

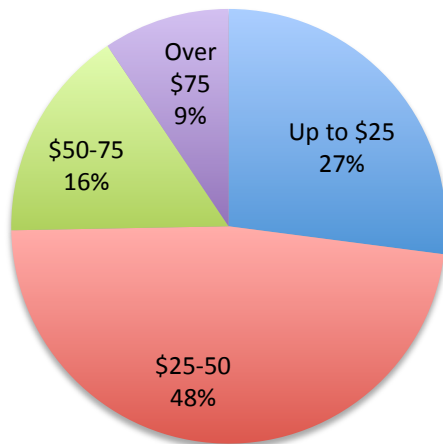
Hastings Park Farmers Market Profile

Sundays, 10am-2pm | November - April | Est. 2014

Economic Profile

Total Season Sales
\$422,534

How much \$ shoppers anticipate spending per market



Shoppers spend on average \$27 per week at this market
64% of shoppers will spend money elsewhere in the area

Total Per Market
Avg: \$17,605 | High: \$33,444

All Vendors:
Avg: \$570 | High: \$880

Organic Farm
Avg: \$815 | High: \$2,840

Conventional Farm:
Avg: \$645 | High: \$1,037

Meat/Seafood:
Avg: \$1,077 | High: \$3,020

Prepared Food:
Avg: \$370 | High: \$1,866

Craft:
Avg: \$255 | High: \$744

Alcohol
Avg: \$810 | High: \$2,005

Food Trucks
Avg: \$370 | High: \$1,050

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

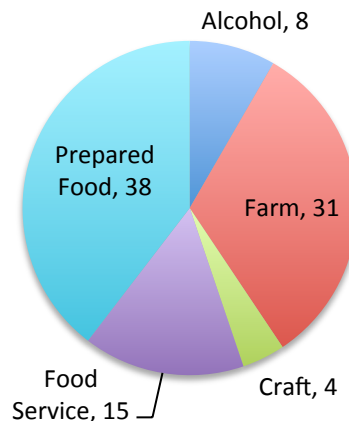
Vendor Profile

Weekly Profile

Avg # vendors/wk: 30

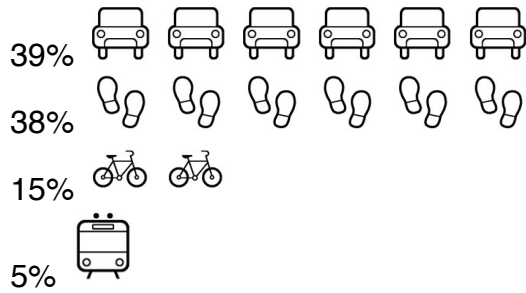
- # farm vendors/day: 12
- # prep food vendors/day: 12
- # craft vendors/day: 1
- # alcohol vendors/day: 2
- # food service/day: 3

Total Approved Vendors: 96 Approved Vendors by Category



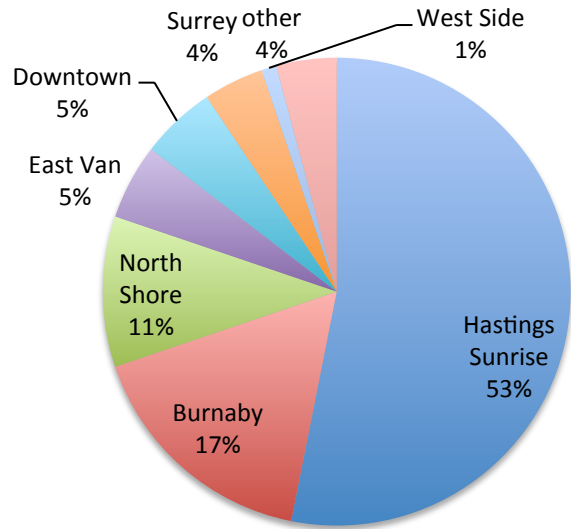
Shopper Profile

How do they get to the market?



*3% shoppers use a car share to get to the market

Where do they come from?



of shoppers per season
17,828

avg # of shoppers per week
743

An amazing 53% of shoppers live in Hastings Sunrise!

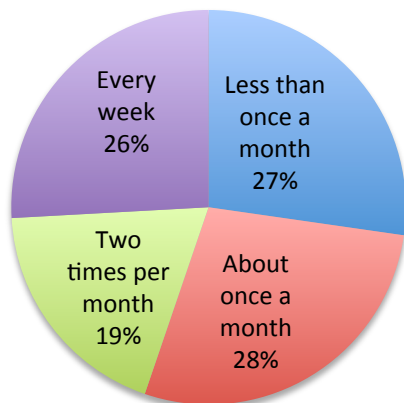
Top 3 things shoppers would like to see more of at the farmers markets

- 28% Sampling
- 26% Discounts & Rewards Programs
- 18% More Seating

How do they find out about Hastings Park?

- 36% Word of Mouth
- 17% Google Search
- 12% Neighbourhood Lawn Sign

How often do they shop at Hastings Park?



50% of shoppers agree Price and Hours are the biggest barriers to shopping more at the markets

What other markets did they attend this year?

