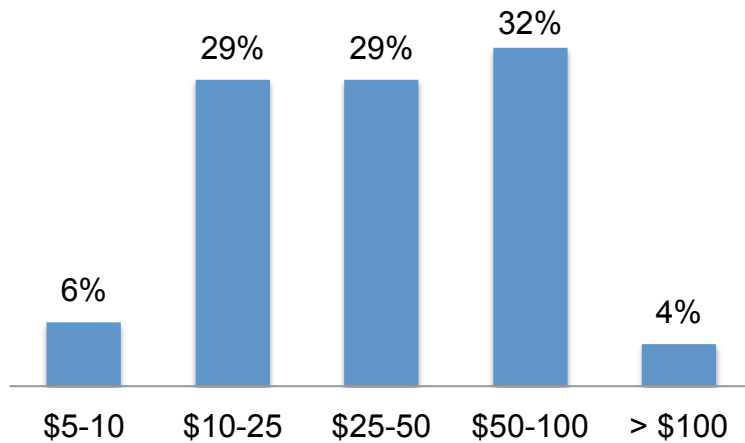


# West End Farmers Market Profile

Saturdays, 9am-2pm | May to October | Est. 1998

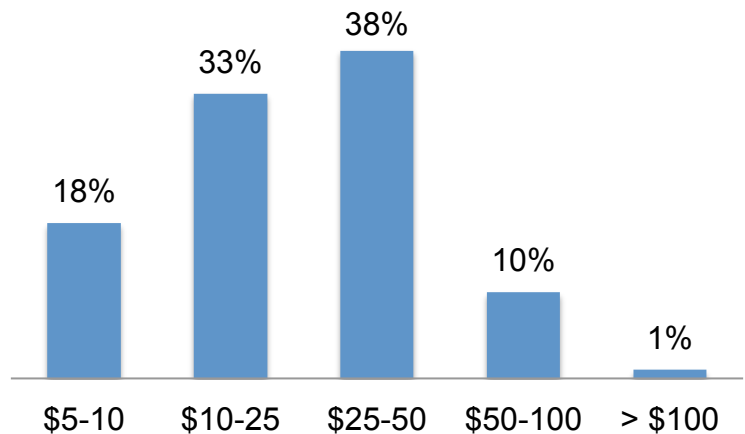
## Economic Profile

### How much \$ shoppers anticipate spending per market



\*Shoppers spend on average \$15.36/week at this market

### How much additional \$ shoppers anticipate spending in the area per market



\*Shoppers could spend an additional \$1.6 million in the area/season

### Vendor Sales Summary

Total Season Sales  
**\$985,798.85**

Avg Total Per Market  
**\$46,492.80**

Avg All Vendors:  
**\$1,432.51**

Avg Organic Farm  
**\$2,586.25**

Avg Conventional Farm:  
**\$868.77**

Avg Meat/Seafood:  
**\$1,610.78**

Avg Prepared Food:  
**\$899.34**

Avg Bread:  
**\$1895.07**

Avg Alcohol:  
**\$861.89**

Avg Craft:  
**\$603.58**

Avg Food Trucks:  
**\$925.54**

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

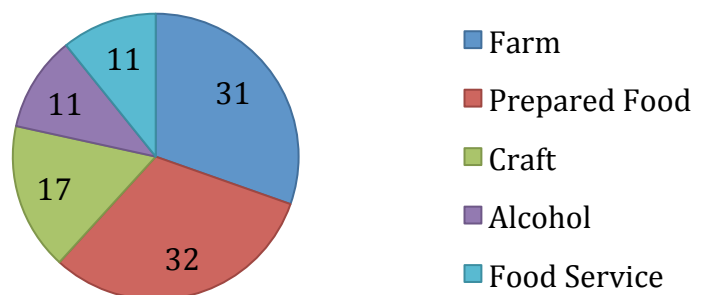
## Vendor Profile

### Weekly Profile

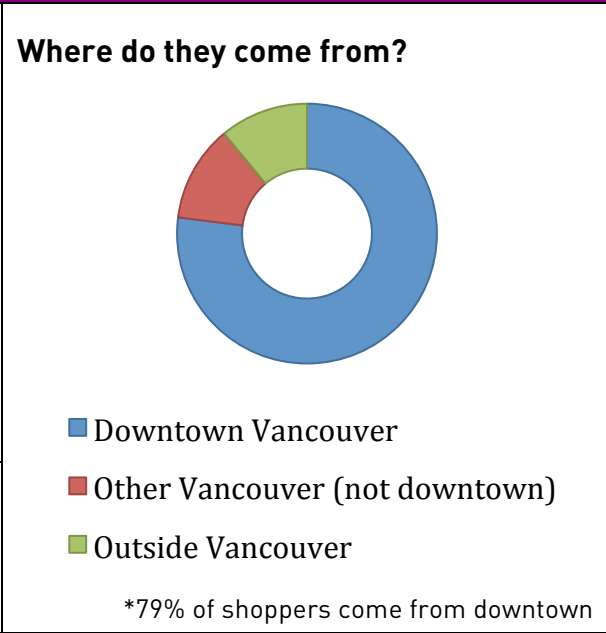
Avg # vendors per week: 33  
 # of craft: 3  
 # of prepared food: 6  
 # of farm: 19  
 # of alcohol: 2  
 # of food service: 3

