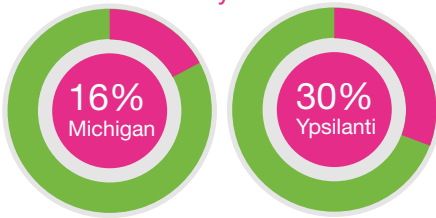




# Farmers Markets Are Good for Our Health

## Sobering Statistics Show Ypsilanti's Income and Health Disparities

Residents living below the Poverty Line



ANN ARBOR	YPSILANTI
Average age of death: 76	Average age of death: 66
Diabetes rate: 3.2%	Diabetes rate: 8.7%

Source: Washtenaw Co. Public Health

**45%** of Ypsilanti Farmers Markets customers surveyed have an annual household income of less than \$25,000

**39%** said their households participate in SNAP/Bridge Card

- 4%** participate in WIC
- 15%** receive Disability
- 2%** are on unemployment
- 3%** other govt assistance



## Ypsilanti Farmers Markets Matter!

A majority of the Ypsilanti area is labeled as Low-Income, Low-Access by the USDA (a measure of food deserts), with limited access to healthy food. Growing Hope's Ypsilanti Farmers Markets have real health impacts here, from healthy food access, to increasing consumption!

**80%** of customers surveyed report that our Ypsilanti Farmers Markets (YFM) have increased their access to affordable, healthy food.

**68%** of customers report eating more fruits & veggies as a result of shopping at the YFM

**91%** of customers stated that purchasing fruits & vegetables was one reason for their trip to the market that day.

**53%** of customers consume more than 5 servings of fruits & veggies on a typical day. In Washtenaw County, the average is closer to 20%.

**74%** surveyed said they have been eating a wider variety of produce as a result of shopping at Ypsilanti Farmers Markets.



## Sampling Healthy Food at Farmers Markets Improves Diets

**64%** of YFM customers surveyed said they had tried the fruit and vegetables at the sampling table at the market.

**88%** of customers who sampled healthy food at the markets said they would make and eat it again at home.

**40%** of the respondents said that trying food at the sampling table influenced what they purchased at the market.



# Health Organizations & Markets Working Together

## Fresh, Healthy Food Is Crucial For Wellness:

- Farmers Markets offer local fruits and vegetables, freshly picked, ripe, and at the peak in flavor and nutrition.
- People who shop at farmers markets are more likely to consume five or more servings of fruits and vegetables daily (Public Health Nutrition).
- Diets rich in fruits and vegetables may help prevent the development of cancer and chronic diseases such as Type II Diabetes, Obesity, and Cardiovascular Disease (CDC).



## Michigan Health Care Organizations Invest in Farmers Markets

The positive impacts of farmers markets on the consumption of fresh fruits and vegetables are well established. With an eye to improving health outcomes in their communities, some health care organizations are responding by funding and running farmers markets themselves, often on-site.

**Beaumont Hospital,**  
Royal Oak

**Bronson Health,**  
Kalamazoo

**St. Joseph's Mercy,**  
Ann Arbor

**Chelsea Community Hospital,** Chelsea

**Metro Health,** Wyoming

## Health Care Sector Says Prevention Matters by Sponsoring Farmers Markets in Communities Across Michigan

**Chelsea Community Hospital**  
Chelsea Farmers Market

**Crittenton Hospital**  
Lake Orion Farmers Market

**Epiphany Health**  
Milford Farmers Market

**Health Quest**  
Farmington Farmers & Artisan Market

**Henry Ford Wyandotte Hospital**  
Wyandotte Farmers Market

**Oakwood Healthcare**  
Dearborn Farmers & Artisans Market

**Personalized Hearing Care**  
South Lyon Farmers Market

**Sparrow Health System**  
Allen Neighborhood Center Farmers Market

