

2014 – 2018-19 VFM Sales Summary

Summary of market sales by vendor category and location. We generate these results through collection of vendor reports – it is very important to submit your vendor report at the end of each market.

In 2016, we began tracking bread separately from the rest of the prepared food category to better demonstrate the sales of each group. We also added the alcohol category.

Reminder that these numbers are averages, individual vendor sales will vary greatly. Market Managers may have a better idea of what range of sales you should expect.

MATURE MARKETS: These weekend markets have been running for over 10 years, have achieved word of mouth notoriety and are predominantly composed of experienced vendors who have built up a customer base. New vendors are not eligible for mature market dates in the first round of scheduling.

TROUT LAKE est. 1995	2018	2017	2016	2015	2014
# Weeks	25	25	24*	25	24
Average # of vendors	58	54	57	56	56
Total season sales	\$2 445 808	\$2 295 129	\$2 077 650	\$2 099 225	\$2 021 679
Average total sales per day	\$97 832	\$91 805	\$83 106	\$83 969	\$84 237
Average All Vendors	\$1 706	\$1 620	\$1 451	\$1 493	\$1 487
Average Organic Farm	\$2 605	\$2 614	\$2 233	\$2 605	\$2 427
Average Conventional Farm	\$1 349	\$1 210	\$1 075	\$1 195	\$1 098
Average Meat/Seafood	\$2 143	\$2 162	\$1 950	\$1 875	\$1 793
Average Prepared Food	\$1 191	\$1 199	\$1 005	\$1 235	\$1 117
Average Bread	\$2 867	\$2 454	\$2 430		
Average Craft	\$697	\$749	\$694	\$689	\$641
Average Alcohol	\$1 338	\$1 167	\$1 106		
Average Food Service	\$1 279	\$1 138	\$991	\$1 225	\$1 170
Average Coffee Service	\$1 133	\$1 181	\$956	\$996	\$1 172

*cancelled October 15 for safety concerns arising from high winds in forecast

KITSILANO est. 2007	2018	2017	2016	2015**	2014
# Weeks	25	25	25	25	24
Average # of vendors	48	47	49	52	51
Total season sales	\$2 113 223	\$2 032 872	\$1 756 794	\$1 521 288	\$1 577 486
Average total sales per day	\$ 84 529	\$81 314	\$70 271	\$59 218	\$65 728
Average All Vendors	\$1 605	\$1 682	\$1 442	\$1 263	\$1 368
Average Organic Farm	\$2 478	\$2 614	\$2 351	\$1 934	\$2 112
Average Conventional Farm	\$1 449	\$1 478	\$1 207	\$1 507	\$1 272
Average Meat/Seafood	\$2 449	\$2 094	\$2 545	\$1 505	\$1 587
Average Prepared Food	\$1 013	\$1 145	\$707	\$897	\$1 059
Average Bread	\$2 359	\$2 384	\$2372		
Average Craft	\$919	\$782	\$799	\$565	\$557
Average Alcohol	\$1 238	\$1 271	\$1 109		
Average Food Service	\$1 007	\$1 031	\$922	\$954	\$1 000
Average Coffee Service	\$826	\$688	\$792		

**First 6 weeks at Riley Park Location

WEST END est. 1997	2018	2017	2016	2015	2014
# Weeks	22	22	21*	22	21
Average # of vendors	33	33	33	33	32
Total season sales	\$1 209 910	\$1 129 669	\$994 244	\$984 778	\$928 710
Average total sales per day	\$54 996	\$51 348	\$47 344	\$44 762	\$44 224
Average All Vendors	\$1 622	\$1 552	\$1 432	\$1 364	\$1 400
Average Organic Farm	\$3 202	\$2 729	\$2 586	\$2 360	\$2 305
Average Conventional Farm	\$975	\$1 106	\$868	\$936	\$916
Average Meat/Seafood	\$1 968	\$1 657	\$1 610	\$1 587	\$1 394
Average Prepared Food	\$944	\$984	\$899	\$956	\$993
Average Bread	\$2 090	\$2 139	\$1 895		
Average Craft	\$727	\$674	\$603	\$729	\$526
Average Alcohol	\$1 425	\$1 247	\$861		
Average Food Service	\$1 199	\$1 090	\$925	\$736	\$982
Average Coffee Service	\$1 074	\$912	\$709		

*cancelled October 15 for safety concerns arising from high winds in forecast

GROWING MARKETS: These weekend markets have been running for less than 6 years and are composed of both experienced and new vendors, all of whom are working on building a new customer base in a new location. VFM allocates significant resources toward promoting them.

