

# Vancouver Farmers Markets - Market Overview

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Founded in 1995, Vancouver Farmers Markets (VFM) has grown to become one of Canada's leading farmers markets organizations, with **nine weekly markets, 450,000 shoppers per year, and annual vendor sales of \$8.5 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

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**Average weekly attendance:** 4,000      **Day of the week:** Saturday, May 6 - October 21

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 Market*

## West End Market, est. 1998

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**Average weekly attendance:** 3,500      **Day of the week:** Saturday, May 27 - October 21

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

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**Average weekly attendance:** 3,000      **Day of the week:** Sunday, May 7 - October 22

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**

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**Average weekly attendance:** 1,700

**Day of the week:** Wednesday, May 31 - October 4

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 Market*

## **Nat Bailey Winter Market, est. 2010**

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**Average weekly attendance:** 4,500

**Day of the week:** Saturday, November 5 - April 22

Our busiest market location, Nat Bailey Winter Market is 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 Nat Bailey shopper is a composite of all of our other markets combined, and draws an entirely different customer from near-by Hillcrest Community Centre.

## **Mount Pleasant Market, est. 2013**

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**Average weekly attendance:** 1,500

**Day of the week:** Sunday, June 24 - October 7

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**

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**Average weekly attendance:** 1,000

**Day of the week:** Sunday, November 6 - April 30

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*

## **Downtown Market, est. 2016**

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**Average weekly attendance:** 2,000

**Day of the week:** Thursday, June 1 - October 5

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.

## **Riley Park Market, est. 2017**

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**Average weekly attendance:** 1,500 (estimated)

**Day of the week:** Saturday, June 24 - October 7

As of June 2017, our new Riley Park Market will run on Saturdays at the newly redeveloped Riley Park site at Ontario & 30th. This market will be located across the road from our popular and well attended Nat Bailey Winter Market, in a neighbourhood that has an established and enthusiastic farmers market following.