

Kitsilano Farmers Market Profile

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

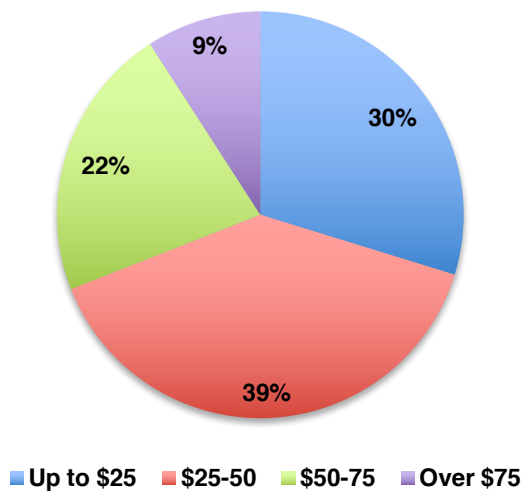
Economic Profile

Farmers Market Nutrition Coupon Program

3,771 Coupons Redeemed = \$11,313 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 \$22.12/week at this market

Total Season Sales
\$2,025,648

Total Per Market
Avg: \$81,026

All Vendors
Avg: \$1,682

Organic Farm
Avg: \$2,615

Conventional Farm
Avg: \$1,478

Meat/Seafood
Avg: \$2,094

Prepared Food
Avg: \$1,145

Craft
Avg: \$783

Food Trucks
Avg: \$1,032

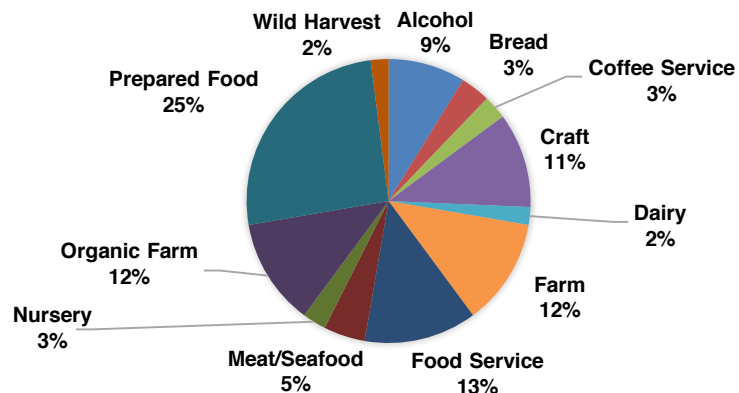
*Summary of market sales are generated through the collection of vendor reports. They are averages only – individual vendor sales vary greatly.

Vendor Profile

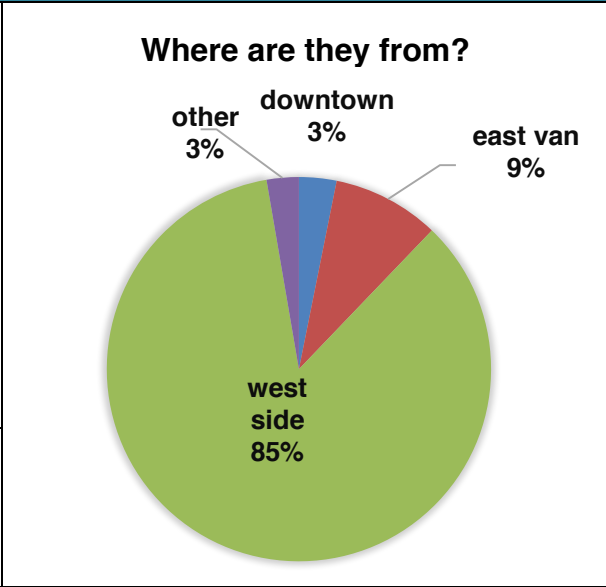
Weekly Profile
Avg # vendors/wk: 47

farm vendors/day: 26
prep food vendors/day: 11
craft vendors/day: 2
alcohol vendors/day: 2
food service/day: 6

Total Approved Vendors: 158



Shopper Profile



shoppers/season
91,904

avg # of shoppers/wk
3,829

Kitsilano is the only VFM market on the West Side

What is the main reason shoppers don't shop more often at the farmers market?

43% Price
19% Hours don't work with my schedule
18% Location

How did shoppers find out about this market?

69% Word of Mouth
13% Google Search
8% Eatlocal.org

