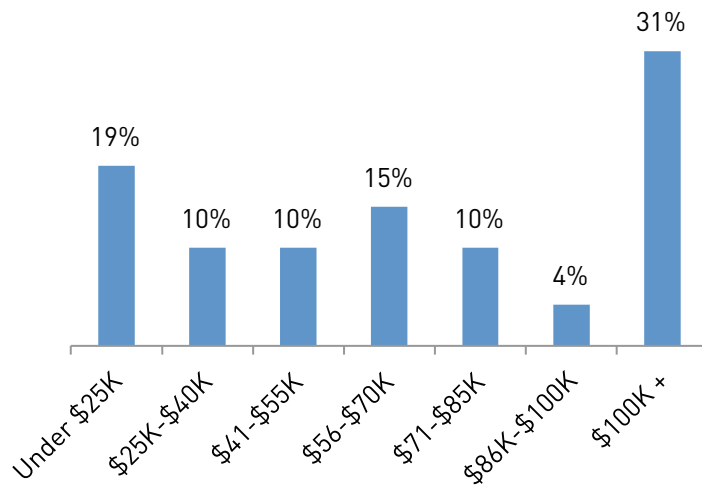


Mt Pleasant Farmers Market Profile

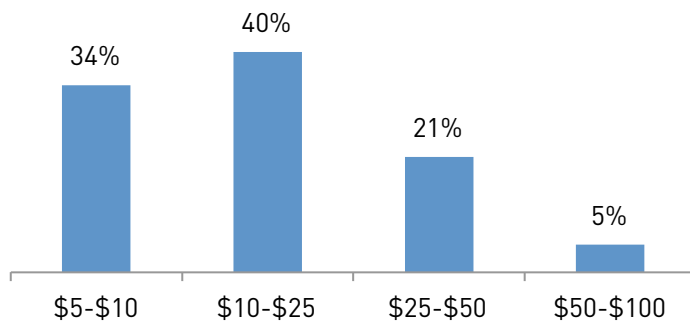
Sundays, 10am-2pm | June to October | Est. 2013

Economic Profile

Shopper Annual Household Income



Amount shoppers spend in the neighbourhood per visit



Vendor Sales Summary

Total Season Sales

\$303,506.35

Total Per Market

Avg: \$16,862

All Vendors:

Avg: \$1477

Organic Farm

Avg: \$685 | High: \$2200

Conventional Farm:

Avg: \$695 | High: \$2930

Meat/Seafood:

Avg: \$933 | High: \$1440

Prepared Food:

Avg: \$561 | High: 900

Craft:

Avg: \$420

Food Trucks (includes coffee):

Avg: \$869

*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: 28

of craft: 1

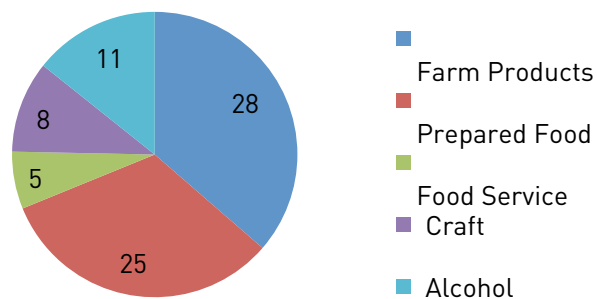
of prepared food: 10

of farm: 13

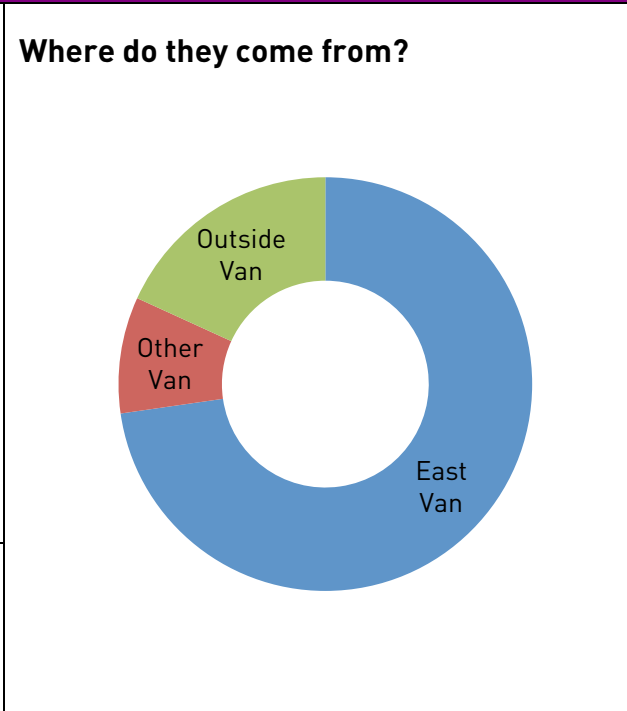
of alcohol: 2

of food service: 2

Total Approved Vendors: 77



Shopper Profile



# of shoppers/year	avg # of shoppers/wk
21,792	1,210

Mt Pleasant is a strong neighbourhood market – shoppers come because it’s close to home, they like a Sunday Market and most of them walk!

Top 3 Factors Mt Pleasant shoppers consider when buying a product

- Local
- Sustainable
- Fresh/High Quality

Average amount of money shoppers spend per market visit

\$16.14

