
- Marketing materials for price comparisons – as something that can be developed and help consumers make more informed purchasing decisions
- Special events and incentives could be beneficial and help bring people in and become familiar with the FM spaces

Next steps

- Complete all participating market analysis
- Price comparison sheets
- Student as underrepresented group and food security amount college students
- Analysis of follow-up survey to students that was sent out after new customer survey

References

He, A., & Morales, A. (2022). Social embeddedness and food justice at Farmers Markets: The Model Farmers Market Program. *International Journal of Sociology and Social Policy*, *42*(7/8), 640–655. https://doi.org/10.1108/ijssp-09-2021-0249

Sauer, C., Hevesh, A., & Murphy, E. (2022, August 20). *Growth in the number of U.S. farmers markets slows in recent years*. Growth in the number of U.S. farmers markets slows in recent years | Economic Research Service. https://www.ers.usda.gov/data-products/charts-of-note/chart-detail?chartId=104402

Visitor Survey

Date _____

Selection Interval / Volunteer

1. How did you arrive at the market today?

Walking	Taxi or hired driver
Biking	Rideshare program (contracted)
Personal vehicle	Public Transportation (bus, subway, etc.)
Carpooling	Other

2. Is this your first time visiting the market ever?

Yes	No

3. In general, how frequently do you visit the market?

Every week	Once a month
Every other week	Less than once a month

4. How much money have you spent or do you plan to spend at the market today?

   Money = cash, credit/debit, SNAP, WIC FMNP, Senior FMNP, and WIC CVV

   $ _____

5. Did you or do you plan on doing additional shopping, eating, or other activities in this neighborhood/area today?

Yes	No

6. If yes, how much money have you spent or do you plan to spend in the neighborhood/area this today?

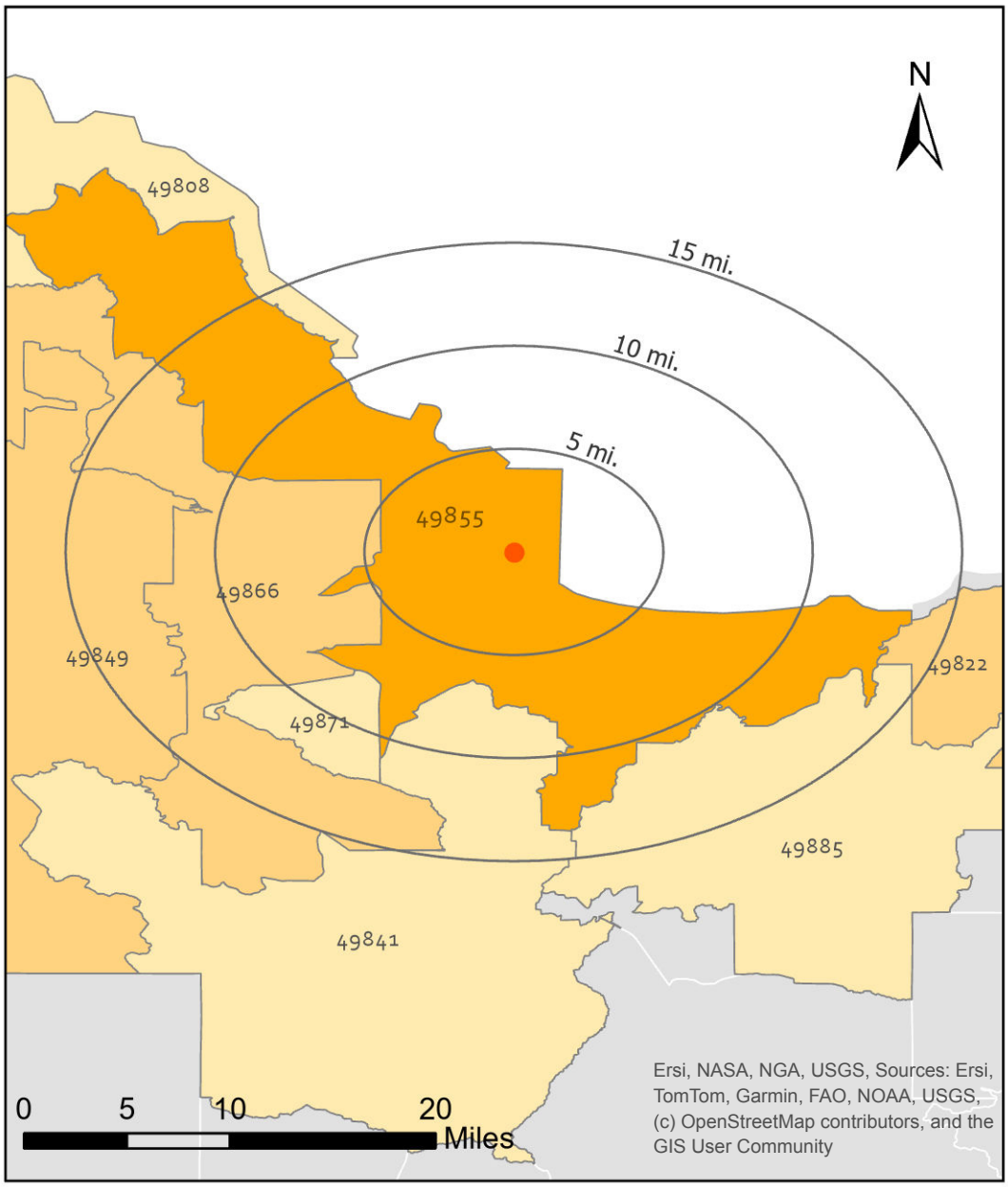
   $ _____

7. What is your home Zip code?

   _____

8. Please provide additional comments.

Marquette Farmers Market



Zip Codes Attending FM

Zip Code	Percentage of visitors from code
49855	50%
49866	5%
49849	4%
49822	1%
54952	1%

FM Zip Code

Zip Codes Attending Market

Suggested Zip Codes Not Currently Attending FM

Increasing Food Access:

Suggestions for food insecurity at risk communities were made based off factors of income, poverty percentage, minority population (currently only Hispanic/Latine now but maybe should expand to be more representative of minority groups) and participation in governmental support services including SNAP. These criteria for establishing food insecurity thresholds were informed by US Census Data and USDA definitions of food security and insecurity.

