

Madison Public Market's MarketReady Program



July 5, 2017
MarketReady Applications

Total Applicants:	83	
Female	51	59%*
First-generation Immigrant	24	29%*
Race[^]		
American Indian or Alaskan Native	3	4%
Asian	12	14%
Black or African-American	24	29%
Hispanic or Latino	15	18%
White	32	38%
Other/Prefer not to disclose	3	4%

Sample of some of the applications received:

- Prepared food from Laotian, Tibetan, Venezuelan, Indian, Cajun, and many other cultural traditions
- Tortilla maker who grows and grinds heritage varieties of corn from Mexico
- Two men's clothing designers: originally from Togo and India
- A book shop with a focus on local authors and bilingual children's books
- Fair trade imported crafts
- Woodworking social enterprise for people experiencing housing instability

*The percent of applicants identifying as female or as a first-generation immigrant do not sum to 100 when added to the percent of applicants identifying as male or as non-immigrants because some applicants chose not to disclose this information.

[^]The percentages will sum to greater than 100 because some applicants identify as bi-racial.

