

# Trout Lake Farmers Market Profile

Saturdays, 9am-2pm | May to October | Est. 1995

## Economic Profile

### Farmers Market Nutrition Coupon Program

Coupons Redeemed = \$18,204 in sales

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

Total Season Sales  
**\$2,445,808.26**

Total Per Market  
**Avg: \$97,832.33**

All Vendors  
**Avg: \$1,705.69**

Organic Farm  
**Avg: \$2605.19**

Conventional Farm  
**Avg: \$1,348.62**

Meat/Seafood  
**Avg: \$2,143.28**

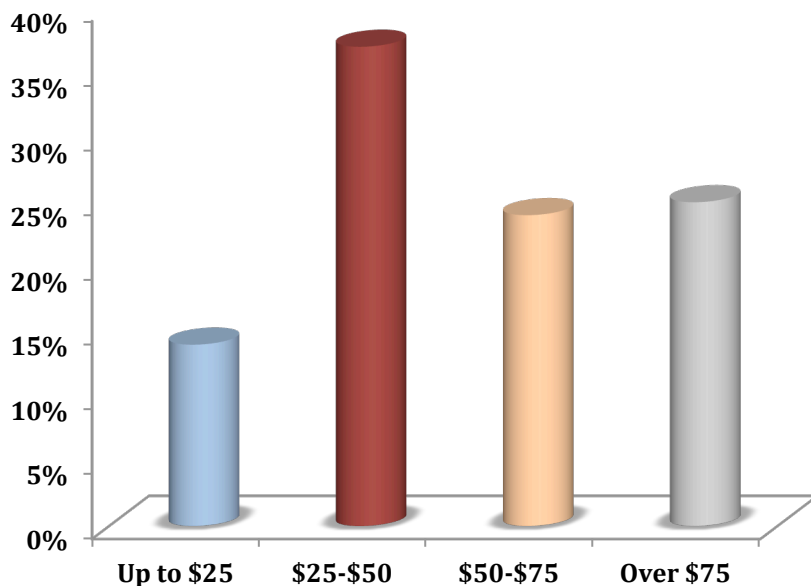
Dairy  
**Avg: \$1,941.14**

Prepared Food  
**Avg: \$1190.69**

Craft  
**Avg: \$696.98**

Food Trucks  
**Avg: \$1,279.33**

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



According to our sales data and shopper counts, shoppers spend on average \$25.74/week at this market

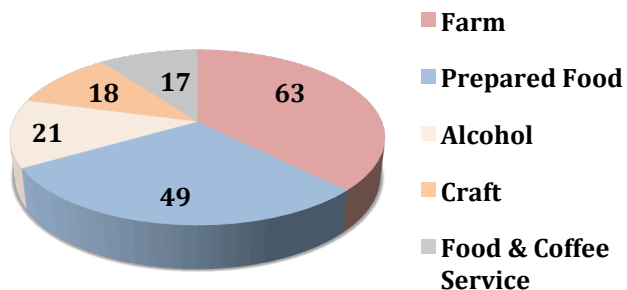
\*Summary of market sales are generated through the collection of vendor reports. They are averages only – individual vendor sales vary greatly.

## Vendor Profile

**Avg # of vendors/wk: 58**

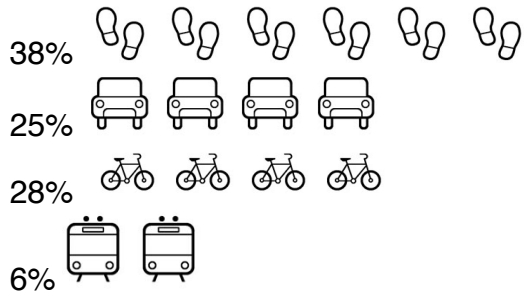
- # farm vendors/day: **34**
- # prep food vendors/day: **13**
- # craft vendors/day: **2**
- # alcohol vendors/day: **3**
- # food & coffee service/day: **6**

**Total Approved Vendors: 168**



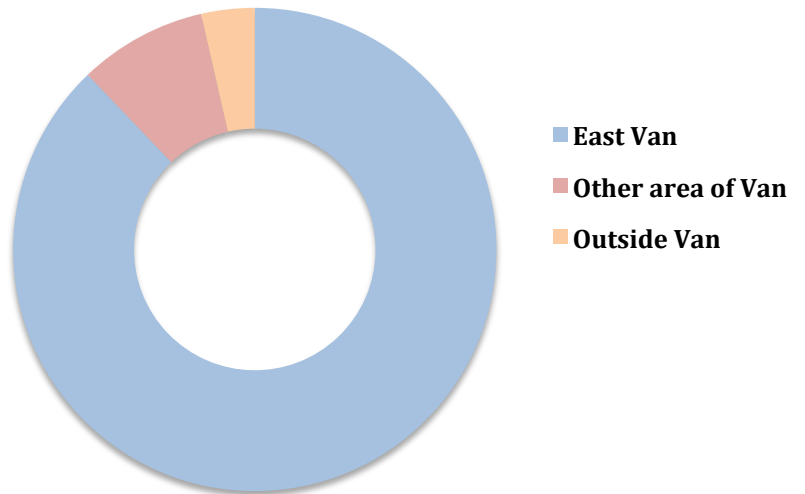
## Shopper Profile

### How do they get to the market?



3% of shoppers use car share (Modo, Car2Go, Evo)

### Where are they from?



# shoppers/season

**95,437**

# of shoppers/wk

**3,817**

**45% of Trout Lake shoppers report that they shop weekly at the Market**

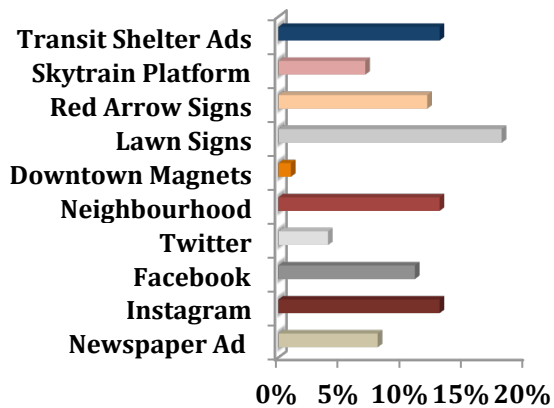
### What products/amenities would shoppers like to see more of at this market?

31% Plastic free packaging  
11% Better shopper parking  
10% More vegan products

### Why do Trout Lake shoppers choose to shop at farmers markets?

36% Organic options  
16% Supporting local farmers  
9% Good vibes

### How did shoppers find out about this market?



### Which other markets have they attended?

