

Farmers' Markets Association of Manitoba
Economic Impact Study - "Quick Facts"

The following impacts were arrived at from vendor data collected during the 2008 market season by Dungannon Consulting Services, as part of an Economic Impact Study commissioned by the Farmers' Markets Association of Manitoba (FMAM). For more detail on methodology and results, please consult the full study found at:

<http://www.manitobafarmersmarkets.ca/>

Number of FMAM Markets	18	at time of study
Number of Vendors (approximate)	405	estimated in coordinator interviews
Average Sales/Vendor	\$5,629	as reported by survey
Estimated Annual Sales	\$2,280,000	(vendors multiplied by avg. sales)
"Other Sector" Purchases	\$1,140,000	(50% of sales)
Multiplier Effect	3.0	(indirect and induced effects)
Overall Impact	\$10.26 million	multiplier times sum of sales and other sector purchases

