

## 2011 - 2016 Vancouver Farmers Markets Sales Summary

Summary of market sales by vendor category and location. We generate these results through collection of vendor reports – it is very important to submit your vendor report at the end of each market.

In 2016, we began tracking bread separately from the rest of the prepared food category to better demonstrate the sales of each group. We've also added the alcohol category this year and have added as much coffee service data as we were able at the time of publication.

Reminder that these numbers are averages, individual vendor sales will vary greatly. Market Managers may have a better idea of what range of sales you should expect.

### East Vancouver – 5 hours per week

	2016	2015	2014	2013	2012	2011
# Weeks	24*	25	24	24	24	24
Average # of vendors	57	56	56	58	59	57
Total season sales	\$2 077 650	\$2 099 225	\$2 021 679	\$2 003 242	\$1 904 126	\$1 669 063
Average total sales per day	\$83 106	\$83 969	\$84 237	\$83 468	\$79 338	\$69 544
Average All Vendors	\$1 451	\$1 493	\$1 487	\$1 447	\$1 359	\$1 230
Average Organic Farm	\$2 233	\$2 605	\$2 427	\$2 327	\$2 249	\$1 955
Average Conventional Farm	\$1 075	\$1 195	\$1 098	\$1 079	\$1 055	\$1 027
Average Meat/Seafood	\$1 950	\$1 875	\$1 793	\$1 907	\$1 877	\$1 586
Average Prepared Food <small>*without bread as of 2016</small>	\$1 005	\$1 235	\$1 117	\$1 074	\$1 053	\$1 056
Average Bread	\$2430					
Average Craft	\$694	\$689	\$641	\$575	\$491	\$481
Average Alcohol	\$1 106					
Average Food Service	\$991	\$1 225	\$1 170	\$1 274	\$1 250	\$ 998
Average Coffee Service	\$956	\$996	\$1 172	\$1075		

**\*cancelled October 15 for safety concerns arising from high winds in forecast**

**West End – 5 hours per week**

	2016	2015	2014	2013	2012	2011
# Weeks	21*	22	21	21	21	21
Average # of vendors	33	33	32	32	32	33
Total season sales	\$994 244	\$984 778	\$928 710	\$839 035	\$826 954	\$773 104
Average total sales per day	\$47 344	\$44 762	\$44 224	\$39 954	\$39 378	\$36 814
Average All Vendors	\$1 432	\$1 364	\$1 400	\$1 241	\$1 170	\$1 120
Average Organic Farm	\$2 586	\$2 360	\$2 305	\$2 110	\$2 037	\$1968
Average Conventional Farm	\$868	\$936	\$916	\$922	\$795	\$727
Average Meat/Seafood	\$1 610	\$1 587	\$1 394	\$1 384	\$1603	\$1 245
Average Prepared Food	\$899	\$956	\$993	\$858	\$892	\$903
Average Bread	\$1 895					
Average Craft	\$603	\$729	\$526	\$483	\$467	\$438
Average Alcohol	\$861					
Average Food Service	\$925	\$736	\$982	\$1 080	\$924	\$697
Average Coffee Service	\$709					

\*cancelled October 15 for safety concerns arising from high winds in forecast

**Kitsilano\*\* – 4 hours per week**

	2016	2015**	2014	2013	2012	2011
# Weeks	25	25	24	24	23	23
Average # of vendors	49	52	51	53	52	49
Total season sales	\$1 756 794	\$1 521 288	\$1 577 486	\$1 534 422	\$1 350 860	\$1 285 827
Average total sales per day	\$70 271	\$59 218	\$65 728	\$66 714	\$58 733	\$55 905
Average All Vendors	\$1 442	\$1 263	\$1 368	\$1 323	\$1 126	\$1 149
Average Organic Farm	\$2 351	\$1 934	\$2 112	\$2 219	\$1 752	\$1 703
Average Conventional Farm	\$1 207	\$1 507	\$1 272	\$1 136	\$922	\$1 015
Average Meat/Seafood	\$2 545	\$1 505	\$1 587	\$1 499	\$1 393	\$1 199
Average Prepared Food	\$707	\$897	\$1 059	\$952	\$863	\$753
Average Bread	\$2372					
Average Craft	\$799	\$565	\$557	\$486	\$479	\$480
Average Alcohol	\$1 109					
Average Food Service	\$922	\$954	\$1 000	\$995	\$1 012	\$1 048
Average Coffee Service	\$792					

