

Mount Pleasant Farmers Market Profile

Sundays, 10am-2pm | May to October | Est. 2013

Economic Profile

Farmers Market Nutrition Coupon Program

Coupons Redeemed = \$1,716 in sales

Vendor Sales Summary

Total Season Sales:
\$394,888.17

Total Per Market
Avg: \$19,744.41 | High: \$25,412

All Vendors:
Avg: \$598.27 | High: \$2383

Organic Farm
Avg: \$691.04 | High: \$1600

Conventional Farm:
Avg: \$775.30 | High: \$2383

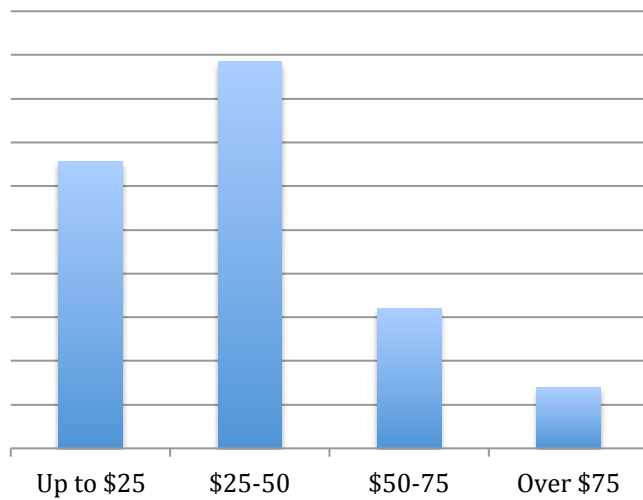
Meat/Seafood:
Avg: \$792.97 | High: \$2200

Prepared Food:
Avg: \$368.23 | High: \$1080

Craft:
Avg: \$196.44 | High: \$597

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

How much \$ shoppers anticipate spending per market



*Shoppers spend on average \$8.19 per week at this market

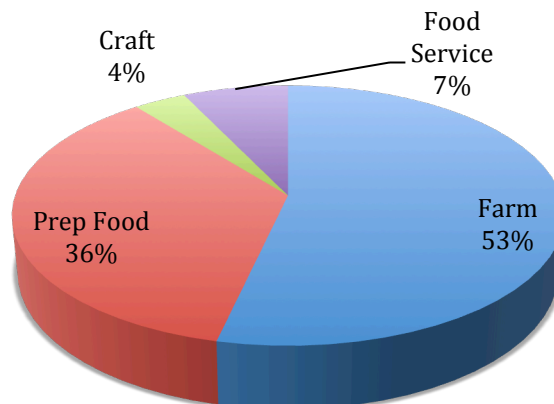
Vendor Profile

Weekly Profile

Avg # vendors/wk: 28

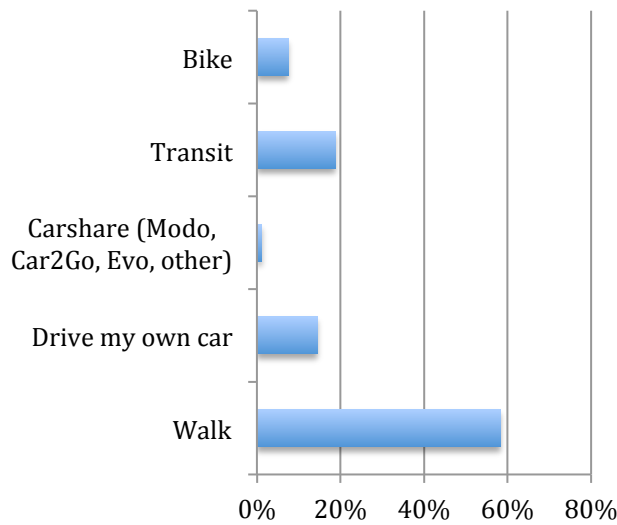
- # farm vendors/day: 15
- # prep food vendors/day: 10
- # craft vendors/day: 1
- # food service/day: 2

Total Approved Vendors:



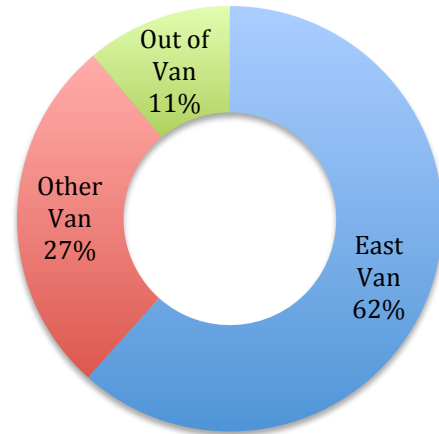
Shopper Profile

How do shoppers get to the market?



*58% of shoppers walk or bike to the market

Where do they come from?



of shoppers per season

25,123

avg # of shoppers per week

1241

35% Of shoppers at the Mount Pleasant Market are the between the ages 35-44

What would shoppers like to see more of at the Mount Pleasant Market?

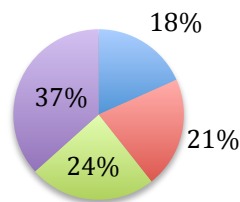
Hot and Prepared Food
Discounts and Rewards
Opportunities to sample

How do they find out about Mount Pleasant?

37% Word of Mouth
15% Neighborhood Lawn Sign
12% Google Search

How often do people shop at Mount Pleasant?

- Less than once a month
- About once a month
- Two times per month
- Every week



What other markets did they attend this year?

