

# West End Farmers Market Profile

Saturdays, 9am-2pm | May to October | Est. 1998

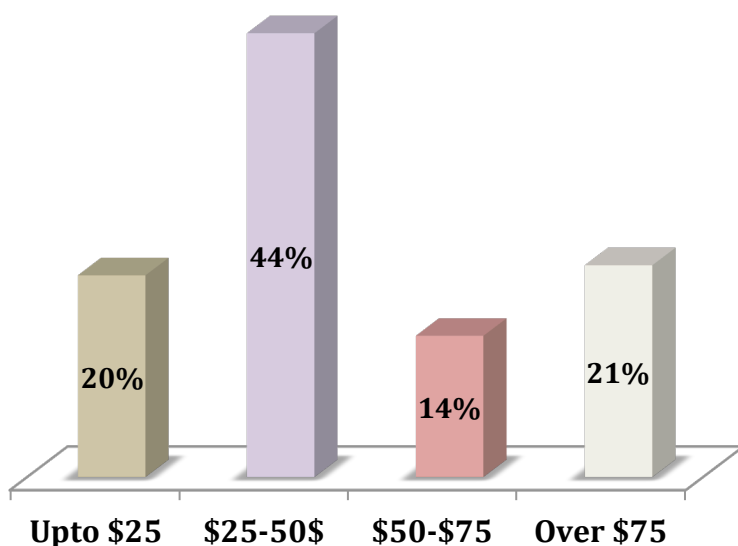
## Economic Profile

### Farmers Market Nutrition Coupon Program

Coupons Redeemed = \$11,745 in Sales

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

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



\*Shoppers spend on average \$15.42/week at this market

### Vendor Sales Summary

Total Season Sales  
**\$1,209,909.51**

Avg Total Per Market  
**\$54,995.88**

Avg All Vendors:  
**\$1,621.92**

Avg Organic Farm  
**\$3,202.39**

Avg Conventional Farm:  
**\$975.27**

Avg Meat/Seafood:  
**\$1,968.31**

Avg Prepared Food:  
**\$944.22**

Avg Bread:  
**\$2,090.23**

Avg Alcohol:  
**\$1,425.22**

Avg Craft:  
**\$761.49**

Avg Food Trucks:  
**\$1198.63**

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

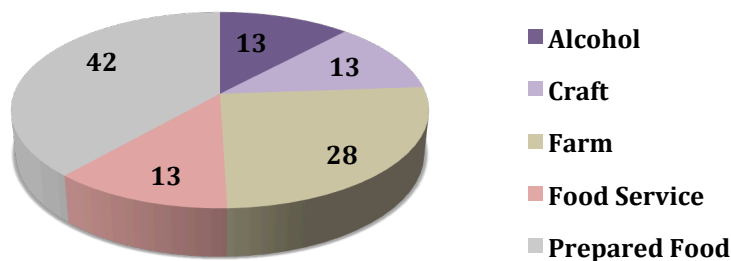
## Vendor Profile

### Weekly Profile

Avg # vendors per week: 33  
 # of craft: 2  
 # of prepared food: 8  
 # of farm: 18  
 # of alcohol: 2  
 # of food service: 3

Farmers make up an average of 60% of the West End vendor mix

### Total Approved Vendors: 109



**Shopper Profile**

**How do they get to the market?**

\*66% shoppers walk to the West End

**Where do they come from?**

Origin	Percentage
Downtown	81%
Vancouver	13%
Outside Vancouver	6%

\*81% of shoppers come from Downtown

<b># of shoppers/season</b>	<b>avg # of shoppers/wk</b>
<b>78,830</b>	<b>3,583</b>

**West End Shoppers are regular – 78% of shoppers come to the market every week**

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

- 14% Frozen Treats
- 13% Goat products (cheese/butter)
- 9% Consistent coffee onsite

**Why do West End shoppers choose to shop at the farmer markets?**

- 31% Support Local Farms
- 9% Better quality
- 7% Smaller carbon footprint

**West End shoppers spotted these farmers market promotional materials in the past 6 months.**

Promotional Material	Percentage
Newspaper Ad	10%
Instagram	9%
Facebook	16%
Twitter	3%
Neighbourhood Leaflet	31%
Downtown Magnet	3%
Lawn Signs	9%
Rew Arrow Signs	10%
Skytrain Ad	2%
Transit Shelter Ad	7%

**The West End Farmers Market has been bringing local food to the West End community for 21 years!**