

Riley Park Winter Farmers Market

Saturdays, 10am-2pm | November - April | Est. 2010

Economic Profile

Total Season Sales
\$2,123,198

Total Per Market
Avg: \$88,462

All Vendors:
Avg: \$1,287

Organic Farm
Avg: \$1,961

Farm:
Avg: \$900

Meat/Seafood:
Avg: \$1,967

Prepared Food:
Avg: \$919

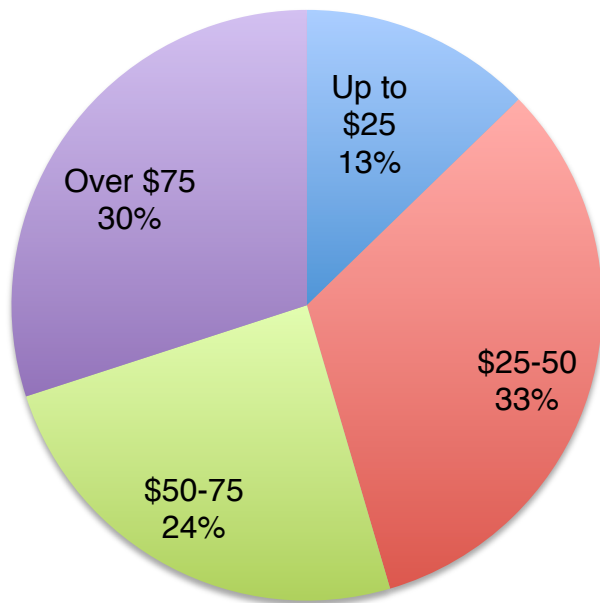
Craft:
Avg: \$794

Alcohol
Avg: \$1,026

Food Trucks
Avg: \$788

Coffee Trucks
Avg: \$590

How much \$ shoppers anticipate spending per market:



Shoppers spend on average \$35.43 per week at this market

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

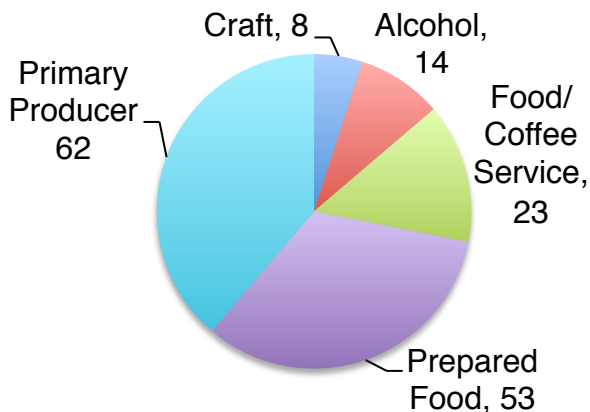
Vendor Profile

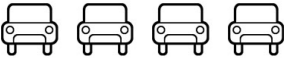



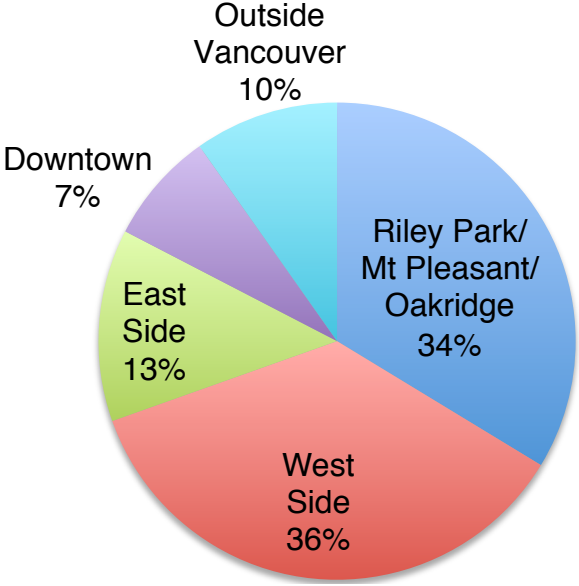
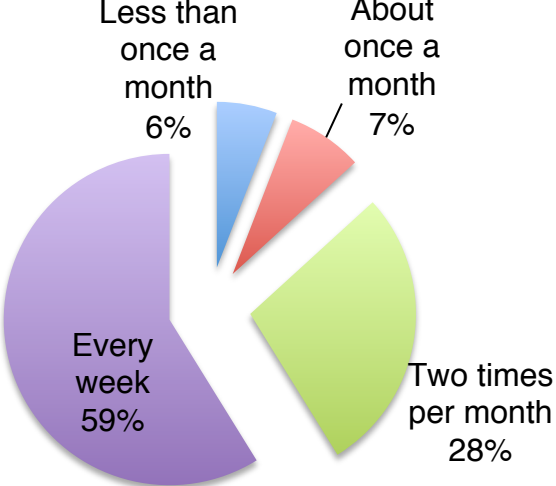
Weekly Profile

Avg # vendors/wk: 69

- # farm vendors/day: 34
- # prep food vendors/day: 22
- # craft vendors/day: 2
- # alcohol vendors/day: 3
- # food service/day: 7

Total Approved Vendors: 167 Approved Vendors by Category



<h3>How do they get to the market?</h3> <p>48% </p> <p>21% </p> <p>20% </p> <p>11% </p> <p>*11% shoppers use a car share to get to the market</p>		<h3>Where do they come from?</h3> 	
<p># of shoppers per season</p> <p>60,099</p>	<p>avg # of shoppers per week</p> <p>2,504</p>		
<p>43% of shoppers are aged 35-54</p>			
<h3>Top 3 things shoppers would like to see more of at the farmers markets</h3> <p>29% More Seating Onsite 23% Discounts & Rewards Programs 21% Sampling</p>		<h3>How do they find out about the market?</h3> <p>63% Word of Mouth 13% Website (eatlocal.org) 10% Neighbourhood Leaflet</p>	
<h3>How often do they shop at Riley Park?</h3>  <p>Price and hours are the biggest barriers to shopping more at the market</p>		<h3>What summer markets did they attend this year?</h3> 