These recommendations are not all inclusive but rather serve as a guide for focusing outreach efforts of the Michigan Farmers markets currently collecting customer information with the Farm2Facts Toolkits. Our efforts to identify at risk populations aligns with the Farm2Facts mission to increase access to healthy, local, affordable food to our communities. By identifying at risk populations, we can improve our outreach focus and increase the impact of our local farmers markets.

In accordance with the USDA food security and insecurity is best described in ranges:

Food Security

- **High food security** (old label = Food security): no reported indications of food-access problems or limitations.
- **Marginal food security** (old label = Food security): one or two reported indications—typically of anxiety over food sufficiency or shortage of food in the house. Little or no indication of changes in diets or food intake.

Food Insecurity

- **Low food security** (old label = Food insecurity without hunger): reports of reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake.
- **Very low food security** (old label = Food insecurity with hunger): reports of multiple indications of disrupted eating patterns and reduced food intake.

*Definitions taken directly from the USDA

National and State level thresholds for food insecurity indicators table

	Median Household Income [1]	Poverty (percent)	Median Age[1]	Hispanic or Latino Population[1]	Percent households receiving food stamps/SNAP in married-couple family[2] (estimated)
U.S	80,610	11.1%[1]	38.9	19.5%	11.8%
Michigan	71,149	13.5%[2]	40.5	6%	13.1%

Data Sources: U.S. Census[1], American Community Survey[2]

Downtown Marquette Farmers Market

Top 5 area codes of visitors[1]	Percentage of visitors from zip code[1]	Median Household Income[3] (USD)	Poverty[3] (percent)	Median Age[3]	Hispanic or Latino Population[2] (percent)	Percent households receiving food stamps/SNAP in Married-couple family[3] (estimated)
49855	50%	62,321	16.3	36.1	2.5%	11.3
49866	5%	83,433	8.6	39.3	1.5%	12.7
49849	4%	63,425	12.2	39.2	1%	26.5
49822	1%	57,703	9.5	48.3	2.6%	0
54952	1%	67,280	10.8	39.1	9%	20.1

Data Sources: Farm2Facts[1], U.S. Census[2], American Community Survey[3]

Takeaways

- 50% of FM visitors are from the zip code where the market is located
- Zip code 49849 could benefit from FM outreach given median household income is lower that national and MI thresholds and has a relatively high percentage of families participating in SNAP.

