

Main St Station Farmers Market Profile

Wednesdays, 2pm-6pm | June to October | Est. 2009

Economic Profile

Farmers Market Nutrition Coupon Program

6,797 Coupons Redeemed = \$20,391 in sales

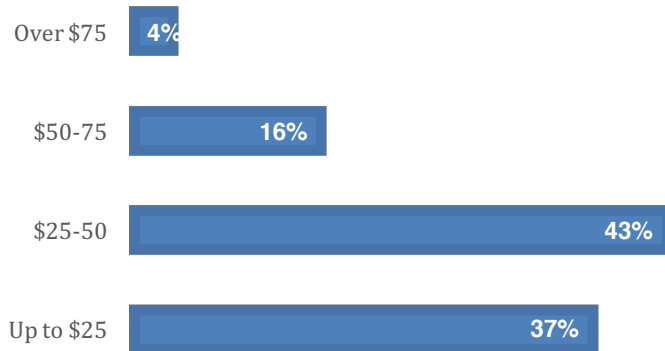
*FMNCP coupons contributed to 7% of total farm sales

Total Season Sales
\$305,110

Total Per Market
Avg: \$16,059

All Vendors:
Avg: \$700

How much \$ shoppers anticipate spending per market



*Shoppers spend on average \$10.57/week at this market

Organic Farm
Avg: \$1,177 | High: \$3,650

Conventional Farm:
Avg: \$660 | High: \$1,824

Meat/Seafood:
Avg: \$846 | High: \$2,054

Prepared Food:
Avg: \$495 | High: \$820

Craft:
Avg: \$278 | High: \$674

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

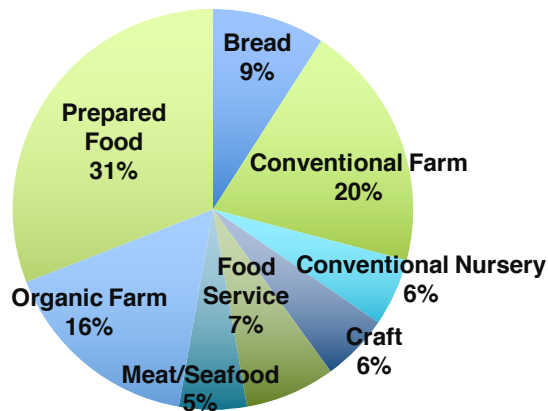
Vendor Profile

Weekly Profile

Avg # vendors/wk: 23

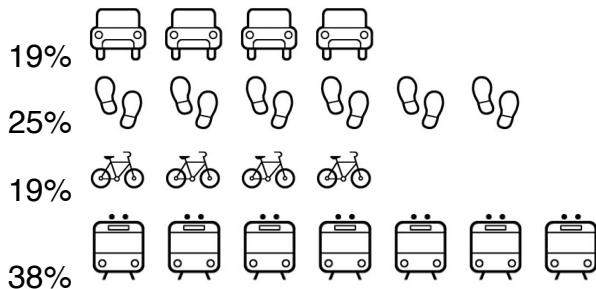
- # farm vendors/day: 14
- # prep food vendors/day: 6
- # craft vendors/day: <1
- # food service/day: 1

Total Approved Vendors: 60



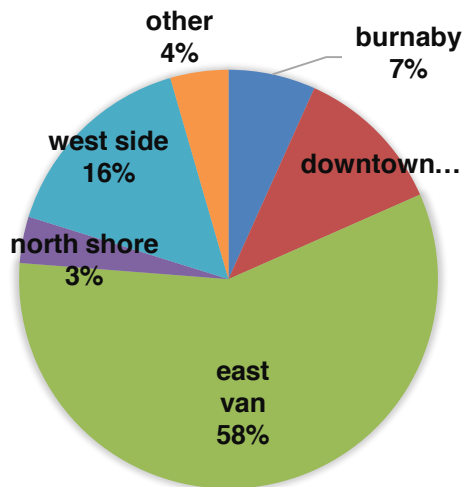
Shopper Profile

How do they get to the market?



*60% of shoppers use alternative transportation

Where are they from?



shoppers/season

29,053

avg # of shoppers/wk

1,529

Main St Station is conveniently located near the Terminal Sky Train Station

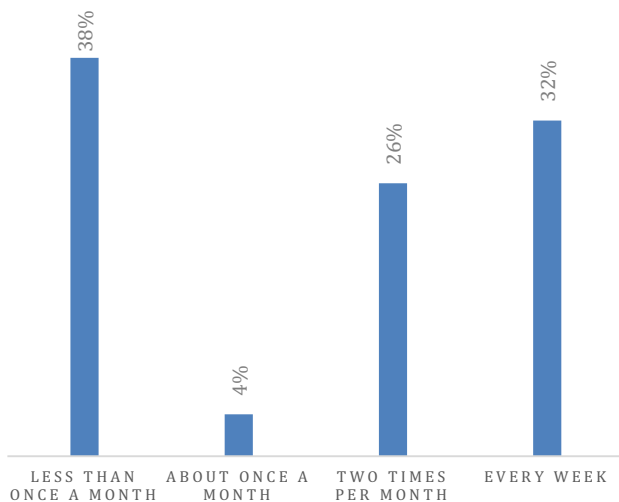
What is the main reason shoppers don't shop more often at the farmers market?

32% Location
32% Hours don't work
25% Price

How did shoppers find out about this market?

38% Word of Mouth
22% Red Arrow Signs
22% Eatlocal.org

How often do they come to the market?



Which other markets have they attended?

