

# Trout Lake Farmers Market Profile

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

## Economic Profile

### Farmers Market Nutrition Coupon Program

Coupons Redeemed = \$17,644 in sales

### Vendor Sales Summary

Total Season Sales:  
\$2,284,344.41

Total Per Market  
**Avg: \$91,373.78 | High:**

All Vendors:  
**Avg: \$1620 | High:**

Organic Farm  
**Avg: \$2614.83 | High:**

Conventional Farm:  
**Avg: \$1210.65 | High:**

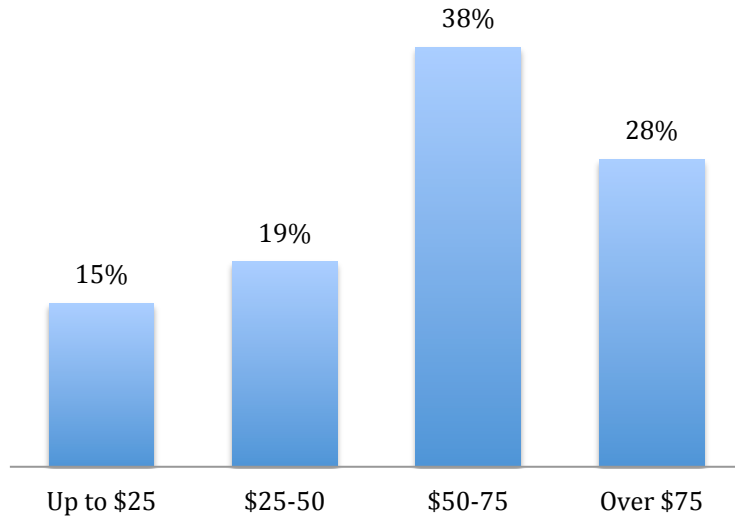
Meat/Seafood:  
**Avg: \$2162.68 | High:**

Prepared Food:  
**Avg: \$1199.88 | High:**

Craft:  
**Avg: \$749.35 | High:**

\*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 \$23.86 per week at this market

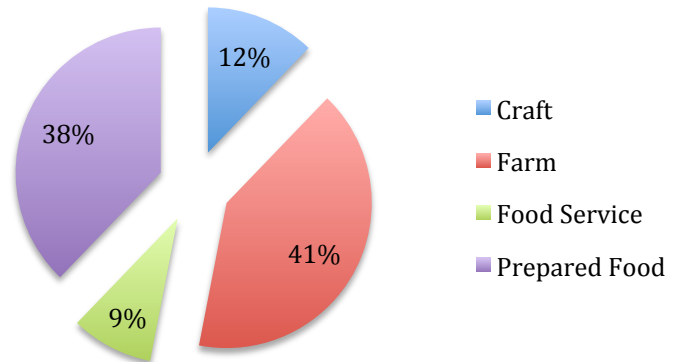
## Vendor Profile

### Weekly Profile

**Avg # vendors/wk: 54**

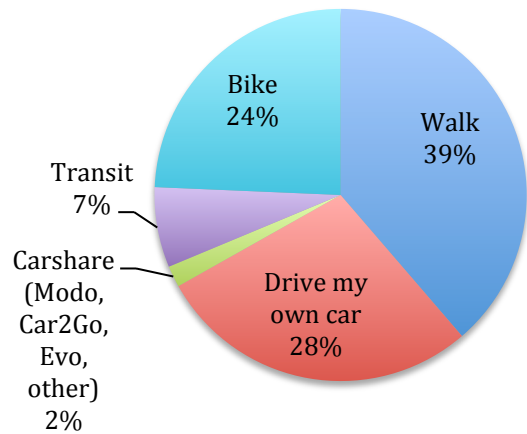
- # farm vendors/day: 37
- # prep food vendors/day: 12
- # craft vendors/day: 4
- # food service/day: 5

### Total Approved Vendors:161



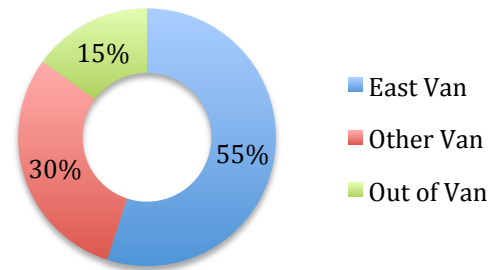
## Shopper Profile

### How do shoppers get to the market?



\*63% of shoppers walk or bike to the market

### Where do they come from?



# of shoppers per season  
**96,198**

avg # of shoppers per week  
**3,847**

## 33% Of Trout Lake Shoppers use the market as their weekly grocery shop!

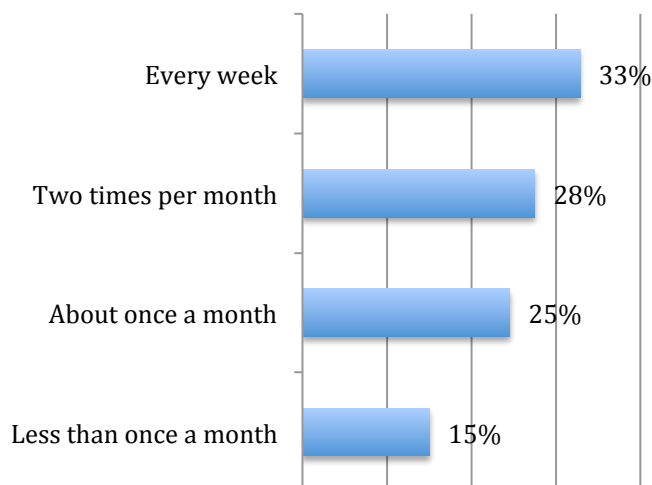
### What would you like to see more of at the Trout Lake Farmers Market?

Discounts and Rewards  
Opportunities to taste and Sample  
More Seating

### How shoppers find out about the Trout Lake market?

73% Word of Mouth  
10% Google Search  
7% eatlocal.org

### How often do they shop at Trout Lake?



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

