

Riley Park Summer Farmers Market Profile

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

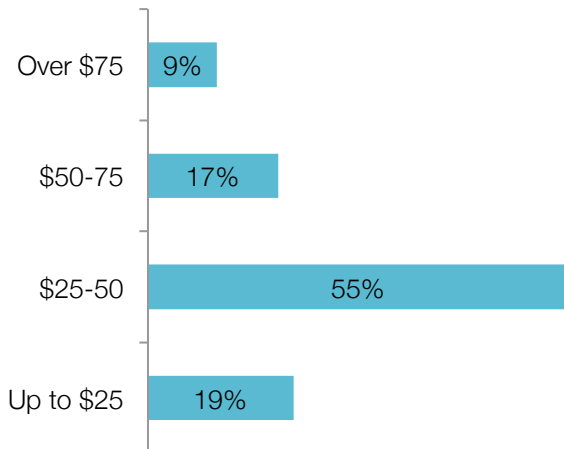
Economic Profile

FARMERS MARKET NUTRITION COUPON PROGRAM

Coupons Redeemed 2156 = \$ 6,468.00 in sales

*FMNCP coupons contributed to 2% of total farm sales

\$ AMOUNT THAT SHOPPERS ANTICIPATE SPENDING AT A MARKET



VENDOR SALES SUMMARY

- Total Season Sales: \$ 659, 612.82
- Total Sales Per Market Avg: **Avg: \$24, 430.10**
- Vendor Sales Per Market Avg: **\$813**

Category-Specific:

- Organic Farm
Avg: \$1180 | High: \$2357
- Conventional Farm:
Avg: \$1070 | High: \$2100
- Meat/Seafood:
Avg: \$900 | High: \$2060
- Prepared Food:
Avg: \$600 | High: \$1005
- Bread:
Avg: \$1470 | High: \$2030
- Alcohol:
Avg: \$720 | High: \$1325
- Craft:
Avg: \$400 | High: \$935
- Food Service:
Avg: \$813 | High: \$1360

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

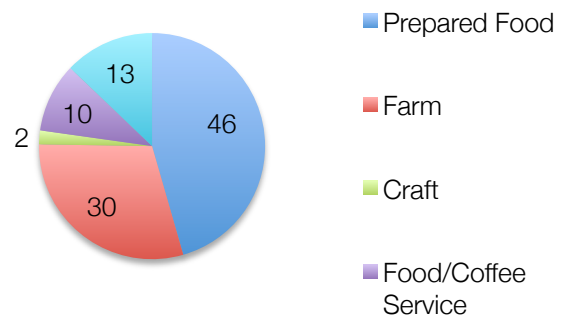
Vendor Profile

WEEKLY PROFILE

Avg # vendors per week: 30





- # of craft: <1
- # of prepared food: 10
- # of farm: 14
- # of alcohol: 2
- # of food/coffee service: 3

TOTAL APPROVED VENDORS: 101

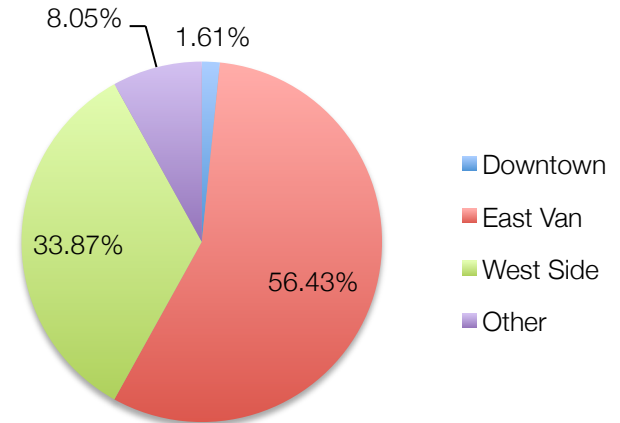


Shopper Profile

HOW DO THEY GET TO THE MARKET?

- 37% 
- 33% 
- 19% 
- 11% 

WHERE DO THEY LIVE?



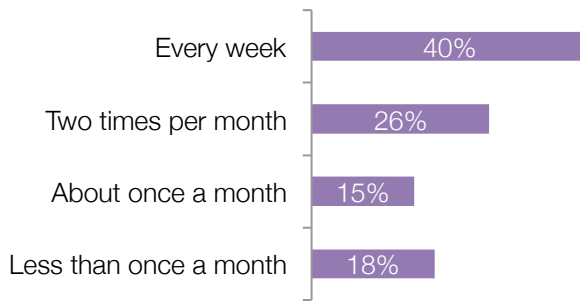
SHOPPERS/SEASON

31, 774

AVG # SHOPPERS/WK

1180

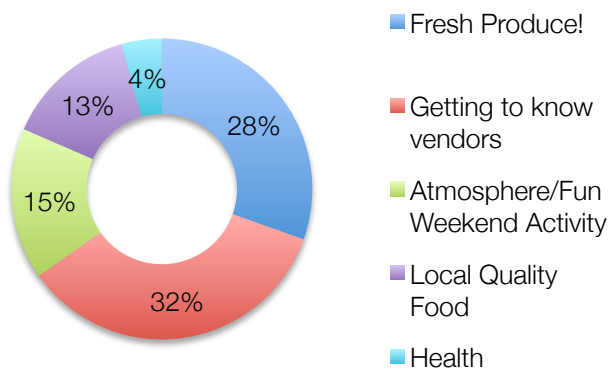
HOW OFTEN DO THEY SHOP AT THIS MARKET?



WHAT PRODUCTS DO THEY WANT TO SEE MORE OF?

Honey
 More Fruit
 More Meat & Eggs
 More Vegan Options
 More Gluten Free Options

WHY DO THEY SUPPORT FARMERS MARKETS?



WHAT OTHER VFM MARKETS DO THEY ATTEND?

