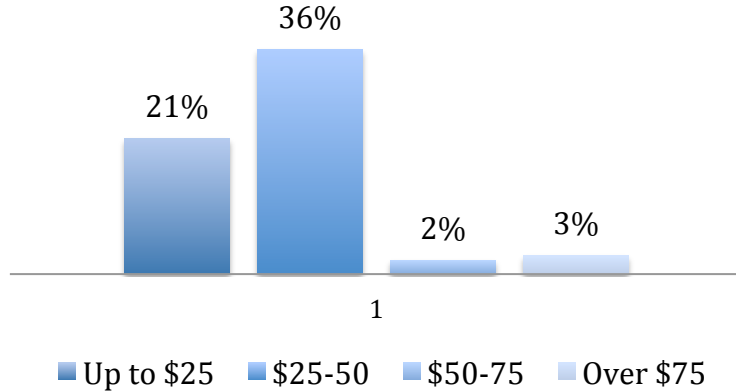


Downtown Farmers Market Profile

Thursdays, 3pm-7pm | June to October | Est. 2016

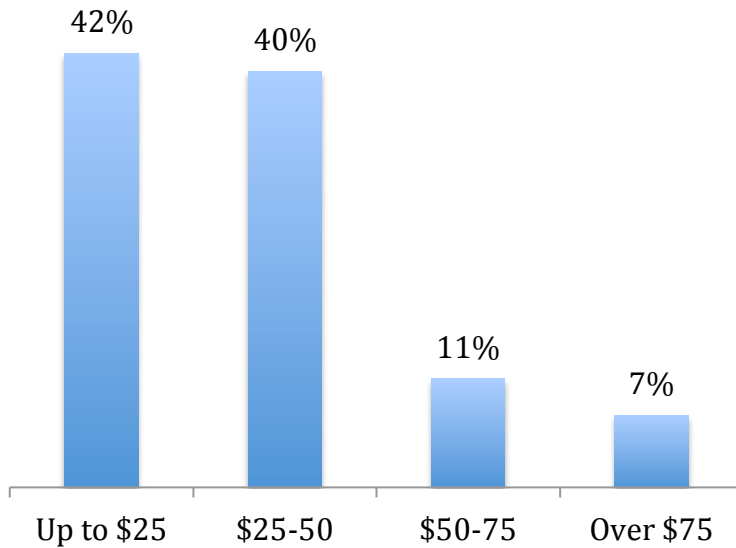
Economic Profile

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



*data from 2017

How much \$ shoppers anticipate spending per market



* Shoppers spend on average \$8.18 a week at this market

Vendor Sales Summary

Total Season Sales

\$205,604

Avg Total Per Market

\$11,422

Avg All Vendors:

\$466

Organic Farm

Avg: \$477 | High: \$925

Conventional Farm:

Avg: \$494 | High: \$1392

Meat/Seafood:

Avg: \$788 | High: \$1252

Prepared Food:

Avg: \$316 | High: \$1145

Bread:

Avg: \$829 | High: \$1345

Alcohol:

Avg: \$672 | High: \$2010

Craft:

Avg: \$242 | High: \$620

Food Trucks:

Avg: \$442 | High: \$1230

*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: 26

of craft: 1

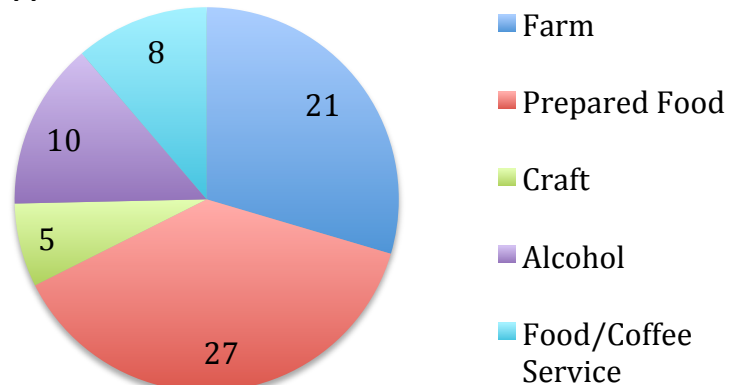
of prepared food: 8

of farm: 12

of alcohol: 2

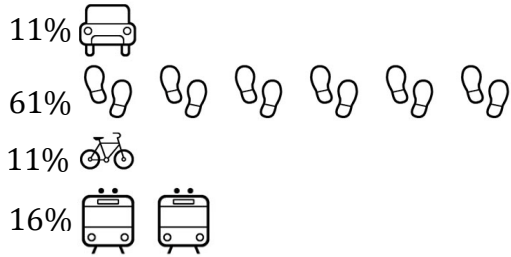
of food/coffee service: 3

Total Approved Vendors: 73



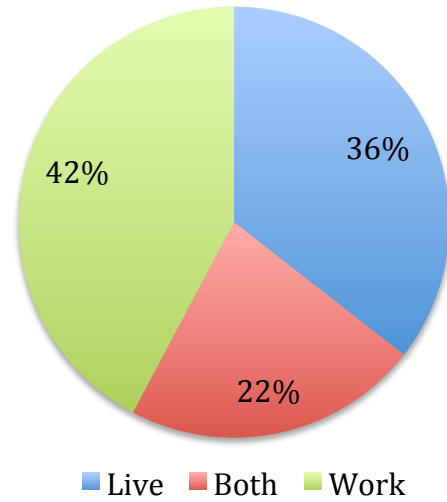
Shopper Profile

How do they get to the market?



*88% shoppers use active transportation downtown

Do you live or work Downtown?



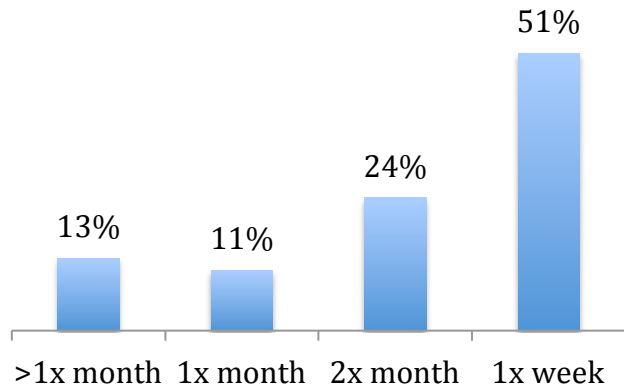
of shoppers/season

25,452

avg # of shoppers/wk

1,414

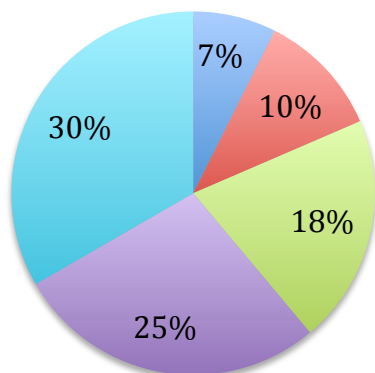
How often do they shop downtown?



What are you looking for more of?

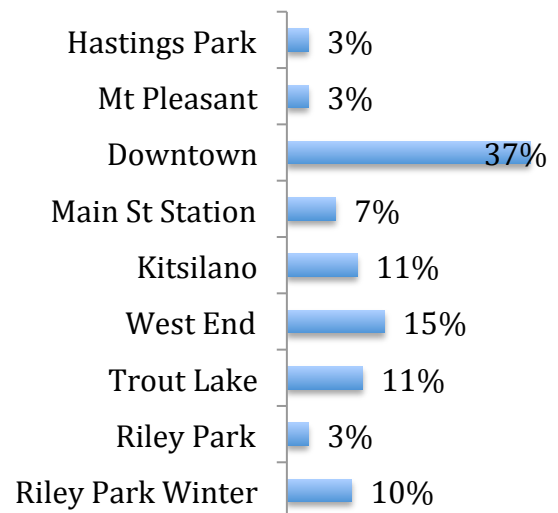
Honey
Organic Fruit
Organic Vegetables
Meat & Eggs
Crafts

Why do you choose to support farmers markets?



- Environmental Reasons
- Organic Food Options
- Great Atmosphere
- Local Food Options
- Variety & Quality

Which VFM locations do you shop at?



*Downtown shoppers also frequent West End, Trout Lake and Kitsilano markets