

Riley Park Farmers Market Profile

Saturdays, 10am-2pm | June to October | Est. 2017

Economic Profile

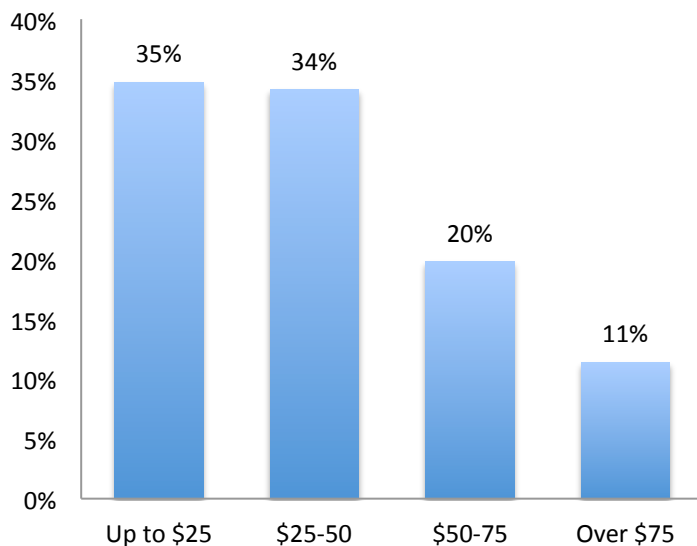
Farmers Market Nutrition Coupon Program

Coupons Redeemed = \$ 2851 in sales

*FMNCP coupons contributed to 1.36% of total farm sales at the Riley Park Farmers Market

How much \$ shoppers anticipate spending per market

*Shoppers spend on average \$17/week at this market



Vendor Sales Summary

Total Season Sales
\$344,500

Total Per Market
Avg: \$18,132 | High: \$27,678

All Vendors
Avg: \$627 | High: \$954

Organic Farm
Avg: \$683 | High: \$1975

Conventional Farm
Avg: \$713 | High: \$2344

Meat/Seafood
Avg: \$892 | High: \$2053

Prepared Food
Avg: \$427 | High: \$2126

Food Trucks
Avg: \$497 | High: \$1274

Alcohol
Avg: \$737 | High: \$1535

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

Vendor Profile

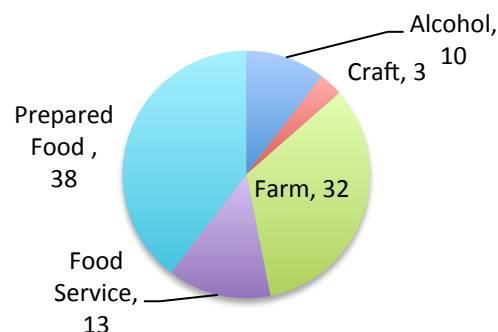
Weekly Profile

Avg # vendors/market day: 27

farm vendors/day: 15
prep food vendors/day: 8
alcohol vendors/day: 1
food service/day: 3

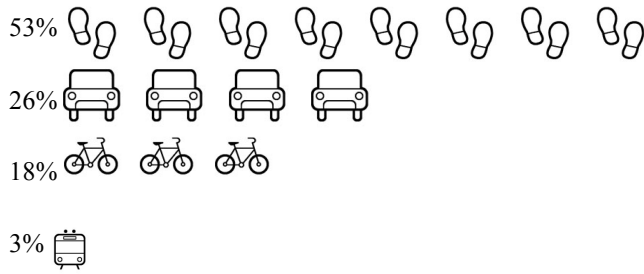
*Due to limited market space, the craft category was not given priority in the first year of this market

Total Approved Vendors:



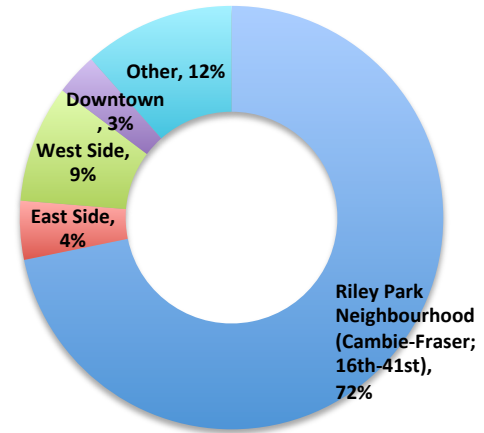
Shopper Profile

How do they get to the market?



*74% of shoppers use alternative transportation

Where are they from?



of shoppers/season

19,840

avg # of shoppers/wk

1,044

Top 3 things shoppers would like to see more of at this market:

Opportunities to taste and sample fresh produce

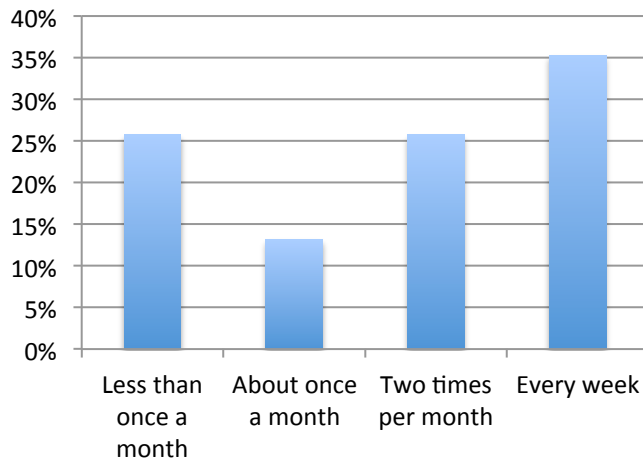
Discounts and rewards programs

Hot and prepared foods that can be eaten on site

How did shoppers find out about this market?

47% Word of Mouth
18% www.eatlocal.org
16% Lawn Signs
9% Social Media
8% Google Search

How often do they come to the market?



Which other markets have they attended?