**\*\*FIRST 6 WEEKS AT RILEY PARK LOCATION**

**Main St Station – 4 hours per week**

	2016	2015	2014	2013	2012	2011
# Weeks	19	19	18	18	18	19
Average # of vendors	29	27	28	29	27	29
Total season sales	\$324 013	\$302 909	\$348 500	\$401 534	\$398 493	\$360 840
Average total sales per day	\$17 053	\$15 942	\$19 361	\$22 307	\$22 138	\$18 991
Average All Vendors	\$596	\$621	\$683	\$718	\$758	\$635
Average Organic Farm	\$1199	\$1 445	\$1 569	\$1 388	\$1 212	\$1 099
Average Conventional Farm	\$518	\$530	\$491	\$504	\$619	\$532
Average Meat/Seafood	\$938	\$676	\$860	\$881	\$1 108	\$908
Average Prepared Food	\$306	\$395	\$484	\$520	\$566	\$428
Average Bread	\$755					
Average Craft	\$303	\$185	\$267	\$318	\$393	\$291
Average Food Service	\$206	\$431	\$405	\$510	\$510	\$529
Average Coffee Service	\$309					

**Mt Pleasant Farmers Market Trial – 4 hours per week**

	2016	2015	2014	2013
# Weeks	18	18	18	10
Average # of vendors	29	23	24	18
Total season sales	\$303 506	\$243 586	\$232 189	\$90 886
Average total sales per day	\$16 861	\$13 532	\$12 899	\$9 089
Average All Vendors	\$573	\$580	\$526	\$522
Average Organic Farm	\$690	\$1 034	\$707	\$1 028
Average Conventional Farm	\$664	\$757	\$610	\$474
Average Meat/Seafood	\$933	\$729	\$604	\$689
Average Prepared Food	\$360	\$416	\$298	\$348
Average Bread	\$973			
Average Craft	\$420	\$238	\$367	\$158
Average Alcohol	\$741			
Average Food Service	\$458	\$506	\$399	\$342
Average Coffee Service	\$205			

## Yaletown/Downtown Farmers Market

	2016**	2015	2014	2013
# Weeks	26	26	22	19
Average # of vendors	28	30	25	20
Total season sales	\$437 999	\$678 260	\$466 512	\$226 483
Average total sales per day	\$16 846	\$26 086	\$21 205	\$11 920
Average All Vendors	\$594	\$863	\$790	\$593
Average Organic Farm	\$774	\$1 400	\$1 284	\$1 323
Average Conventional Farm	\$578	\$741	\$590	\$377
Average Meat/Seafood	\$779	\$1 240	\$1 039	\$612
Average Prepared Food	\$414	\$752	\$720	\$525
Average Bread	\$1 037			
Average Craft	\$316	\$480	\$336	\$211
Average Alcohol	\$550			
Average Food Service	\$321	n/a	n/a	n/a
Average Coffee Service	\$178	n/a	n/a	n/a

\*\*First 4 weeks at Yaletown

## Total Summer Season Sales

2016	2015	2014	2013 (includes Mt Pleasant (10wk) & Yaletown (19wk) trials)	2012 (pre-Yaletown & Mt Pleasant) Includes Kerrisdale	2011 (includes Kerrisdale trial)
\$5 894 206	\$6 021 093	\$5 851 466	\$5 336 324	\$4 722 900	\$4 240 750

## Winter Season

### Hastings Park – 4 hours

	2016 Jan – Apr & Nov /Dec	2015 Winter Mar & Apr, Nov – Dec	2014 Fall Oct - Nov
# Weeks	24	15	9
Average # of vendors	36	35	38
Total season sales	\$464 748	\$329 170	\$212 403
Average total sales per day	\$19 364	\$21 944	\$23 600
Average All Vendors	\$540	\$587	\$624
Average Organic Farm	\$920	\$1 017	\$1 089
Average Conventional Farm	\$440	\$470	\$465
Average Meat/Seafood	\$1103	\$1 080	\$715
Average Prepared Food	\$378	\$426	\$508
Average Craft	\$287	\$367	\$395
Average Alcohol	\$973		
Average Food Service	\$358	\$487	\$602
Average Coffee Service	\$290	\$355	

**Nat Bailey Stadium – 4 hours**

Jan – Apr & Nov – Dec	2016	2015	2014	2013
# Weeks	24	25	25	25
Average # of vendors	71	71	72	66
Total year sales	\$2 100 020	\$2 171 483	\$2 047 144	\$1 951 607
Average total sales per day	\$87 500	\$86 859	\$81 886	\$78 064
Average All Vendors	\$1 263	\$1 347	\$1 221	\$1 198
Average Organic Farm	\$2 301	\$2 459	\$2 351	\$2 189
Average Conventional Farm	\$901	\$864	\$809	\$844
Average Meat/Seafood	\$1 754	\$1 792	\$1 585	\$1 617
Average Prepared Food	\$926	\$974	\$858	\$849
Average Alcohol	\$888			
Average Craft	\$741	\$593	\$565	\$534
Average Food Service	\$721	\$1 010	\$840	\$894
Average Coffee Service	\$520			

**Winter 2016 Season Sales: \$2 564 768**

**Total 2016 All Market Sales: \$8 458 974**