



Beloit 2025 Farmers Market Impact

\$6.7 million

**Revenue from
Farmer's Market**

\$2.9 million

**additional sales for
Downtown Beloit**

Market Profile

The Beloit Farmers Market is the 2nd largest Farmers Market in Wisconsin. It has been occurring on Saturday mornings in downtown since 1975. The market is coordinated by the Downtown Beloit Association and spans 2 blocks of on-street space. The market runs from the beginning of May through the end of October on Saturday mornings from 8 AM to 1 PM. This study examined vendor and visitor patterns occurring over the six-month 2025 market season.

**2nd Largest
Farmers Market**

**Market spending
increased by
15%**

**Downtown spending
increased by
34%**

Economic Impact

Over the course of the season, the market generated an estimated **\$6.7 million** in total sales.

Individual visitors spent an average of **\$43.37** on goods and services at the market. About half of the visitors spend on Downtown Beloit. The impact on the downtown economy is about **\$2.9 million**, with average spending being **\$18.84** at Downtown Beloit.

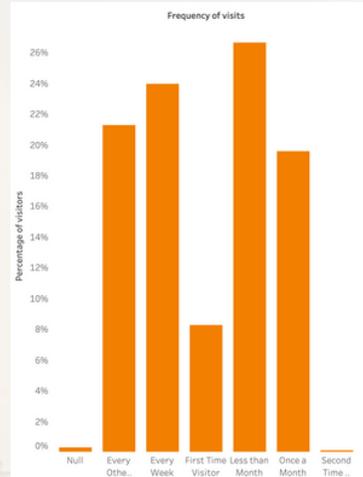
The average market spending has increased 15% and downtown spending has increased by 34% compared to last year!

Visitor Profile

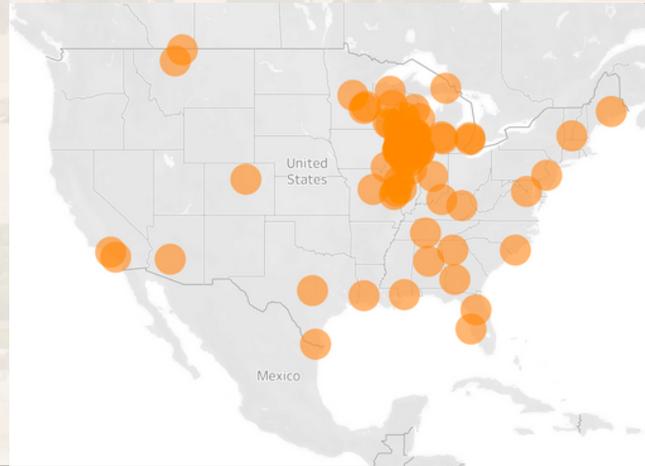
Attendance

Over the season, attendance fluctuated based on weather and time of year, with the average Saturday market in Beloit during peak season attracting more than **5,913** visitors and an estimated total of **153,738** visitors throughout the whole season. Visitor counts were highest on average between 9 AM and 10 AM, with 10 AM to 11 AM a close second.

The market receives a good distribution of regular and occasional visitors. 45.18% visitors come to the market every week or every other week, while about 26.61% visit the market less than a month.

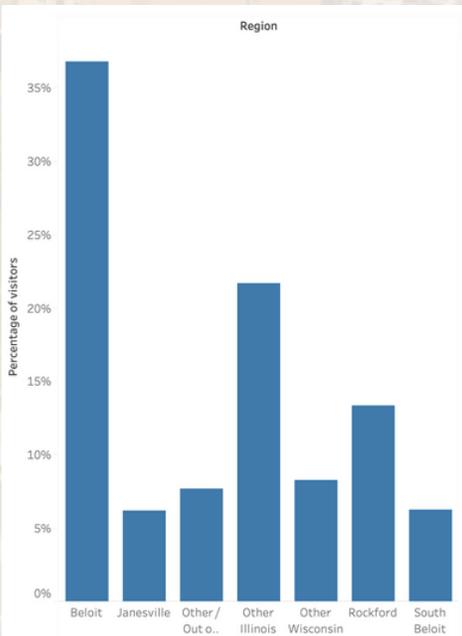


153,738
visitors



Demographic

Visitors to the market traveled from a large geographic area, as shown in the map. In total, 42.9% of visitors were from Rock County, and another 19.57% were from Winnebago County. 29.89% of visitors are from other places in Illinois and Wisconsin. There have also been visitors to the market from the furthest region of the country, including Texas and Montana.



Vendor Profile

Goods Offered

The Farmers Market has offerings from a range of products. The chart at right illustrates the relative breakdown of vendors by the type of products sold. In this study, farm products include fresh foods planted, grown, and harvested with no or minimal processing. Value-added products are those that are made from raw ingredients that they produce and process through baking, cooking, canning, or other preserving or processing. Prepared food includes products that are made from goods primarily purchased and intended for immediate consumption. The other category includes artisan crafts or other handmade or resold goods. About 57% of the goods are produced by the farmers.



164
vendors

57%
vendors are Farmers

Demographics

In 2025, Beloit's Saturday market included goods and produce from 164 total vendors. About 40% of these vendors attended at least three-quarters of all market dates, with an average of 87 vendors present on each market day, with a low at the end of the season at an average of 72 vendors the last two weeks.

Methodology

Visitor counts and surveys were conducted across five market days during the season. The counts occurred once in June, once in July, and once in August, while surveys were conducted once in June and another in July, and continued in August. Surveys were conducted by interviewing visitors intermittently throughout the market with a goal of achieving a pre-determined and standardized minimum threshold of surveys based on market size.

“Visitors are interested in expansion of Farmers Market”

Visitors Expectations

Most visitors are content with what is offered at the Farmers Market. Some are interested in the expansion of the Market with more fresh produce or more arts supplies. Some visitors have expressed eagerness for more shops and restaurants in downtown Beloit, such as shopping complexes, grocery store or ethnic restaurants. Some of these are already work in progress by Downtown Beloit.