

# Trout Lake Farmers Market Profile

Saturdays, 9am-2pm | May to October | Est. 1995

## Economic Profile

### Farmers Market Nutrition Coupon Program

**4749** coupons redeemed = **\$14,247** fresh food to families = **\$14,247** income to farmers

Trout Lake has the highest redemption rate for FMNCP coupons in Vancouver

### Vendor Sales Summary

Total Season Sales  
**\$2,091,790**

Avg Total Per Market  
**\$83,106**

Avg All Vendors:  
**\$1642**

Avg Organic Farm  
**\$2233**

Avg Conventional Farm:  
**\$1075**

Avg Meat/Seafood:  
**\$1950**

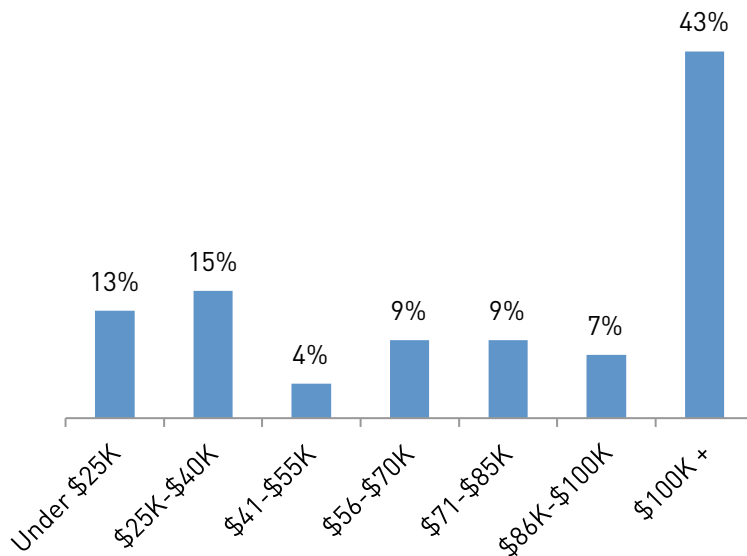
Avg Prepared Food:  
**\$1005**

Avg Craft:  
**\$694**

Avg Food Trucks:  
**\$991**

\*Summary of market sales are generated through the collection of vendor reports. They are averages only – individual vendor sales vary greatly.  
\*\*market closed 1 day due to weather

### Shopper Annual Household Income



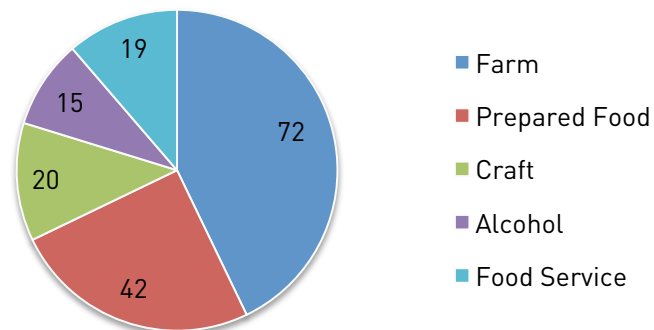
## Vendor Profile

### Weekly Profile

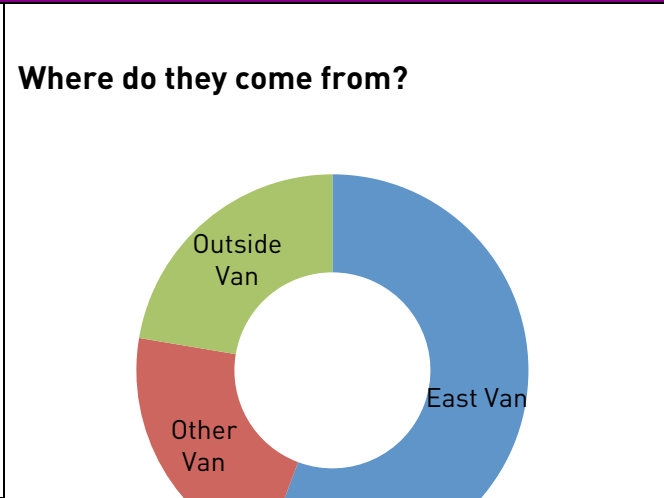
Avg # vendors per week: 57  
 # of craft: 4  
 # of prepared food: 11  
 # of farm: 36  
 # of alcohol: 2  
 # of food service: 5

Farmers make up an average of 60% of Trout Lake's vendor mix

### Total Approved Vendors: 168



# Shopper Profile



**# of shoppers**  
**92,914**

**avg # of shoppers/wk**  
**3,871**

**Trout Lake shoppers are loyal – 50% buy from the same vendor each week!**

**Average \$ spent per shopper/wk**  
**\$22.51**

**Top 3 Factors for Trout Lake shoppers**  
High Quality/Fresh  
Local  
Organic

