

# Riley Park Winter Farmers Market

Saturdays, 10am-2pm | November - April | Est. 2010

## Economic Profile

**Total Season Sales**  
**\$2,449,287.70**

Total Per Market  
**Avg: \$83,577**

All Vendors:  
**Avg: \$1,403.71**

Organic Farm  
**Avg: \$2,393**

Farm:  
**Avg: \$1,109**

Meat/Seafood:  
**Avg: \$2,175**

Prepared Food:  
**Avg: \$1,012**

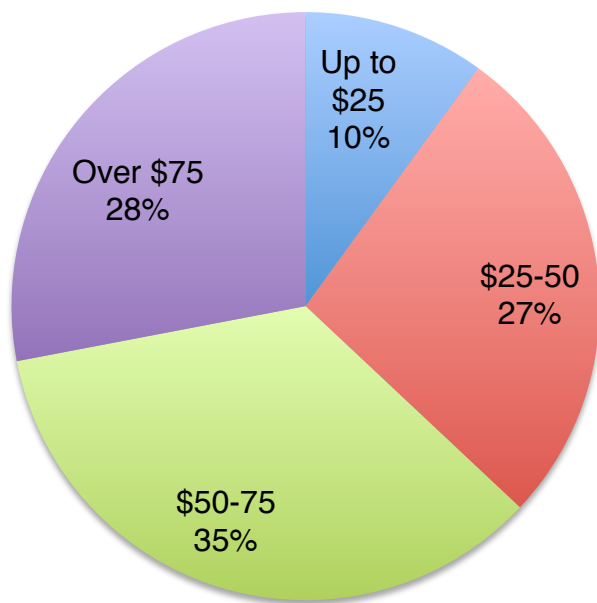
Craft:  
**Avg: \$796**

Alcohol  
**Avg: \$1,018**

Food Trucks  
**Avg: \$919.73**

Coffee Trucks  
**Avg: \$644.63**

**How much \$ shoppers anticipate spending per market:**



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

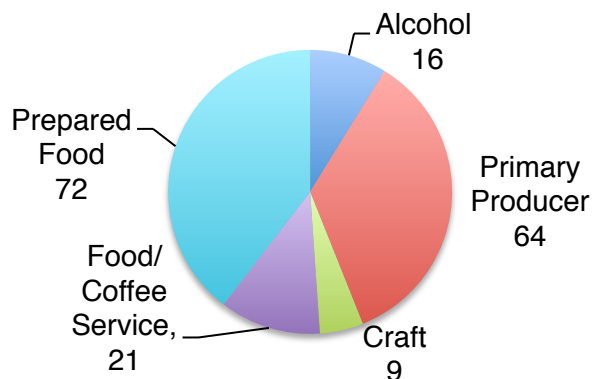
## Vendor Profile

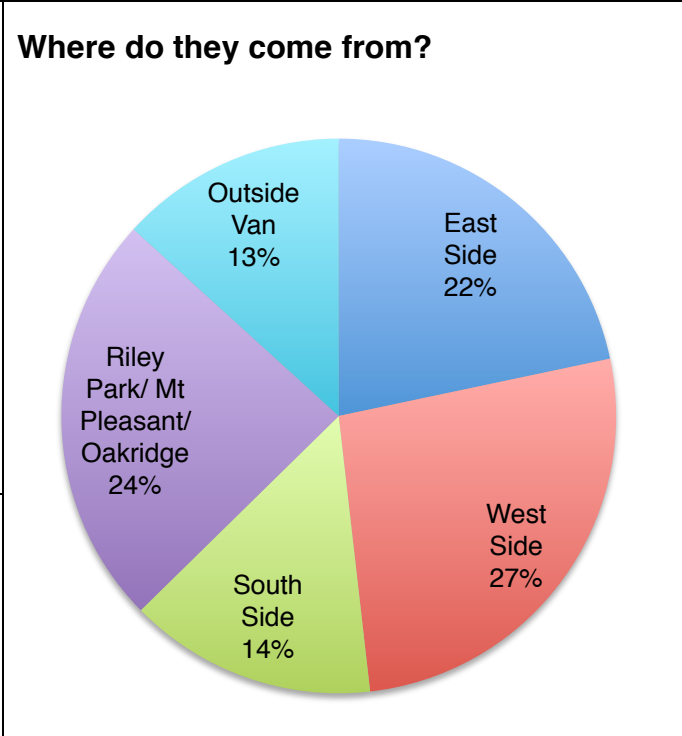
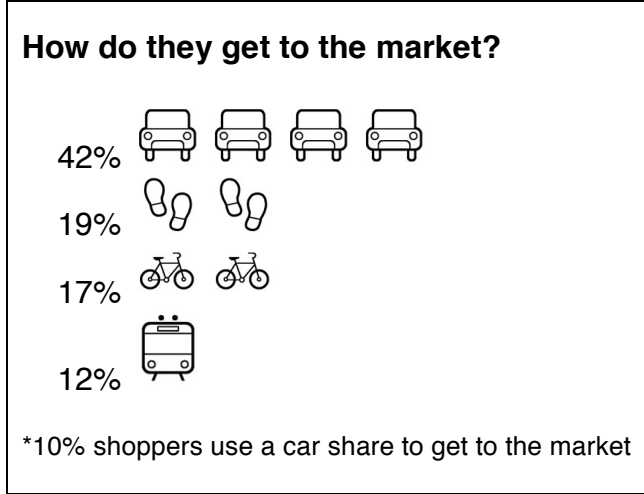
### Weekly Profile

**Avg # vendors/wk: 72**

- # farm vendors/day: 34
- # prep food vendors/day: 23
- # craft vendors/day: 2
- # alcohol vendors/day: 3
- # food service/day: 6

### Total Approved Vendors: 182 Approved Vendors by Category





# of shoppers per season  
**93,628**

avg # of shoppers per week  
**3,745**

**99% of shoppers support a market expansion in the future**

### 3 things shoppers would like to see more of at the farmers markets

- 18% More Organic Eggs
- 16% Organic Meat/Sea Food
- 9% More Seating

### Top reasons shoppers support the markets

- Increases community interaction
- Unaltered food
- Fresh Products

