

# Main St. Station Farmers Market Profile

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

## Economic Profile

### Farmers Market Nutrition Coupon Program

4,474 Coupons Redeemed = \$13,422 in sales

\*FMNCP coupons contributed to 5% of total farm sales at Main St Station

### Vendor Sales Summary

Total Season Sales  
**\$324,014**

Total Per Market  
**Avg: \$17,053 | High: \$22,807**

All Vendors:  
**Avg: \$597 | High: \$736**

Organic Farm  
**Avg: \$1,200 | High: \$2,101**

Conventional Farm:  
**Avg: \$519 | High: \$655**

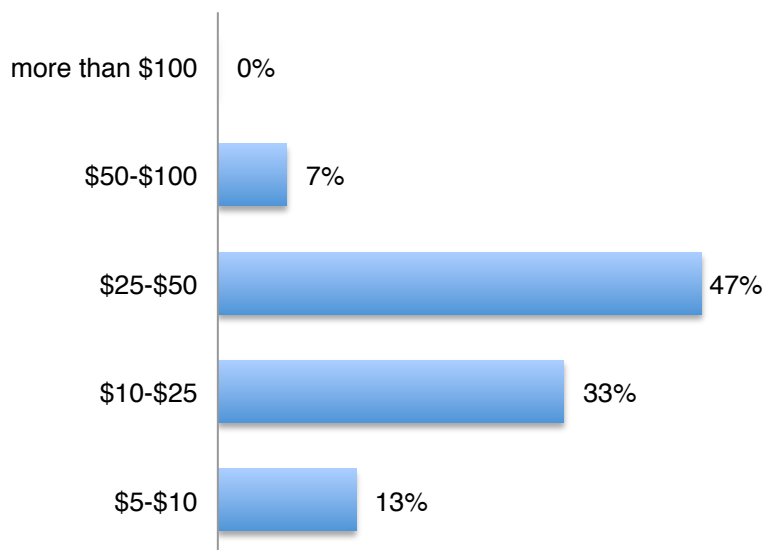
Meat/Seafood:  
**Avg: \$939 | High: \$2,260**

Prepared Food:  
**Avg: \$436 | High: \$900**

Craft:  
**Avg: \$304 | High: \$524**

\*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 \$12.61 per week at this market

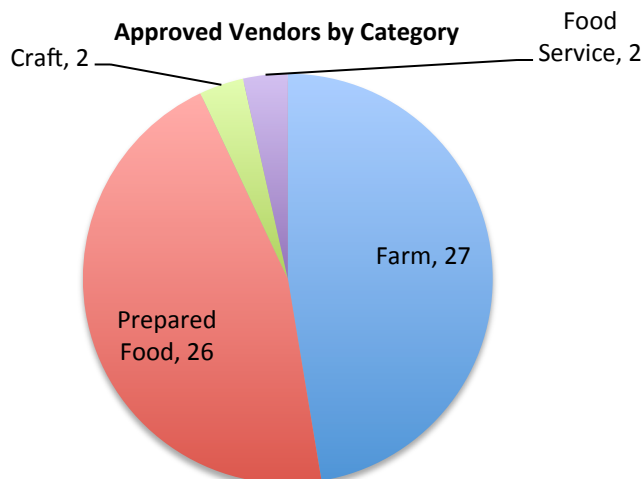
## Vendor Profile

### Weekly Profile

**Avg # vendors/wk: 29**

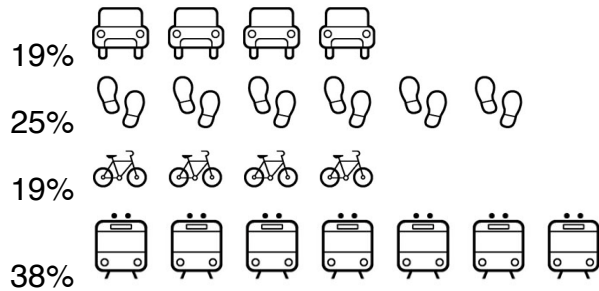
- # farm vendors/day: 17
- # prep food vendors/day: 10
- # craft vendors/day: <1
- # food service/day: 1

**Total Approved Vendors: 57**



## Shopper Profile

### How do they get to the market?



\*82% shoppers walk, bike or take transit to the market

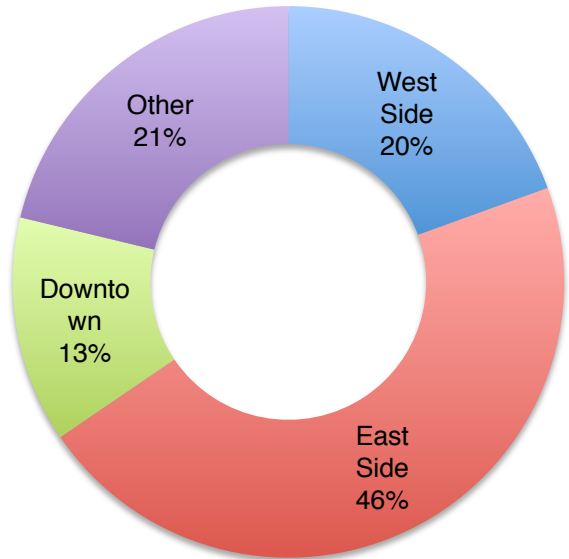
# of shoppers per season

**25,920**

avg # of shoppers per week

**1,364**

### Where do they come from?



79% of shoppers said that the farmers market was their main reason for coming to the area

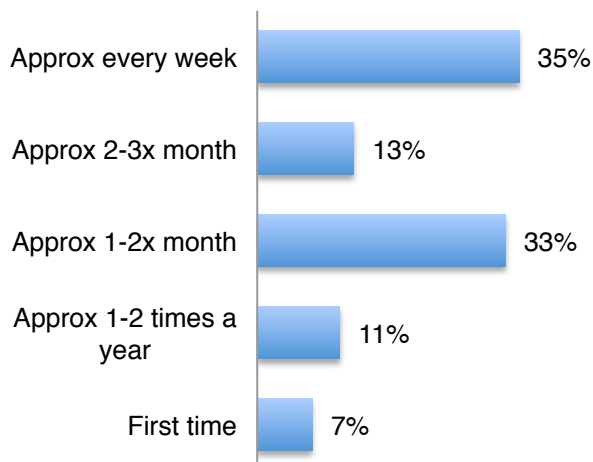
### Top 3 Factors Main St. shoppers take into consideration when buying a product

Quality & Freshness  
Local  
Sustainability

### How do they find out about Main St Station?

67% Walking By  
25% Word of Mouth  
8% Social Media

### How often do they shop at Main St Station?



### What other markets did they attend this year?

