

# Kitsilano Farmers Market Profile

Sundays, 10am-2pm | May to October | Est. 2007

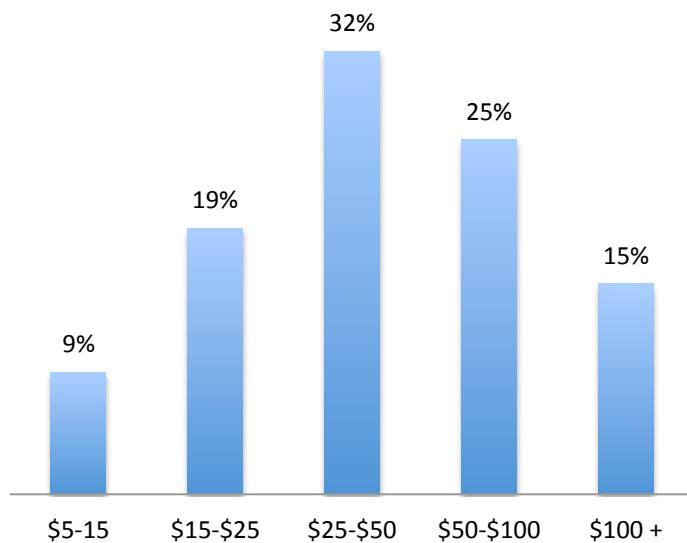
## Economic Profile

### Farmers Market Nutrition Coupon Program

2,323 Coupons Redeemed = \$6,969 in sales

\*FMNCP coupons contributed to <1% of total farm sales at Kitsilano Farmers Market

### How much \$ shoppers anticipate spending per market



\*Shoppers spend on average \$20.51/week at this market

### Vendor Sales Summary

Total Season Sales  
**\$1,754,695**

Total Per Market

**Avg: \$70,188 | High: \$84,710**

All Vendors

**Avg: \$1,449 | High: \$2,006**

Organic Farm

**Avg: \$2,351 | High: \$3,243**

Conventional Farm

**Avg: \$1,271 | High: \$1,940**

Meat/Seafood

**Avg: \$2,545 | High: \$4,569**

Prepared Food

**Avg: \$708 | High: \$1,372**

Craft

**Avg: \$811 | High: \$1,510**

Food Trucks

**Avg: \$912 | High: \$1,540**

\*Summary of market sales are generated through the collection of vendor reports. They are averages only – individual vendor sales vary greatly.

## Vendor Profile

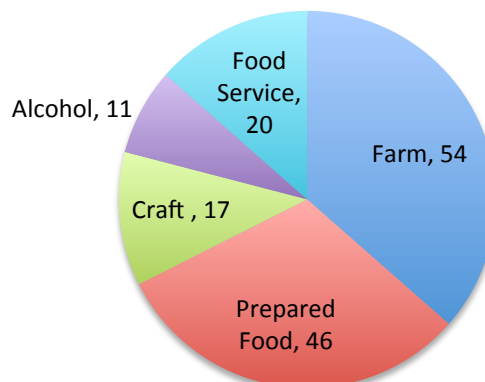
### Weekly Profile

**Avg # vendors/wk: 50**

# farm vendors/day: 25  
 # prep food vendors/day: 14  
 # craft vendors/day: 3  
 # alcohol vendors/day: 2  
 # food service/day: 5

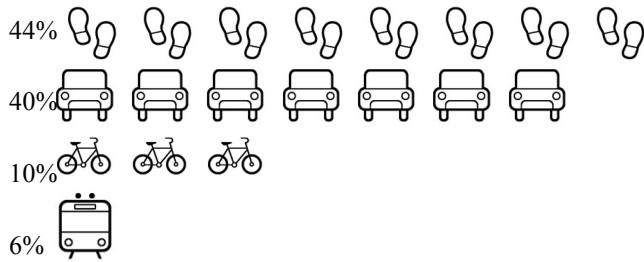
**Total Approved Vendors: 148**

### Approved Vendors By Category



## Shopper Profile

### How do they get to the market?



\*60% of shoppers use alternative transportation

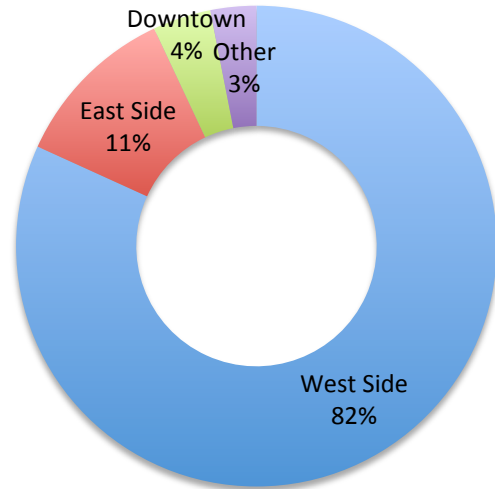
# of shoppers/season

**91,865**

avg # of shoppers/wk

**3,828**

### Where are they from?



**Kitsilano is the only VFM market on the West Side**

### Top 3 Factors Kitsilano shoppers consider when buying a product

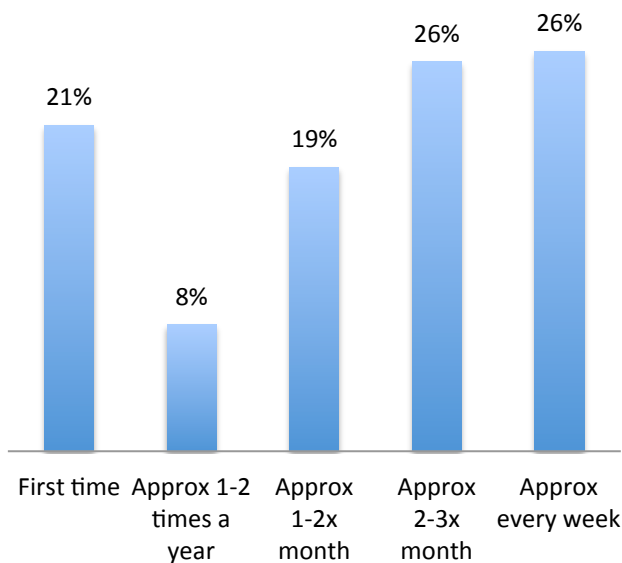
Local  
High Quality / Freshness  
Organic

### How did shoppers find out about this market?

44% Word of Mouth  
41% Other\*  
13% Social Media  
2% Newspaper Ad

\*other responses were "been coming forever – I don't remember!"; "by accident" & "Google search"

### How often do they come to the market?



### Which other markets have they attended?

