

# Hastings Park Winter Farmers Market Profile

Sundays, 10am-2pm | November - April | Est. 2014

## Economic Profile

Total Season Sales  
**\$448,420**

Total Per Market  
**Avg: \$17,940**

All Vendors  
**Avg: \$515**

Organic Farm  
**Avg: \$590 | High: \$1,890**

Conventional Farm  
**Avg: \$420 | High: \$1,120**

Meat/Seafood  
**Avg: \$1,070 | High: \$3,900**

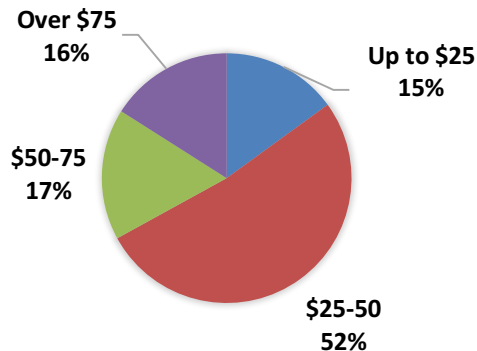
Prepared Food  
**Avg: \$405 | High: \$1,900**

Alcohol  
**Avg: \$572 | High: \$1,580**

Craft  
**Avg: \$260 | High: \$590**

Food Trucks  
**Avg: \$450 | High: \$1,395**

How much \$ shoppers anticipate spending per market



\*Shoppers spend on average \$20.27/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.

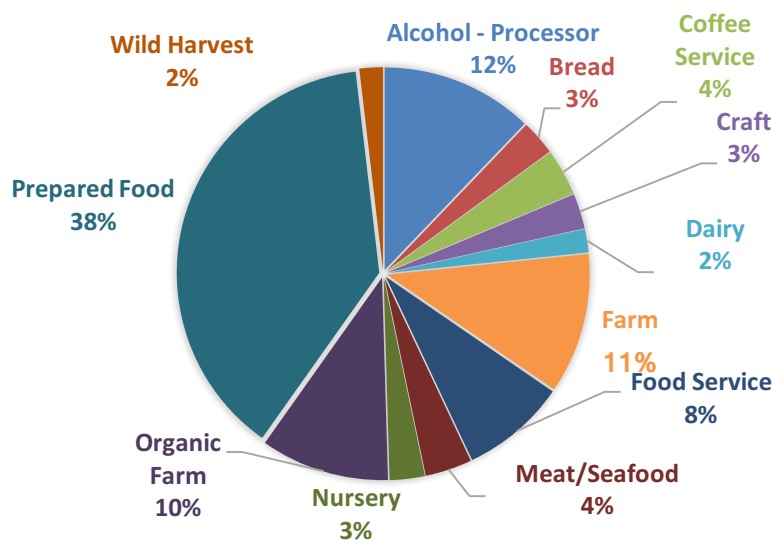
## Vendor Profile

### Weekly Profile

**Avg # vendors/wk: 35**

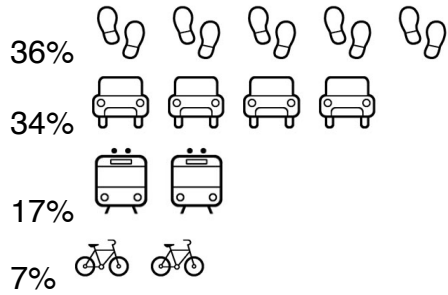
- # farm vendors/day: 16
- # prep food vendors/day: 13
- # craft vendors/day: 1
- # alcohol vendors/day: 2
- # food service/day: 4

Total Approved Vendors: 110



## Shopper Profile

### How do they get to the market?



\*less than 5% of shoppers use car-share programs

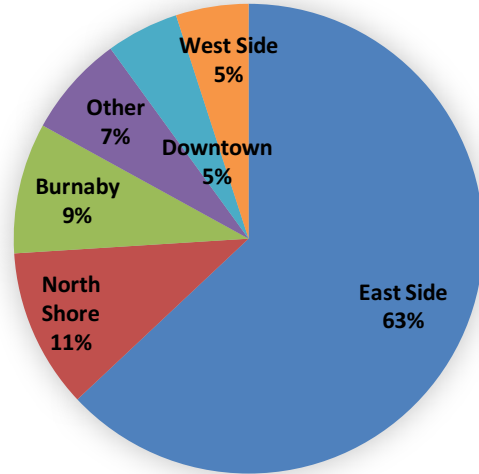
# shoppers/season

**22,189**

avg # shoppers/wk

**925**

### Where are they from?



**This season Hastings Park saw a 20% increase in weekly shoppers**

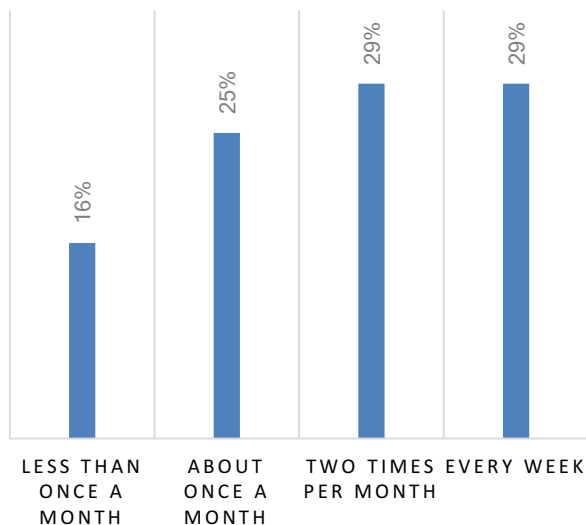
### What is the main reason shoppers don't shop more often at the farmers market?

22% Price  
22% Can't Find Everything I Need  
19% Weather

### How did shoppers find out about this market?

47% Word of Mouth  
13% Eatlocal.org  
13% Google Search  
13% Neighbourhood Lawn Sign

### How often do they come to the market?



### Which other markets have they attended?