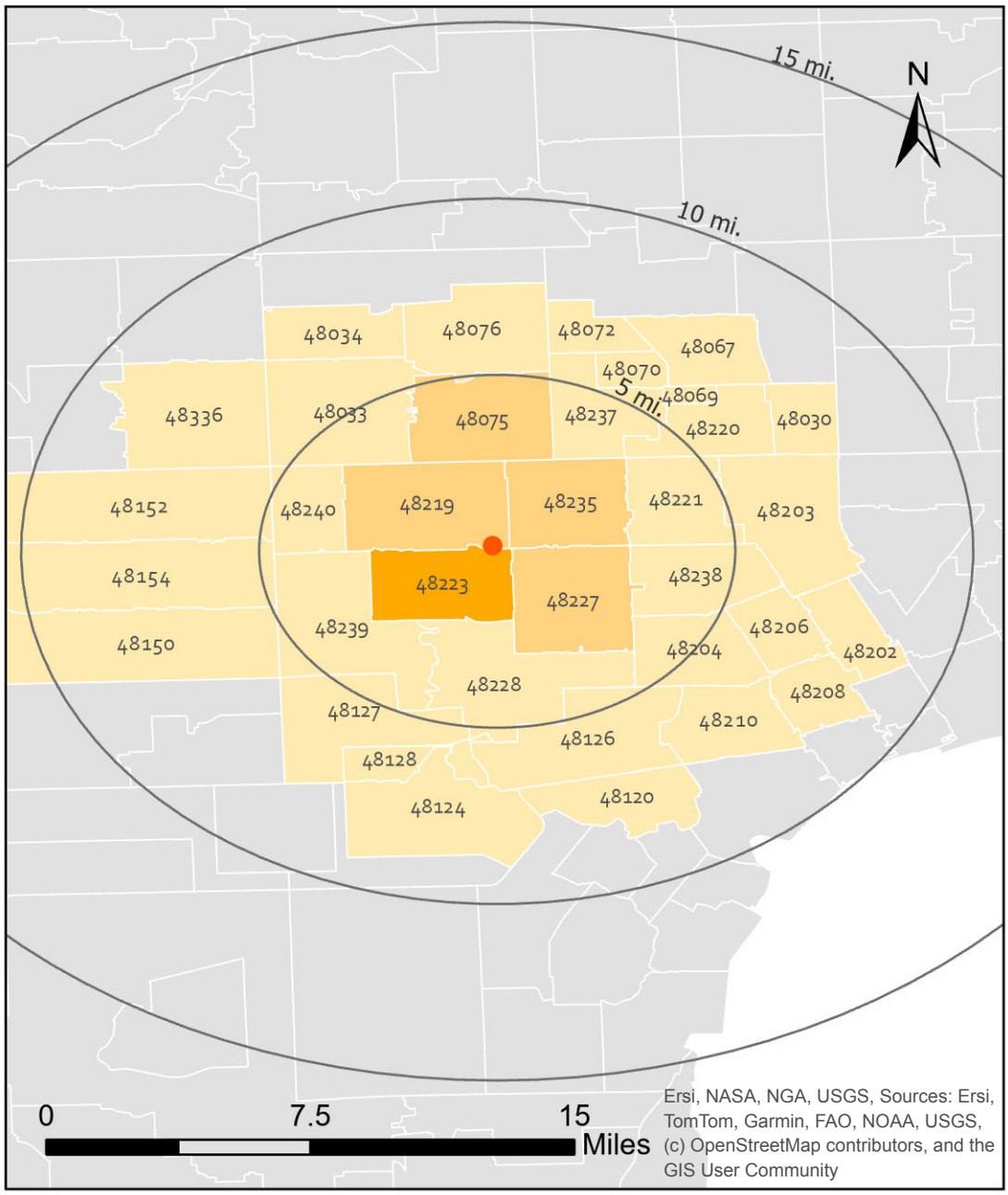
Nearby Zip codes that <u>are not</u> attending FM (*Based on Map)*

Within 5 Miles: N/A (49855 and 49866 are attending)

Within 10 Miles: 49871, 49841

Within 15 Miles: 49808, 49885

NW Detroit Farmers Market



FM Zip Code

Zip Codes Attending Market

Suggested Zip Codes Not Currently Attending FM

Zip Codes Attending FM

Zip Code	Percentage of visitors from code
48223	35%
48219	21%
48235	8%
48227	6%
48075	3%

Northwest Detroit Farmers Market

Top 5 area codes of visitors[1]	Percentage of visitors from zip code[1]	Median Household Income[3] (USD)	Poverty[3] (percent)	Median Age[3]	Hispanic or Latino Population[2] (percent)	Percent households receiving food stamps/SNAP in Married-couple family[3] (estimated)
48223	35%	42,324	23.9	34	2%	12.4
48219	21%	43,882	27.3	38.1	1.4%	9.8
48235	8%	41,011	29.7	37.6	1%	10.1
48227	6%	36,221	31.2	37.8	1%	13.8
48075	3%	67,630	10.2	38	2.2%	13

Data Sources: Farm2Facts[1], U.S. Census[2], American Community Survey[3]

