

Vancouver Farmers Markets - Market Overview



Founded in 1995, Vancouver Farmers Markets (VFM) has grown to become one of Canada's leading farmers markets organizations, with **nine weekly markets, 470,000 shoppers per year, and annual vendor sales of \$9.1 million.**

We operate **7 weekly summer markets** and **2 weekly winter markets** throughout the City of Vancouver, and each of our locations are as unique as the neighbourhood that hosts it.

Trout Lake Market, est. 1995

Average weekly attendance: 3,800 **Day of the week:** Saturday

Vancouver's most established farmers market, Trout Lake is a summer institution in East Van and a Saturday destination for people across the Lower Mainland. 46% of Trout Lake shoppers come from outside of the neighbourhood, and this market sees a diverse mix of families, retirees, and young foodies.



West End Farmers Market

West End Market, est. 1998

Average weekly attendance: 3,200 **Day of the week:** Saturday

Once a best kept secret of the neighbourhood, the West End Market has grown to become a bustling, lively space that draws shoppers from across the downtown core, Vancouver's West side, and as far afield as North and West Vancouver. West End shoppers are a mix of young families, singles, seniors, and tourists from near-by cruise ships and Robson St.

Kitsilano Market, est. 2007

Average weekly attendance: 3,800 **Day of the week:** Sunday

The residents of Kitsilano are passionate about their farmers market, and this location has been a success story since it's first season back in 2007. A busy, crowded spot from May-October, the Kitsilano Market has a steady, core shopper base mainly composed of families and retirees with above-average household incomes.

Main St. Station Market, est. 2009

Average weekly attendance: 1,500

Day of the week: Wednesday

Located just steps from one of Vancouver's busiest transit hubs at Main & Terminal, Main St. Station is a popular destination for commuters, chefs, and neighbours alike. Over 25% of Main St. shoppers live outside of Vancouver and make this market a mid-week stop for groceries and picnic dinner in the park.



Main St. Station Farmers Market

Riley Park Winter Market, est. 2010

Average weekly attendance: 2,500

Day of the week: Saturday

Formerly known as Nat Bailey Winter Market, this location is one of our busiest and a testament to Vancouver's love of local food. Rain or shine, sleet or snow, this market brings shoppers from across the city and beyond, drawn by the best selection of local produce you can find anywhere in winter. The Riley Park shopper is a composite of all of our other markets combined, and draws an additional customer group from near-by Hillcrest Community Centre.

Mount Pleasant Market, est. 2013

Average weekly attendance: 1,200

Day of the week: Sunday

Like our Kitsilano location, Mount Pleasant is a strong, neighbourhood market that shoppers come to because it's close to home and they can walk or bike. One of our fastest growing markets, Mount Pleasant attracts new families and couples looking for high quality, local, and organic products.

Hastings Park Winter Market, est. 2014

Average weekly attendance: 1,000

Day of the week: Sunday

Hastings Park is our up-and-coming winter market at the PNE Fairgrounds. Started in 2014, this market was created to meet a rising demand for local food during the winter on Vancouver's east side. Hastings Park sees a diverse mix of shoppers, and also draws from near-by Burnaby and North Vancouver.



Downtown Market, est. 2016

Average weekly attendance: 1,400

Day of the week: Thursday

Downtown Market is the new home of our former Thursday Yaletown Market. Located at the Queen Elizabeth Theatre Plaza, this market is frequented by professionals working in the downtown core, tourists, and residents from the neighbouring apartment complexes.

Mt. Pleasant Farmers Market

Riley Park Market, est. 2017

Average weekly attendance: 1,000

Day of the week: Saturday

Riley Park Farmers Market is our newest Saturday location at the redeveloped Riley Park site at Ontario & 30th Ave., home to a future market pavilion. This market plays host to many of the regulars from our winter market at Nat Bailey Stadium, and includes a great mix of families, retirees, and near-by residents.