Farmers make up an average of 60% of the West End vendor mix

### Total Approved Vendors: 102



# Shopper Profile



<b># of shoppers/season</b>	<b>avg # of shoppers/wk</b>
<b>64,728</b>	<b>3,082</b>

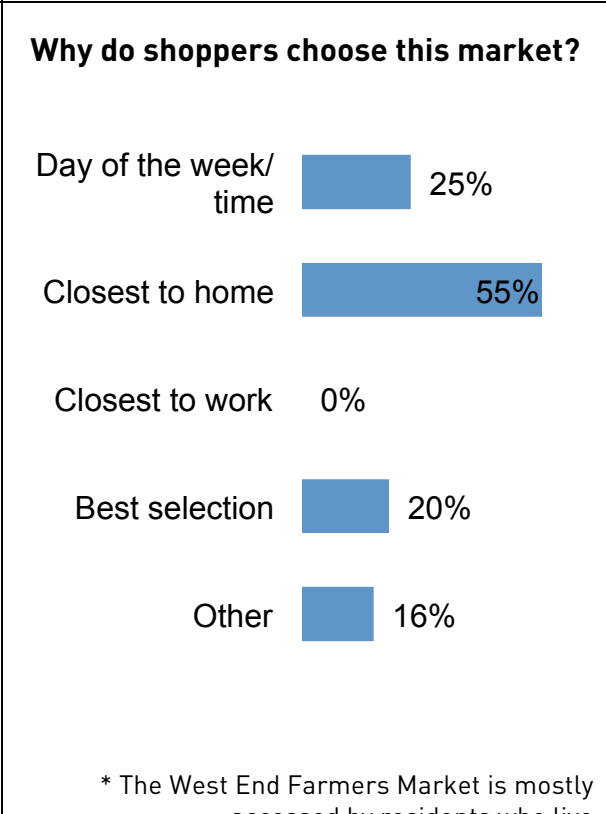
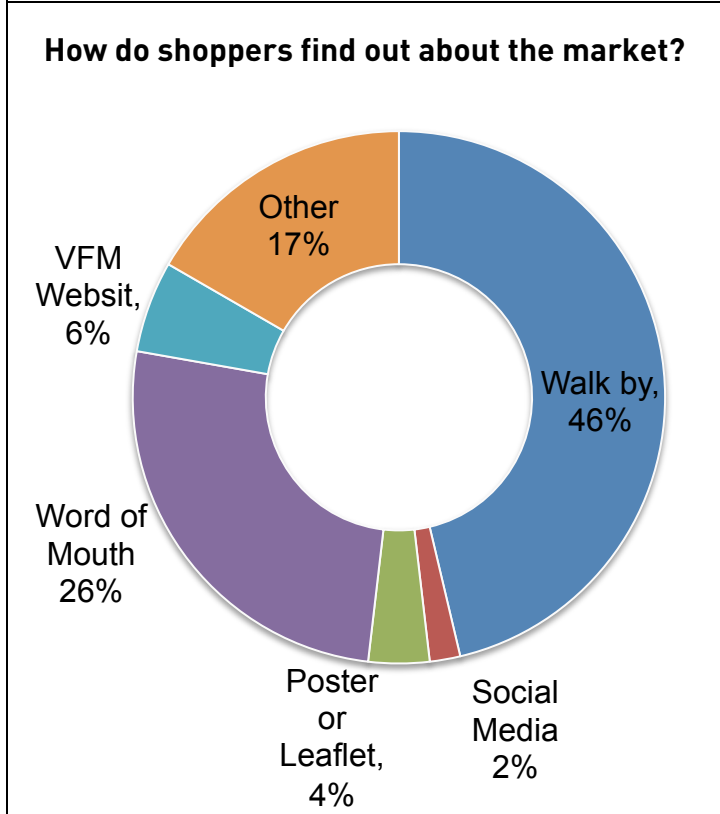
**West End Shoppers are regular – 49% of shoppers come to the market every week**

### Top 3 Factors West End shoppers take into consideration when buying a product

- Local
- Quality
- Organic

### Top 3 Reasons West End shoppers think farmers markets are important

- Support local business
- Keep farmland in production
- Access peak nutritional quality



\*Word of mouth and walking by account for an overwhelming 72% of West End Farmers Market traffic

\* The West End Farmers Market is mostly accessed by residents who live in the downtown peninsula.