Takeaways

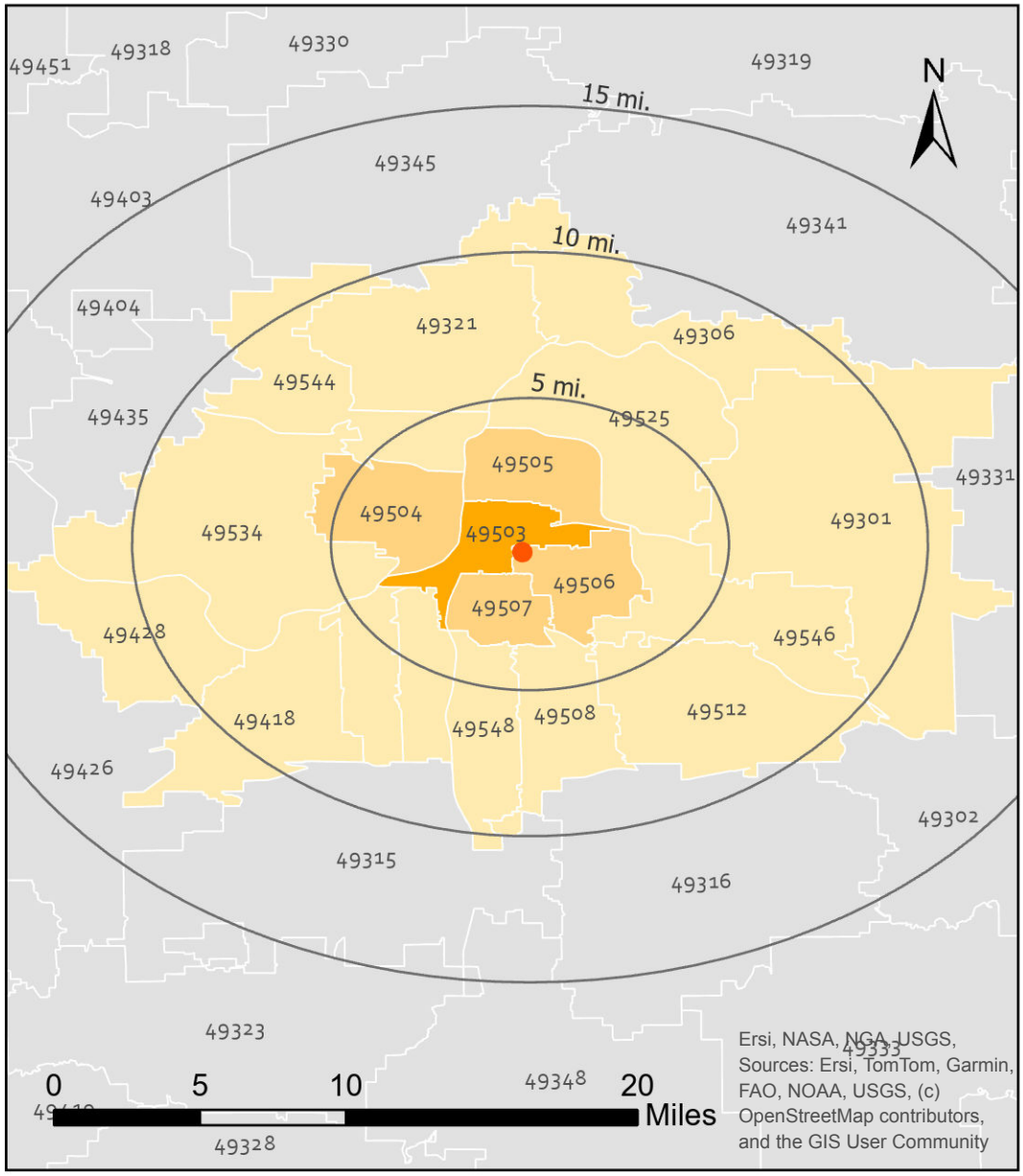
- All of the top 5 zip codes currently attending the FM are below the national and MI median household income threshold. Additionally, all but **48075** also have poverty percentages that are at least double that of the national and state percentages.
- Zip codes **48235, 48227** and **48075** represent a relatively low presence at the FM and could benefit from outreach regarding FM produce pricing.

Nearby Zip codes that <u>are not</u> attending FM (*Based on Map)*

Within 5 Miles: 48239,48240, 48033, 48228, 48204, 48238, 48221, 48237

Within 10 Miles: 48336, 48152, 48154, 48150, 48127, 48124, 48128, 48126, 48120, 48210, 48208, 48206, 48202, 48203, 48030, 48220, 48269, 48067, 48070, 48072, 48076, 48034,

Fulton Street Farmers Market



FM Zip Code

Zip Codes Attending Market

Suggested Zip Codes Not Currently Attending FM

Zip Codes Attending FM

Zip Code	Percentage of visitors from code
49506	29%
49503	19%
49507	8%
49505	7%
49504	6%

Fulton Street Farmers Market

Top 5 area codes of visitors[1]	Percentage of Visitors from zip code[1]	Median Household Income[3] (USD)	Poverty[3] (percent)	Median Age[3]	Hispanic or Latino Population[2] (percent)	Percent households receiving food stamps/SNAP in Married-couple family[3] (estimated)
49506	19%	112,287	7.3%	33.4	5%	25.2
49503	19%	61,734	22.3%	30.9	21.2%	10.5
49507	8%	56,578	27.3%	29.9	30.9%	9.9
49505	7%	71,692	16.4%	34.7	7.2%	14
49504	6%	68,326	15.6%	32.9	16.1%	6.2

