

2013 - 2017 VFM Summer 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 also added the alcohol category.

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.

MATURE MARKETS: These weekend markets have been running for over 10 years, have achieved word of mouth notoriety and are predominantly composed of experienced vendors who have built up a customer base. New vendors are not eligible for mature market dates in the first round of scheduling.

TROUT LAKE est. 1995	2017	2016	2015	2014	2013
# Weeks	25	24*	25	24	24
Average # of vendors	54	57	56	56	58
Total season sales	\$2 295 129	\$2 077 650	\$2 099 225	\$2 021 679	\$2 003 242
Average total sales per day	\$91 805	\$83 106	\$83 969	\$84 237	\$83 468
Average All Vendors	\$1 620	\$1 451	\$1 493	\$1 487	\$1 447
Average Organic Farm	\$2 614	\$2 233	\$2 605	\$2 427	\$2 327
Average Conventional Farm	\$1 210	\$1 075	\$1 195	\$1 098	\$1 079
Average Meat/Seafood	\$2 162	\$1 950	\$1 875	\$1 793	\$1 907
Average Prepared Food	\$1 199	\$1 005	\$1 235	\$1 117	\$1 074
Average Bread	\$2 454	\$2 430			
Average Craft	\$749	\$694	\$689	\$641	\$575
Average Alcohol	\$1 167	\$1 106			
Average Food Service	\$1 138	\$991	\$1 225	\$1 170	\$1 274
Average Coffee Service	\$1 181	\$956	\$996	\$1 172	\$1075

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

KITSILANO est. 2007	2017	2016	2015**	2014	2013
# Weeks	25	25	25	24	24
Average # of vendors	47	49	52	51	53
Total season sales	\$2 032 872	\$1 756 794	\$1 521 288	\$1 577 486	\$1 534 422
Average total sales per day	\$81 314	\$70 271	\$59 218	\$65 728	\$66 714
Average All Vendors	\$1 682	\$1 442	\$1 263	\$1 368	\$1 323
Average Organic Farm	\$2 614	\$2 351	\$1 934	\$2 112	\$2 219
Average Conventional Farm	\$1 478	\$1 207	\$1 507	\$1 272	\$1 136
Average Meat/Seafood	\$2 094	\$2 545	\$1 505	\$1 587	\$1 499
Average Prepared Food	\$1 145	\$707	\$897	\$1 059	\$952
Average Bread	\$2 384	\$2372			
Average Craft	\$782	\$799	\$565	\$557	\$486
Average Alcohol	\$1 271	\$1 109			
Average Food Service	\$1 031	\$922	\$954	\$1 000	\$995
Average Coffee Service	\$688	\$792			

**First 6 weeks at Riley Park Location

WEST END est. 1997	2017	2016	2015	2014	2013
# Weeks	22	21*	22	21	21
Average # of vendors	33	33	33	32	32
Total season sales	\$1 129 669	\$994 244	\$984 778	\$928 710	\$839 035
Average total sales per day	\$51 348	\$47 344	\$44 762	\$44 224	\$39 954
Average All Vendors	\$1 552	\$1 432	\$1 364	\$1 400	\$1 241
Average Organic Farm	\$2 729	\$2 586	\$2 360	\$2 305	\$2 110
Average Conventional Farm	\$1 106	\$868	\$936	\$916	\$922
Average Meat/Seafood	\$1 657	\$1 610	\$1 587	\$1 394	\$1 384
Average Prepared Food	\$984	\$899	\$956	\$993	\$858
Average Bread	\$2 139	\$1 895			
Average Craft	\$674	\$603	\$729	\$526	\$483
Average Alcohol	\$1 247	\$861			
Average Food Service	\$1 090	\$925	\$736	\$982	\$1 080
Average Coffee Service	\$912	\$709			

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

GROWING MARKETS: These weekend markets have been running for less than 5 years and are composed of both experienced and new vendors, all of whom are working on building a new customer base in a new location. VFM allocates significant resources toward promoting them.

