

# Hastings Park Farmers Market Profile

Sundays, 10am-2pm | November to April | Est. 2014

## Economic Profile

**TOTAL 2018-19 SEASON SALES**  
**\$470,500**

Total 2017-18 Season Sales  
 \$448,000

Total 2016-17 Season Sales  
 \$422,500

Average All Vendor Sales: **\$600**

Organic Farm  
**Avg: \$1,000 | High: \$2,500**

Conventional Farm:  
**Avg: \$500 | High: \$1,700**

Meat/Seafood:  
**Avg: \$1,100 | High: \$1,900**

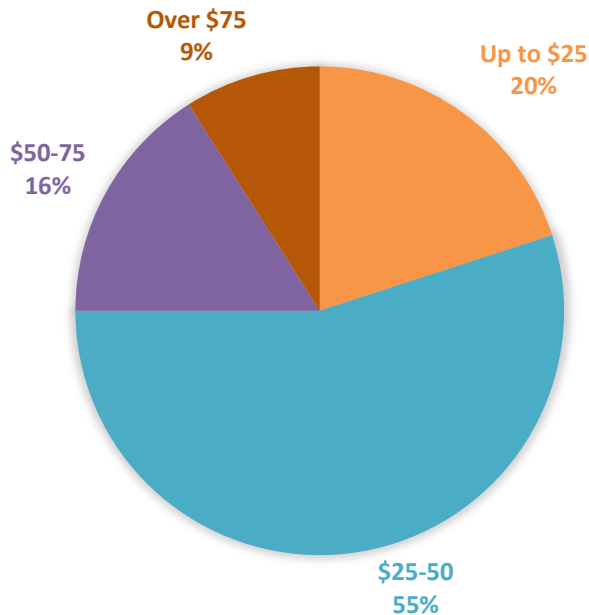
Prepared Food:  
**Avg: \$400 | High: \$1,000**

Bread:  
**Avg: \$1,100 | High: \$1,800**

Alcohol:  
**Avg: \$650 | High: \$1,900**

Food Service:  
**Avg: \$700 | High: \$1,450**

### \$ AMOUNT THAT SHOPPERS ANTICIPATE SPENDING AT THE MARKET



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

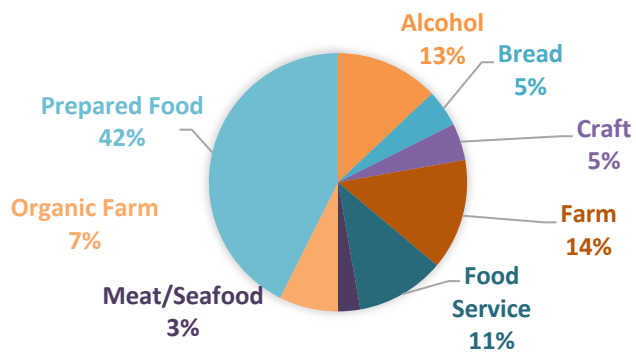
## Vendor Profile

### WEEKLY PROFILE

**Avg # vendors/wk: 32**

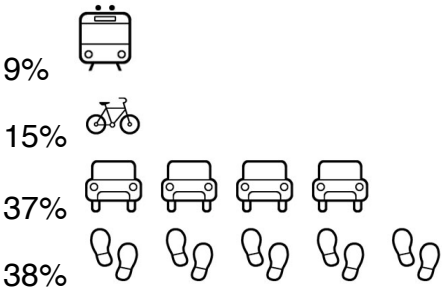
# farm vendors/day: **13**  
 # prep food vendors/day: **13**  
 # alcohol vendors/day: **3**  
 # food service/day: **4**

### TOTAL APPROVED VENDORS: 108

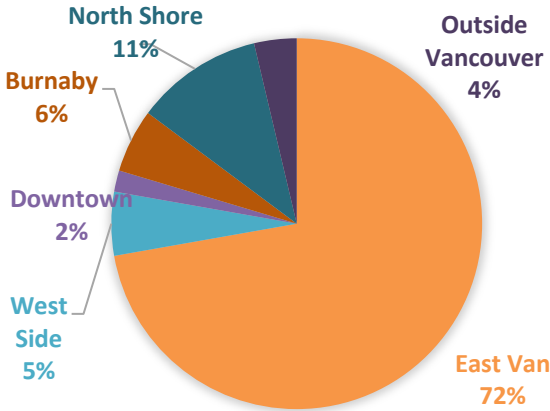


# Shopper Profile

## HOW DO THEY GET TO THE MARKET?



## WHERE DO THEY LIVE?



# shoppers/season

**27,038**

avg # shoppers/wk

**1,082**

Shopper counts from the 2018-19 season were up 20% from the previous season

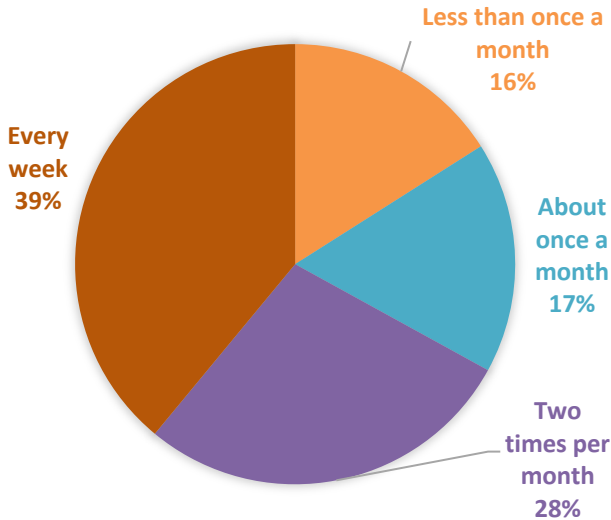
## WHY DO THEY SUPPORT FARMERS MARKETS?

Support our Local Farmers  
Fresh & Interesting Products  
Best Coffee

## WHAT PRODUCTS DO THEY WANT TO SEE MORE OF?

More Vegetable Farmers  
More Food Trucks  
Asian Greens

## HOW OFTEN DO THEY SHOP AT THIS MARKET?



## WHICH OTHER VFM MARKETS DO THEY ATTEND?