Data Sources: Farm2Facts[1], U.S. Census[2], American Community Survey[3]

Takeaways

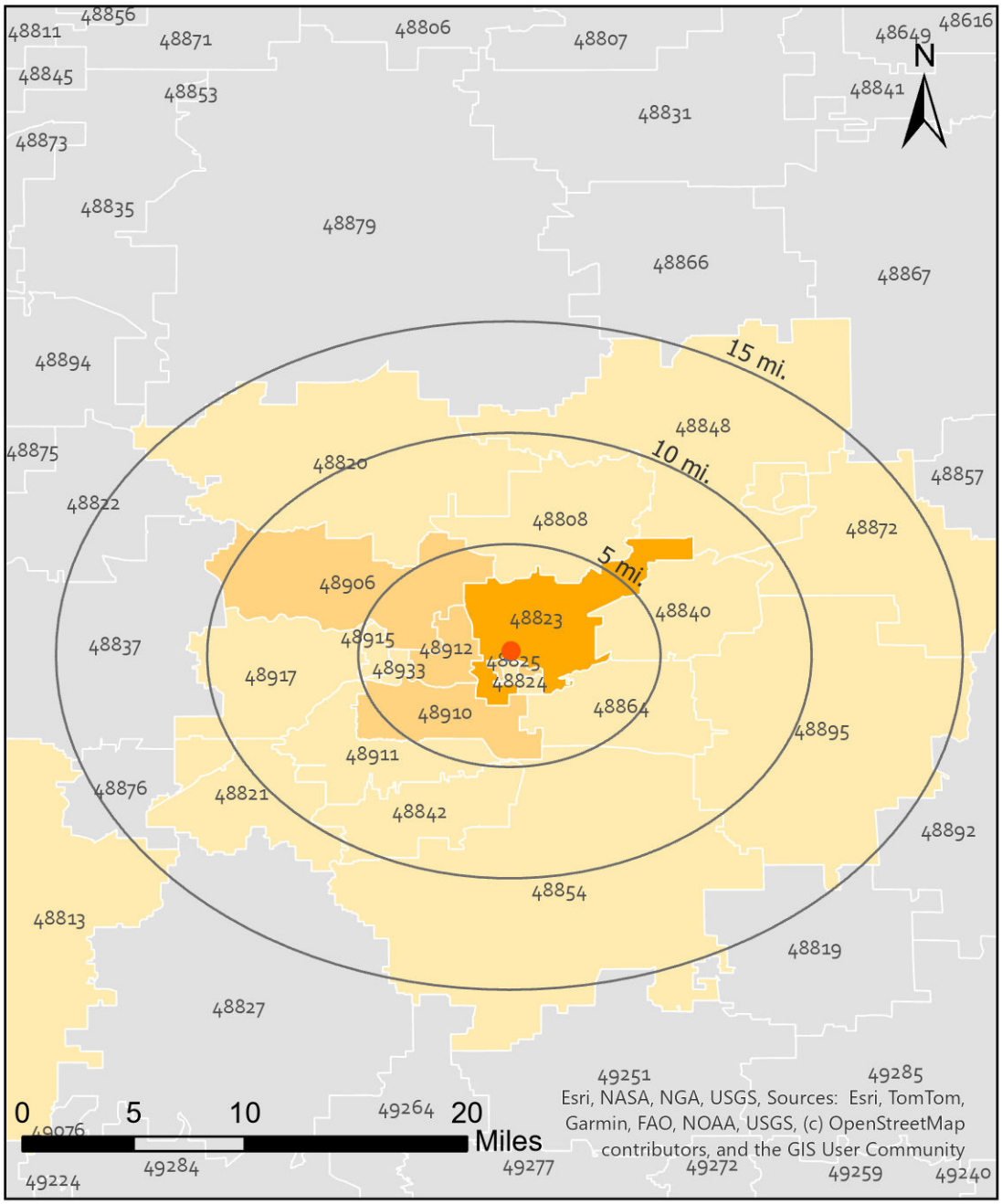
- While the median household income in zip code **49506** is relatively high there is a large percentage (25.2) of households receiving SNAP that could benefit from FM SNAP related outreach.
- The median household income for zip codes **49503** and **49507** are below the state and national thresholds and the poverty percentage is about double the U.S. and state threshold.
- Zip codes **49504** and **49505** both have poverty percentages above the national and MI threshold and have a low presence at the FM.

