

# Mount Pleasant Farmers Market Profile

Sundays, 10am-2pm | May to October | Est. 2013

## Economic Profile

### Farmers Market Nutrition Coupon Program

Coupons Redeemed = \$4818 in sales

\*FMNCP coupons contributed to <1% of total farm sales at this market

Total Season Sales  
**\$416,697.14**

Total Per Market  
**Avg: \$20,834.85**

All Vendors  
**Avg: \$726.85**

Organic Farm  
**Avg: \$1025.80**

Conventional Farm  
**Avg: \$914.79**

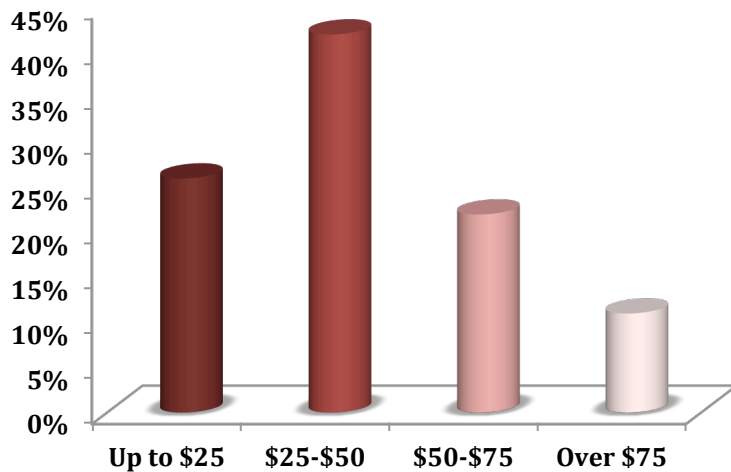
Meat/Seafood  
**Avg: \$1055.45**

Prepared Food  
**Avg: \$472.93**

Craft  
**Avg: \$372**

Food Trucks  
**Avg: \$493.65**

### How much \$ shoppers anticipate spending per market



According to our sales data and shopper counts, shoppers spend on average \$18.79/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: 28

#farm vendors/day: 12

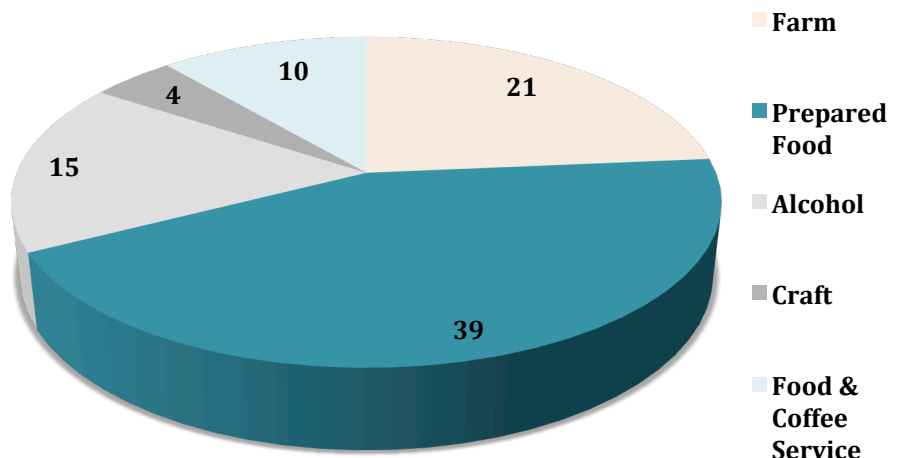
#prep food vendors/day: 10

#craft vendors/day: 1

#alcohol vendors/day: 2

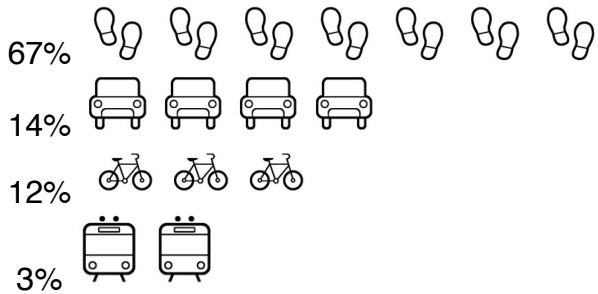
#food & coffee service/day: 3

### Total Approved Vendors:



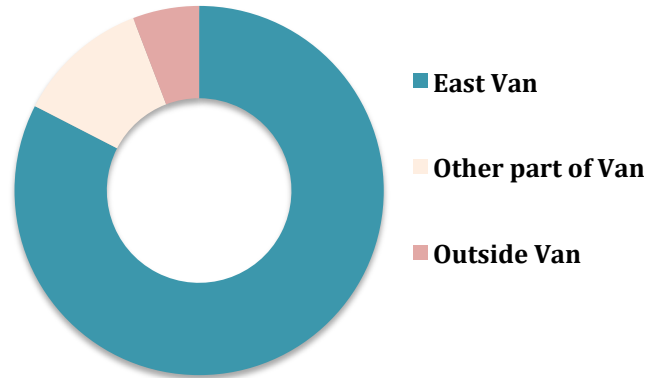
## Shopper Profile

### How do they get to the market?



4% of shoppers use car share (Modo, Car2Go, Evo)

### Where are they from?



# shoppers/season

**23,968**

# of shoppers/wk

**1198**

**52% of Mount Pleasant shoppers come to the market weekly**

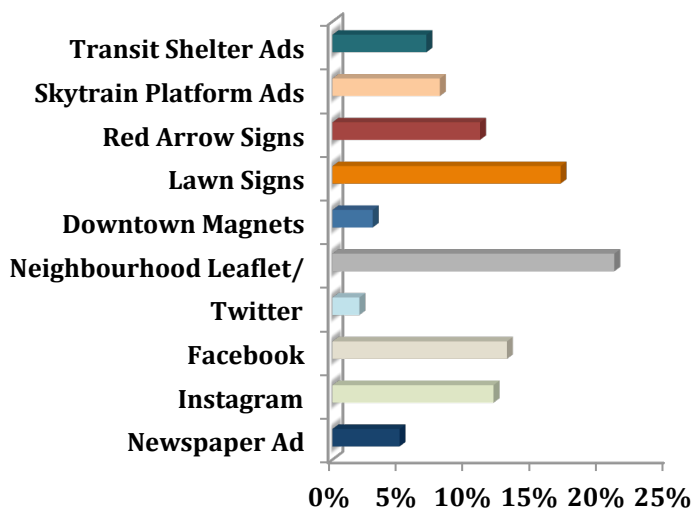
### What products/amenities would shoppers like to see more of at this market?

27% Dairy or milk products  
 10% Cooking demonstrations onsite  
 9% Bulk items

### Why do Mount Pleasant shoppers choose to shop at farmers markets?

32% Support Local Farmers  
 18% Organic Options  
 17% Community

### How shoppers found out about the market



### Which other markets have they attended?

