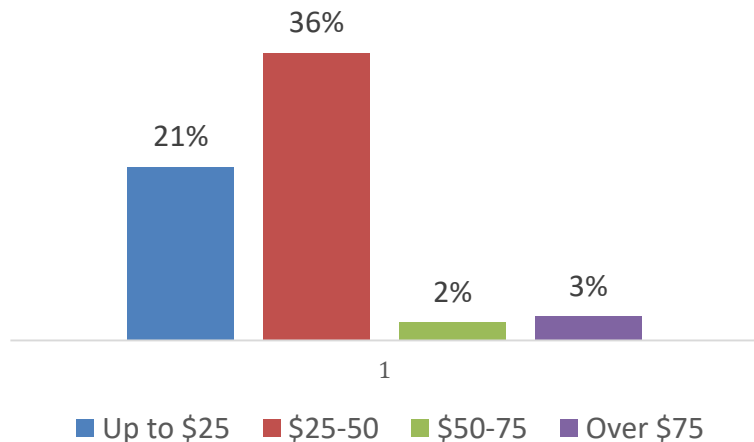


Downtown Farmers Market Profile

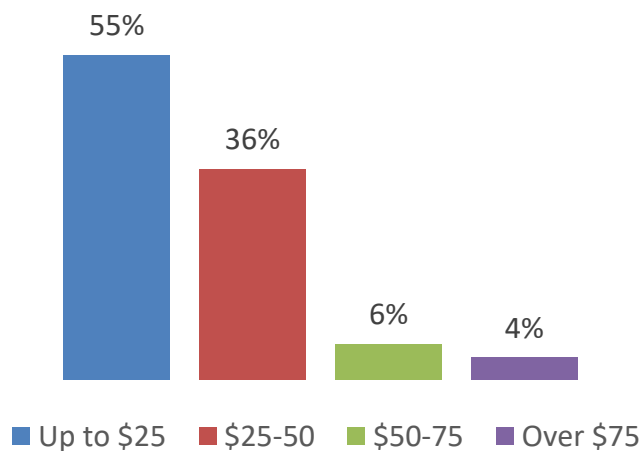
Thursdays, 11am-3pm | June to October | Est. 2016

Economic Profile

How much additional \$ shoppers anticipate spending in the area per market



How much \$ shoppers anticipate spending per market



* Shoppers spend on average \$9.22/week at this market

Vendor Sales Summary

Total Season Sales
\$248,352.08

Avg Total Per Market
\$13,071.17

Avg All Vendors:
\$487.86

Organic Farm
Avg: \$372 | High: \$900

Conventional Farm:
Avg: \$561 | High: \$1586

Meat/Seafood:
Avg: \$650 | High: \$1388

Prepared Food:
Avg: \$365 | High: \$890

Bread:
Avg: \$754 | High: \$1000

Alcohol:
Avg: \$652 | High: \$1386

Craft:
Avg: \$467 | High: \$1120

Food Trucks:
Avg: \$426 | High: \$946

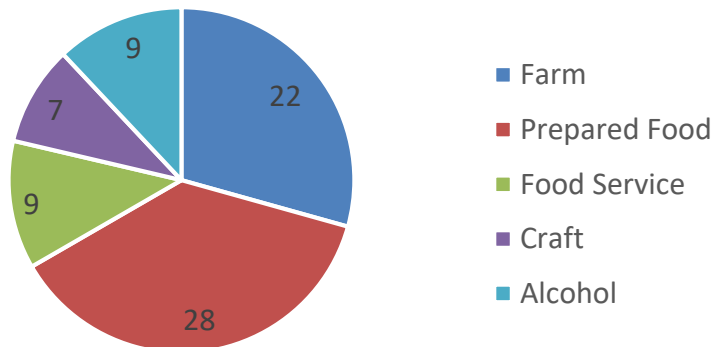
*Summary of market sales are generated through the collection of vendor reports. They are averages only – individual vendor sales vary greatly.

Vendor Profile

Weekly Profile

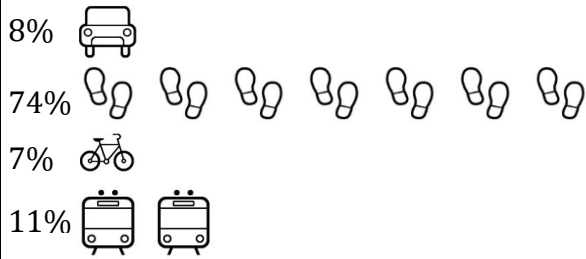
Avg # vendors per week: 27
of craft: 1
of prepared food: 7
of farm: 14
of alcohol: 2
of food service: 3

Total Approved Vendors: 75



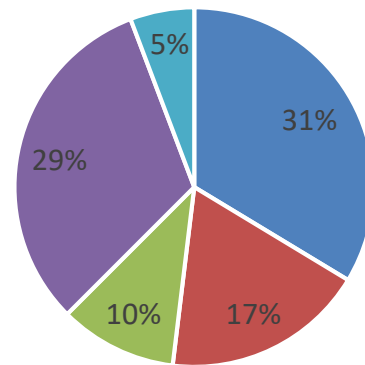
Shopper Profile

How do they get to the market?



*74% shoppers walk downtown

Where do they live?



- Downtown
- East Vancouver
- West Vancouver
- Metro Vancouver
- Visiting Vancouver

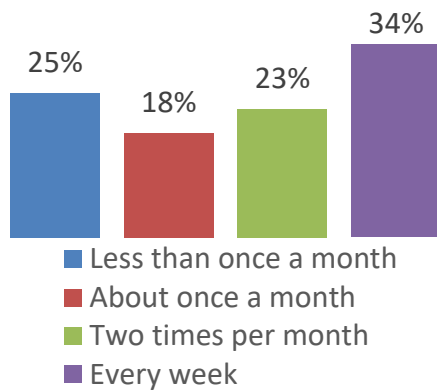
of shoppers/season

27,153

avg # of shoppers/wk

1,429

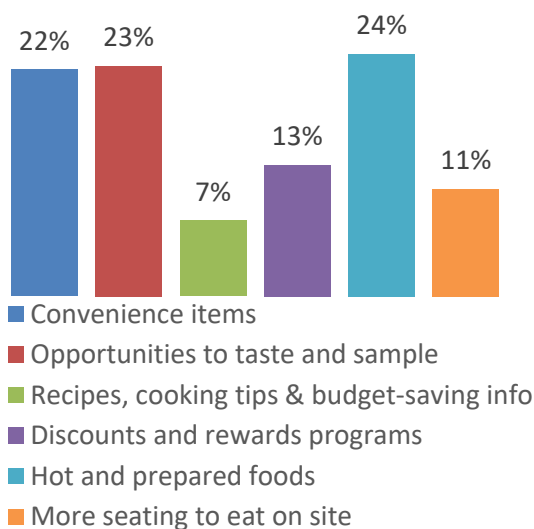
How often do they shop downtown?



Main reason you don't shop more at this market

32% of shoppers can't find everything they need

What would you like to see more of at the downtown farmers market?



Please tell us your age