Nearby Zip codes that <u>are not</u> attending FM (*Based on Map)*

Within 5 Miles: 48109

Within 10 and 15 Miles: 48130, 48189, 48198, 48176

East Lansing Farmers Market



Zip Codes Attending FM

Zip Code	Percentage of visitors from code
48823	48%
48912	6%
48906	5%
48910	4%
48825	3%

FM Zip Code

Zip Codes Attending Market

Suggested Zip Codes Not Currently Attending FM

East Lansing Farmers Market

Top 5 area codes of visitors[1]	Percentage of visitors from zip code[1]	Median Household Income[3] (USD)	Poverty[3] (percent)	Median Age[3]	Hispanic or Latino Population[2] (percent)	Percent households receiving food stamps/SNAP in Married-couple family[3] (estimated)
48823	48%	50, 837	31.8	24.6	5.8%	17
48912	6%	53,072	20.1	32.2	11.2%	13.2
48906	5%	61,533	18.3	36.3	14.5%	17.6
48910	4%	52,154	17	34.2	13.3%	16
48825	3%	Information not found	Information not found	19.4	4%	Information not found

Data Sources: Farm2Facts[1], U.S. Census[2], American Community Survey[3]

Takeaways

- For all the zip codes for which the information was found, the median household income was lower than the national and MI threshold.
- For all the zip codes for which information was found, the poverty percentage was above the national and MI thresholds, SNAP participation followed a similar trend.
- There is very little information for zip code 48825 although it is in close proximity to the FM.

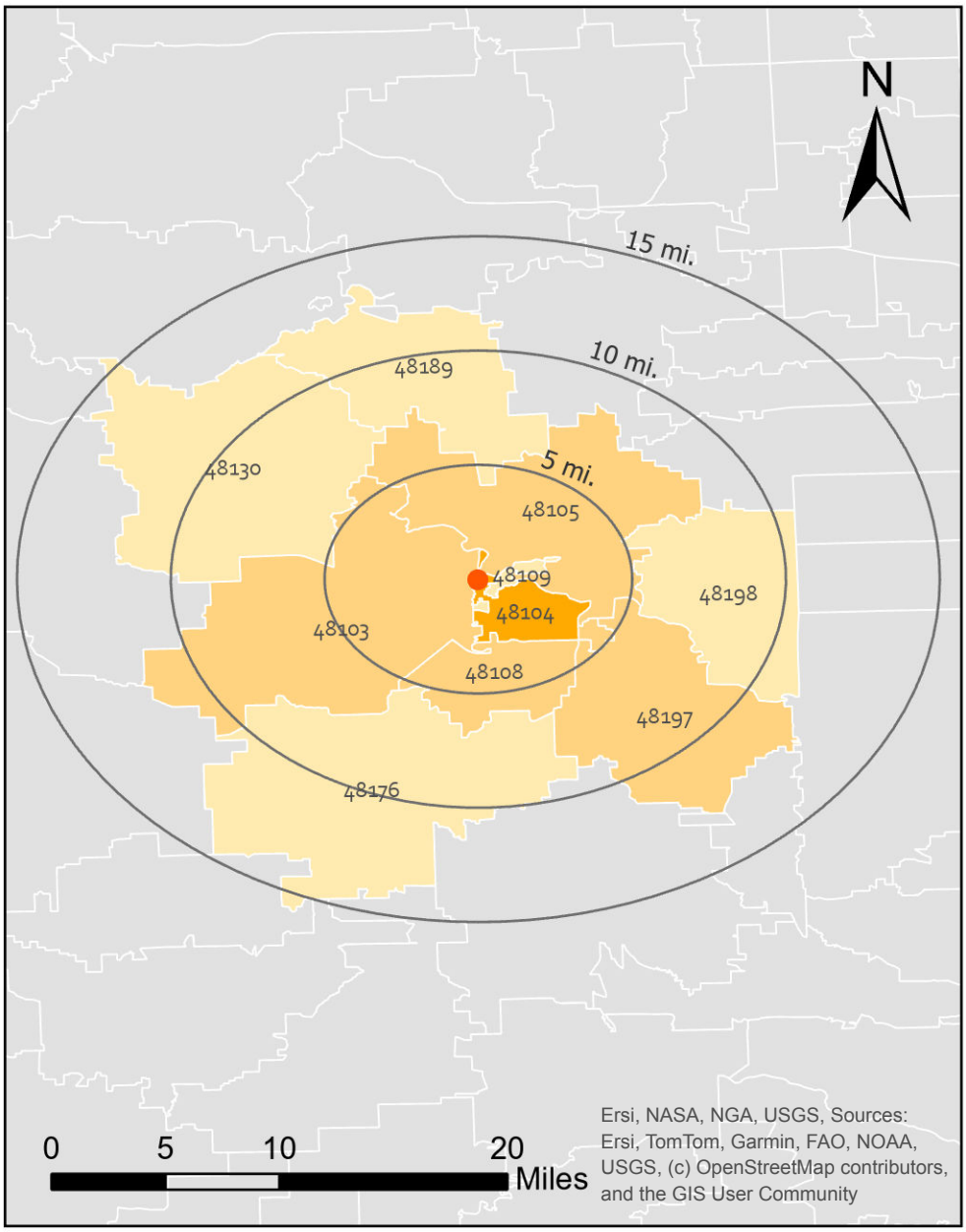
Nearby Zip codes that <u>are not</u> attending FM (*Based on Map)*

