

Mount Pleasant Farmers Market Profile

Sundays, 10am-2pm | May to October | Est. 2013

Economic Profile

Farmers Market Nutrition Coupon Program

Coupons Redeemed = \$8571 in sales

*FMNCP coupons contributed to <2% of total farm sales at this market

Total Season Sales
\$520,125.83

Total Per Market
Avg: \$22,614.16

All Vendors
Avg: \$731.99

Organic Farm
Avg: \$1008.38

Conventional Farm
Avg: \$895.19

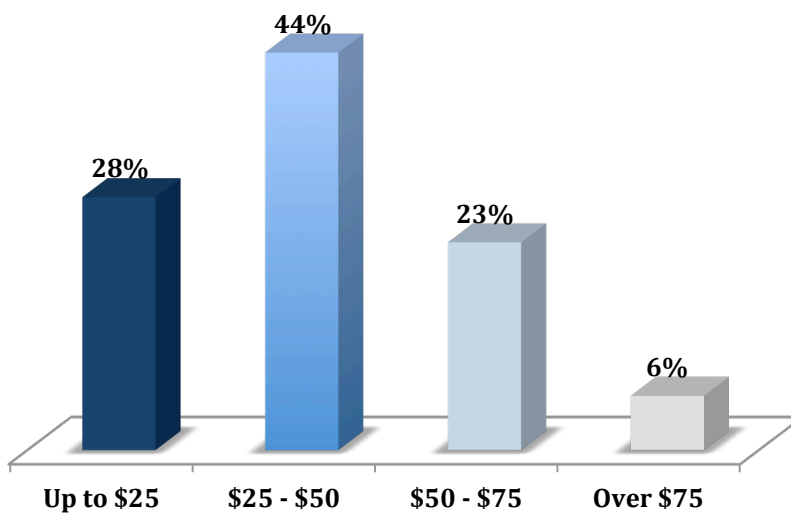
Meat/Seafood
Avg: \$1006.14

Prepared Food
Avg: \$431.88

Craft
Avg: \$293.64

Food Trucks
Avg: \$650.62

How much \$ shoppers anticipate spending per market



According to our sales data and shopper counts, shoppers spend on average \$16.57/week at this market

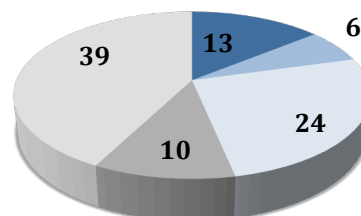
*Summary of market sales are generated through the collection of vendor reports. They are averages only – individual vendor sales vary greatly.

Vendor Profile

Weekly Profile
Avg # vendors/wk: 30

#farm vendors/day: 14
#prep food vendors/day: 10
#craft vendors/day: 1
#alcohol vendors/day: 2
#food & coffee service/day: 3

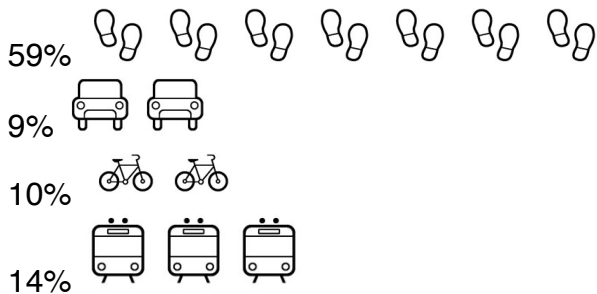
Total Approved Vendors:



- Alcohol
- Craft
- Farm
- Food Service

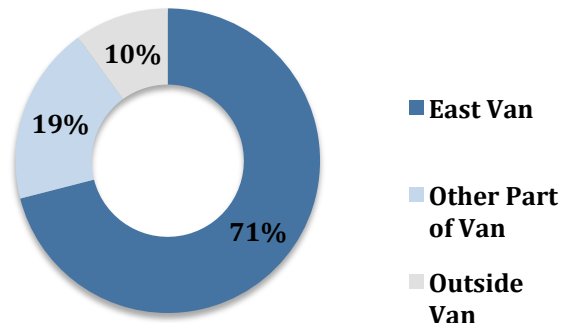
Shopper Profile

How do they get to the market?



8% of shoppers use car share (Modo, Car2Go, Evo)

Where are they from?



shoppers/season

31,381

of shoppers/wk

1364

48% of Mount Pleasant shoppers come to the market weekly

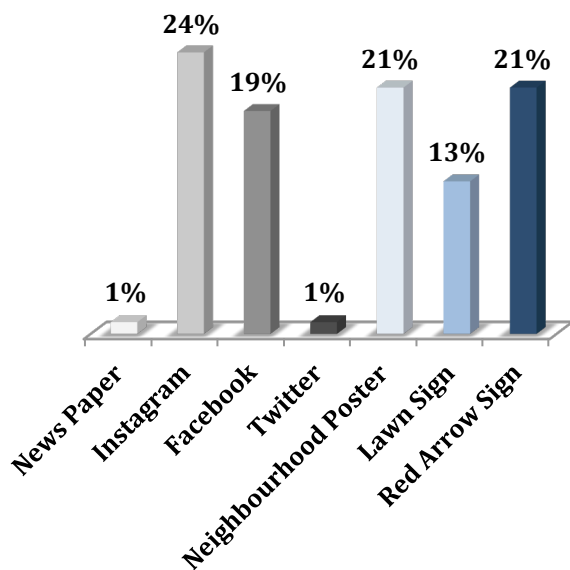
What products/amenities would shoppers like to see more of at this market?

21% Food Demos/Workshops
 19% Gluten Free Options Weekly
 15% Meat Alternatives Weekly

Why do Mount Pleasant shoppers choose to shop at farmers markets?

25% Fresh Local Produce
 19% Support Local Farmers
 10% Closer Connection to Food

How shoppers found out about the market



Which other markets have they attended?