MT PLEASANT est. 2013	2017	2016	2015	2014	2013
# Weeks	20	18	18	18	10
Average # of vendors	26	29	23	24	18
Total season sales	\$398 483	\$303 506	\$243 586	\$232 189	\$90 886
Average total sales per day	\$19 924	\$16 861	\$13 532	\$12 899	\$9 089
Average All Vendors	\$598	\$573	\$580	\$526	\$522
Average Organic Farm	\$691	\$690	\$1 034	\$707	\$1 028
Average Conventional Farm	\$775	\$664	\$757	\$610	\$474
Average Meat/Seafood	\$792	\$933	\$729	\$604	\$689
Average Prepared Food	\$368	\$360	\$416	\$298	\$348
Average Bread	\$827	\$973			
Average Craft	\$196	\$420	\$238	\$367	\$158
Average Alcohol	\$659	\$741			
Average Food Service	\$484	\$458	\$506	\$399	\$342
Average Coffee Service	\$422	\$205			

RILEY PARK est. 2017	2017
# Weeks	19
Average # of vendors	29
Total season sales	\$346 633
Average total sales per day	\$18 243
Average All Vendors	\$627
Average Organic Farm	\$683
Average Conventional Farm	\$713
Average Meat/Seafood	\$891
Average Prepared Food	\$427
Average Bread	\$1197

Average Craft	\$570
Average Alcohol	\$736
Average Food Service	\$497
Average Coffee Service	\$250

MID-WEEK MARKETS: Mid-week markets are different from weekend markets because individual shoppers tend to spend less time and money per visit. VFM focuses on increasing the number of shoppers at these locations and finding the right vendor base to suit mid-week shopper needs.

MAIN ST STATION est. 2009	2017	2016	2015	2014	2013
# Weeks	19	19	19	18	18
Average # of vendors	23	29	27	28	29
Total season sales	\$307 176	\$324 013	\$302 909	\$348 500	\$401 534
Average total sales per day	\$16 167	\$17 053	\$15 942	\$19 361	\$22 307
Average All Vendors	\$700	\$596	\$621	\$683	\$718
Average Organic Farm	\$1 176	\$1199	\$1 445	\$1 569	\$1 388
Average Conventional Farm	\$659	\$518	\$530	\$491	\$504
Average Meat/Seafood	\$846	\$938	\$676	\$860	\$881
Average Prepared Food	\$370	\$306	\$395	\$484	\$520
Average Bread	\$620	\$755			
Average Craft	\$277	\$303	\$185	\$267	\$318
Average Food Service	\$259	\$206	\$431	\$405	\$510
Average Coffee Service	N/A	\$309			

DOWNTOWN est. 2016	2017	2016**	YT2015	YT2014	YT2013
# Weeks	19	26	26	22	19
Average # of vendors	27	28	30	25	20
Total season sales	\$250 463	\$437 999	\$678 260	\$466 512	\$226 483
Average total sales per day	\$13 182	\$16 846	\$26 086	\$21 205	\$11 920
Average All Vendors	\$487	\$594	\$863	\$790	\$593
Average Organic Farm	\$371	\$774	\$1 400	\$1 284	\$1 323
Average Conventional Farm	\$560	\$578	\$741	\$590	\$377
Average Meat/Seafood	\$650	\$779	\$1 240	\$1 039	\$612
Average Prepared Food	\$365	\$414	\$752*	\$720*	\$525*
Average Bread	\$754	\$1 037			
Average Craft	\$467	\$316	\$480	\$336	\$211
Average Alcohol	\$651	\$550			
Average Food Service	\$426	\$321	n/a	n/a	n/a
Average Coffee Service	\$282	\$178	n/a	n/a	n/a

*Includes Bread

**First 4 weeks at Yaletown

Total Summer Season Sales

2017	2016	2015	2014	2013
\$6 760 425	\$5 894 206	\$6 021 093	\$5 851 466	\$5 336 324