Within 5 miles: 48825, 48824, 48933, 48915, 48864, 48840, 48808

Within 10 Miles: 48820, 48917, 48911, 48842, 48854, 48895, 48848, 48872, 48821

Within 15 Miles: 48813

Ann Arbor Farmers Market



FM Zip Code

Zip Codes Attending Market

Suggested Zip Codes Not Currently Attending FM

Zip Codes Attending FM

Zip Code	Percentage of visitors from code
48103	27%
48104	18%
48105	14%
48108	6%
48197	2%

Ann Arbor Farmers Market

Top 5 area codes of visitors[1]	Percentage of visitors from zip code[1]	Median Household Income[3] (USD)	Poverty[3] (percent)	Median Age[3]	Hispanic or Latino Population[2] (percent)	Percent households receiving food stamps/SNAP in Married-couple family[3] (estimated)
48103	27%	115,513	8.5	40.2	5.7%	18.4
48104	18%	63,341	36.3	22.9	6%	29
48105	14%	94,737	14.5	31.8	4.4%	25.5
48108	6%	80,425	12.6	36.3	6.5%	27.2
48197	2%	70,913	13.2	33.2	7.2%	22.9

Data Sources: Farm2Facts[1], U.S. Census[2], American Community Survey[3]

Takeaways

- All of the top 5 zip codes currently attending the FM have relatively high SNAP participation as compared to the national and MI levels and could benefit from SNAP related FM outreach.
- Despite having a higher median income zip codes 48105, 48108 and 48197 have relatively lower FM presence and perhaps have skewed incomes given the high SNAP participation.

Nearby Zip codes that <u>are not</u> attending FM (*Based on Map)*

Within 5 miles: 48109

Within 10 and 15 miles: 48189, 48130, 48176, 48198



Marquette FM Mailer (front)





Stamp:

Address:

DOWNTOWN FARMERS MARKET MARQUETTE

Instagram: @mqtfarmersmarket
Facebook: Downtown Marquette Farmers Market
Website: www.mqtfarmersmarket.com

All about Double Up Food bucks:

The Double Up Food Buck program is an incentive program, also known as a matching program, that works alongside SNAP. It provides additional funds for SNAP customers to use when shopping at farmers markets at no extra cost to them. In Michigan, the program will match a SNAP shopper's purchase amount up to $10 per day. The Double Up tokens ($2 silver tokens distributed by the program) are only able to be spent on Michigan grown fruits and vegetables. The tokens are distributed at the time of the customer's SNAP transaction, and the tokens are spent with vendors for the value of the token. For example, if a shopper requests $10 from their SNAP Bridge Card to spend at the market, they would receive the $10 they requested and $10 of Double Up Tokens. Vendors return the tokens at the end of the market with their SNAP scrip to be reimbursed.



All About Snap/EBT Benefits:

Supplemental Nutrition Assistance Program ("SNAP") is the largest and most popular program at Michigan markets. SNAP is a federal program authorized by the USDA FNS office. As of April 2023, over 1.3 million Michigan residents, including over 550,000 children, received SNAP benefits at an average monthly amount of $170. This means over $235 million dollars are distributed in Michigan each and every month. SNAP benefits can be spent on eligible food items, including plants that produce food.

Marquette FM Mailer (back)

NORTHWEST DETROIT FARMERS' MARKET

Every Thursday!

4 pm- 8 pm

18445 Scarsdale St, Detroit, MI 48223

Shop over 20 local vendors!

SNAP/EBT Benefits Accepted

Come Redeem Double Up Food Bucks!

Other Food Assistance Benefits:

- Senior Project Fresh
- Prescription Fresh

MICHIGAN STATE UNIVERSITY

USDA Farm Facts

Signature Events:

- Juneteenth Celebration
- Fall Harvest Market
- Back-to-School Giveawat

Bring this flyer to the USDA booth to get a token

NW Detroit FM Mailer (front)



Northwest Detroit farmers' market

Stamp:



Address:

Instagram: nwdetroitfarmersmarket
Facebook: Northwest Detroit Farmers Market
Website: https://www.grandmontrosedale.com/northwest-detroit-farmers-market

All about Double Up Food bucks:

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Fulton St. FM Mailer (front)



Stamp:

Address:

FULTON ST. MARKET
OPEN YEAR-ROUND

Instagram: fultonstmarket
Facebook: Fulton Street Market
Website: https://www.fultonstreetmarket.org

All about Double Up Food bucks:

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QR to FAQ:

All About Snap/EBT Benefits:

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Fulton St. FM Mailer (back)

EVERY SUNDAY!

