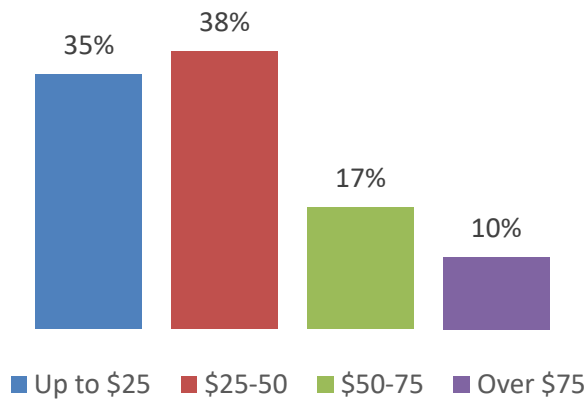


West End Farmers Market Profile

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

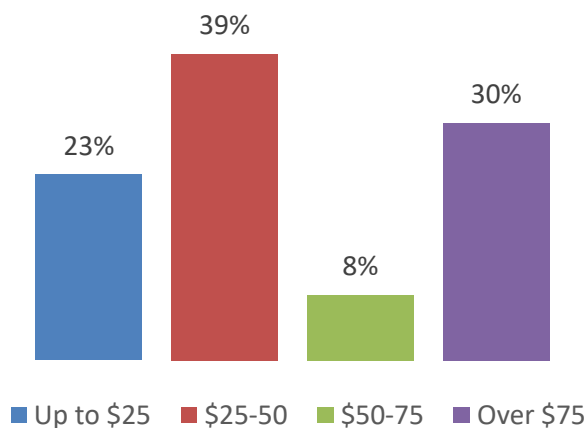
Economic Profile

How much \$ shoppers anticipate spending per market



*Shoppers spend on average \$14.85/week at this market

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



*83% of shoppers at the West End Farmers Market plan to spend money in the neighbourhood

Vendor Sales Summary

Total Season Sales
\$1,124,983.47

Avg Total Per Market
\$51,135.61

Avg All Vendors:
\$1,552.81

Avg Organic Farm
\$2,728.65

Avg Conventional Farm:
\$1106.66

Avg Meat/Seafood:
\$1,657.25

Avg Prepared Food:
\$984.30

Avg Bread:
\$2139.96

Avg Alcohol:
\$1247.01

Avg Craft:
\$674.09

Avg Food Trucks:
\$1090.17

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

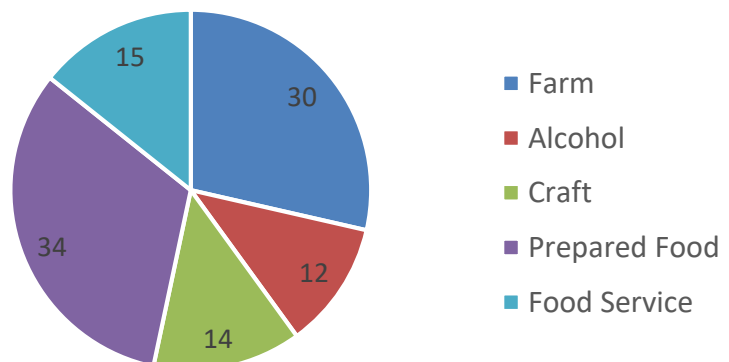
Vendor Profile

Weekly Profile

Avg # vendors per week: 33
 # of craft: 2
 # of prepared food: 8
 # of farm: 18
 # of alcohol: 2
 # of food service: 3

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

Total Approved Vendors: 104



Shopper Profile

How do they get to the market?

5% 

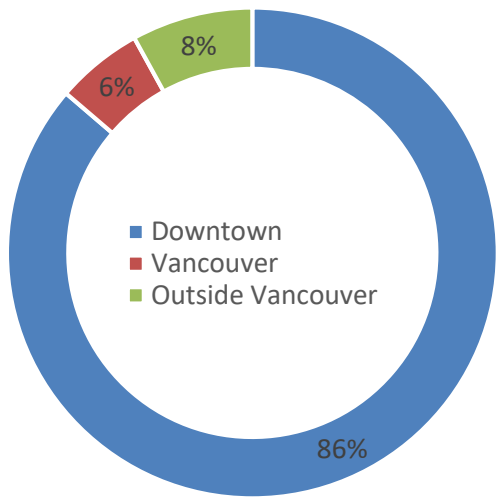
87% 

5% 

3% 

*87% shoppers walk to the West End

Where do they come from?



■ Downtown
■ Vancouver
■ Outside Vancouver

*86% of shoppers come from downtown

of shoppers/season
76,096

avg # of shoppers/wk
3,170

West End Shoppers are regular – 59% of shoppers come to the market every week

Top factor that keeps West End shoppers from buying more at the market

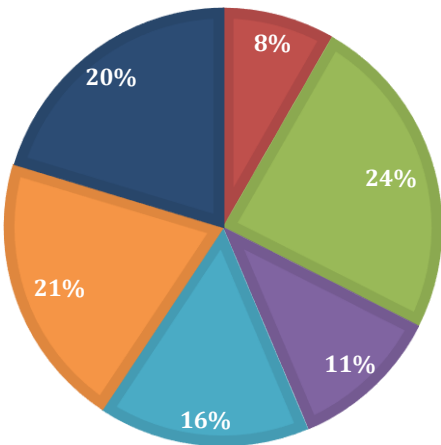
Price

Number of West End shoppers who want more opportunity to sample at the market

1 in 4

What West End Shoppers would like to see more of at the farmers market

- Convenience items, i.e. meal kits, snacks, and grab-and-go foods
- Opportunities to taste and sample fresh fruits and veggies in season
- Recipes, cooking tips, and budget-saving info
- Discounts and rewards programs, i.e. frequent shopper card, coupons
- Hot and prepared foods that can be eaten on site
- More seating to eat on site



The West End Farmers Market has been bringing local food to the West End community for 20 years!