MT PLEASANT est. 2013	2018	2017	2016	2015	2014
# Weeks	20	20	18	18	18
Average # of vendors	28	26	29	23	24
Total season sales	\$416 697	\$398 483	\$303 506	\$243 586	\$232 189
Average total sales per day	\$20 835	\$19 924	\$16 861	\$13 532	\$12 899
Average All Vendors	\$727	\$598	\$573	\$580	\$526
Average Organic Farm	\$1 026	\$691	\$690	\$1 034	\$707
Average Conventional Farm	\$915	\$775	\$664	\$757	\$610
Average Meat/Seafood	\$1 055	\$792	\$933	\$729	\$604
Average Prepared Food	\$473	\$368	\$360	\$416	\$298
Average Bread	\$1 105	\$827	\$973		
Average Craft	\$353	\$196	\$420	\$238	\$367
Average Alcohol	\$654	\$659	\$741		
Average Food Service	\$494	\$484	\$458	\$506	\$399
Average Coffee Service	\$622	\$422	\$205		

RILEY PARK est. 2017	2018	2017
# Weeks	27	19
Average # of vendors	30	29
Total season sales	\$659 613	\$346 633
Average total sales per day	\$24 430	\$18 243
Average All Vendors	\$813	\$627
Average Organic Farm	\$1 180	\$683
Average Conventional Farm	\$1 070	\$713
Average Meat/Seafood	\$900	\$891
Average Prepared Food	\$600	\$427
Average Bread	\$1 470	\$1197

Average Craft	\$400	\$570
Average Alcohol	\$720	\$736
Average Food Service	\$815	\$497
Average Coffee Service	\$535	\$250

MID-WEEK MARKETS: Mid-week markets are different from weekend markets because individual shoppers tend to spend less time and money per visit. VFM focuses on increasing the number of shoppers at these locations and finding the right vendor base to suit mid-week shopper needs.

MAIN ST STATION est. 2009	2018	2017	2016	2015	2014
# Weeks	18	19	19	19	18
Average # of vendors	23	23	29	27	28
Total season sales	\$280 958	\$307 176	\$324 013	\$302 909	\$348 500
Average total sales per day	\$15 609	\$16 167	\$17 053	\$15 942	\$19 361
Average All Vendors	\$690	\$700	\$596	\$621	\$683
Average Organic Farm	\$1 666	\$1 176	\$1199	\$1 445	\$1 569
Average Conventional Farm	\$664	\$659	\$518	\$530	\$491
Average Meat/Seafood	\$1 310	\$846	\$938	\$676	\$860
Average Prepared Food	\$277	\$370	\$306	\$395	\$484
Average Bread	\$1 034	\$620	\$755		
Average Craft	\$292	\$277	\$303	\$185	\$267
Average Food Service	\$170	\$259	\$206	\$431	\$405
Average Coffee Service	N/A	N/A	\$309		

DOWNTOWN est. 2016	2018	2017	2016**	YT2015	YT2014
# Weeks	18	19	26	26	22
Average # of vendors	26	27	28	30	25
Total season sales	\$205 604	\$250 463	\$437 999	\$678 260	\$466 512
Average total sales per day	\$11 422	\$13 182	\$16 846	\$26 086	\$21 205
Average All Vendors	\$466	\$487	\$594	\$863	\$790
Average Organic Farm	\$477	\$371	\$774	\$1 400	\$1 284
Average Conventional Farm	\$494	\$560	\$578	\$741	\$590
Average Meat/Seafood	\$834	\$650	\$779	\$1 240	\$1 039
Average Prepared Food	\$316	\$365	\$414	\$752*	\$720*
Average Bread	\$829	\$754	\$1 037		
Average Craft	\$242	\$467	\$316	\$480	\$336
Average Alcohol	\$672	\$651	\$550		
Average Food Service	\$442	\$426	\$321	n/a	n/a
Average Coffee Service	\$172	\$282	\$178	n/a	n/a

*Includes Bread

**First 4 weeks at Yaletown

Total Summer Season Sales

2018	2017	2016	2015	2014
\$7 331 813	\$6 760 425	\$5 894 206	\$6 021 093	\$5 851 466