City of East Lansing FARMERS MARKET

100% Homegrown Makes Us Different

10AM - 2 PM

280 Valley Court, East Lansing, MI 48823

Shop over 20 local vendors!

SNAP/EBT Benefits Accepted



Come Redeem Double Up Food Bucks!



Other Food Assistance Benefits:

- Senior Project FRESH/ Market FRESH
- WIC Produce Connection

MICHIGAN STATE UNIVERSITY

USDA

Farm2Facts

Activities:

- Music
- Vendors

Bring this flyer to the USDA booth to get a token

East Lansing FM Mailer (front)



Stamp:





Address:

Instagram: eastlansingfarmersmarket
Facebook: East Lansing Farmers Market
Website: https://www.cityofeastlansing.com/farmersmarket

All about Double Up Food bucks:

The Double Up Food Buck program is an incentive program, also known as a matching program, that works alongside SNAP. It provides additional funds for SNAP customers to use when shopping at farmers markets at no extra cost to them. In Michigan, the program will match a SNAP shopper's purchase amount up to $10 per day. The Double Up tokens ($2 silver tokens distributed by the program) are only able to be spent on Michigan grown fruits and vegetables. The tokens are distributed at the time of the customer's SNAP transaction, and the tokens are spent with vendors for the value of the token. For example, if a shopper requests $10 from their SNAP Bridge Card to spend at the market, they would receive the $10 they requested and $10 of Double Up Tokens. Vendors return the tokens at the end of the market with their SNAP scrip to be reimbursed.

QR to Special Events:

All About Snap/EBT Benefits:

Supplemental Nutrition Assistance Program ("SNAP") is the largest and most popular program at Michigan markets. SNAP is a federal program authorized by the USDA FNS office. As of April 2023, over 1.3 million Michigan residents, including over 550,000 children, received SNAP benefits at an average monthly amount of $170. This means over $235 million dollars are distributed in Michigan each and every month. SNAP benefits can be spent on eligible food items, including plants that produce food.

East Lansing FM Mailer (back)

Ample parking nearby

Ann Arbor farmers market

great produce and more since 1919

Shop over 120 local vendors!

315 Detroit Street, Ann Arbor, MI 48104

Every Saturday & Wednesday!

7 AM - 3 PM

SNAP/EBT Benefits Accepted

Come Redeem Double Up Food Bucks!

Other Food Assistance Benefits:

- Prescription for Health
- Senior Project Fresh Fresh Food Programs

MICHIGAN STATE UNIVERSITY

USDA Farm Facts

Activities:

- Music
- Kids Events
- Cooking Demos
- Food Truck Rallies
- Vendors

Bring this flyer to the USDA booth to get a token

Ann Arbor FM Mailer (front)





Stamp:

Address:



Instagram: a2market
Facebook: Ann Arbor Farmers Market
Website:
www.a2gov.org/parks-and-recreation/parks-and-places/ann-arbor-farmers-market/

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QR to Parking Map:
(scroll towards bottom of page)

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Marquette FM Student Appreciation Day Flyer



NW Detroit FM Customer Appreciation Day Flyer



Fulton St. FM Student Appreciation Day Flyer



Ann Arbor FM Student Appreciation Day Flyer

Giveaway Customer Survey

Thank you for supporting your local farmers' market and farmers. We'd like to understand better what made you decide to come today. We're really glad you're here!

0. Which market did you attend today?

1, Is this your first time attending this market? Yes / No

2. Had you heard of this market before today? Yes / No

3. I am interested in the farmers' market because:

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree
I care about my health and markets are part of a healthy lifestyle.					
I want to utilize discounts and incentives.					
I want my food dollars to support local farmers and vendors.					
I view markets as a fun, free community outing					
I value the quality of the produce					
I want to get products from specific vendors.					
Other (write here):					

4. I came to the market specifically today because (circle all that apply):
   - Recently found out about the market
   - Events and activities at the market
   - I wanted to redeem a coupon or nutrition incentive
   - Other _____

5. What would help you make shopping at farmers' markets a more regular activity for you?

Demographics

6. How do you define your gender?

Male Female Other

7. Age:

18-25 26-40 41-60 Older than 60

8. How would you define your ethnicity (circle all that apply)?

White American Indian or Alaska Native Hispanic or Latino Middle Eastern or North African Black or African American Native Hawaiian or Other Pacific Islander Asian Other:

9. What is your preferred language?

10. What zip code are you coming from today?

11. Do you have any other feedback to share?

12. Would you be willing to participate in a future focus group for an additional incentive? Yes / No

12.a. If yes, please provide your e-mail address here: