

# Main St Station Farmers Market Profile

Wednesdays, 2pm-6pm | June to October | Est. 2009

## Economic Profile

### Farmers Market Nutrition Coupon Program

Coupons Redeemed 5,091 = \$15,273 in sales

Main St Station redeems 34% of all coupons redeemed at VFM markets

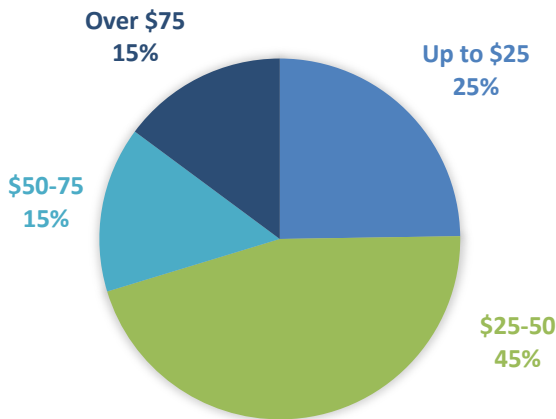
FMNCP coupons contributed to 7% of total farm sales

Total Season Sales  
**\$277,050**

Total Per Market  
**Avg: \$19,000**

All Vendors:  
**Avg: \$565**

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



Organic Farm  
**Avg: \$1,600 | High: \$4,300**

Conventional Farm:  
**Avg: \$600 | High: \$2,000**

Meat/Seafood:  
**Avg: \$1,300 | High: \$3,500**

Prepared Food:  
**Avg: \$250 | High: \$950**

Bread:  
**Avg: \$850 | High: \$1,400**

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

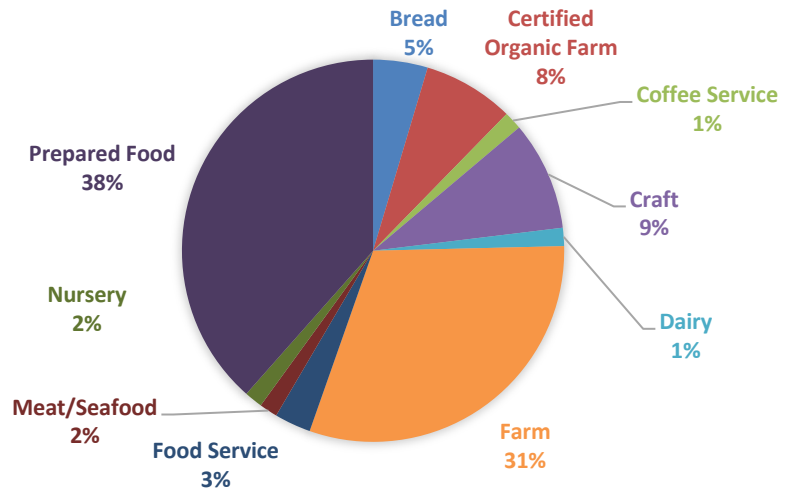
## Vendor Profile

### Weekly Profile

**Avg # vendors/wk: 29**

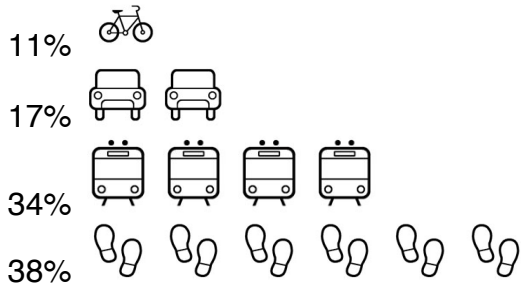
# farm vendors/day: 16  
# prep food vendors/day: 8  
# craft vendors/day: 1  
# food service/day: 2

### Total Approved Vendors: 65



## Shopper Profile

### How do they get to the market?



\*83% of shoppers use alternative transportation

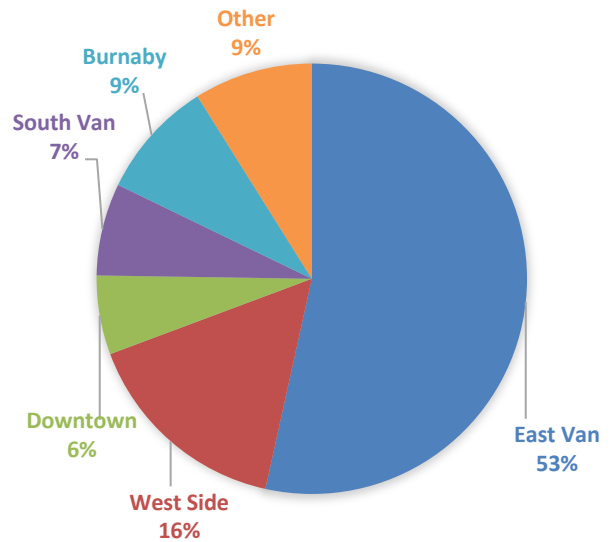
# shoppers/season

**19,000**

avg # shoppers/wk

**1,005**

### Where are they from?



Main St Station is conveniently located near the Terminal Sky Train Station

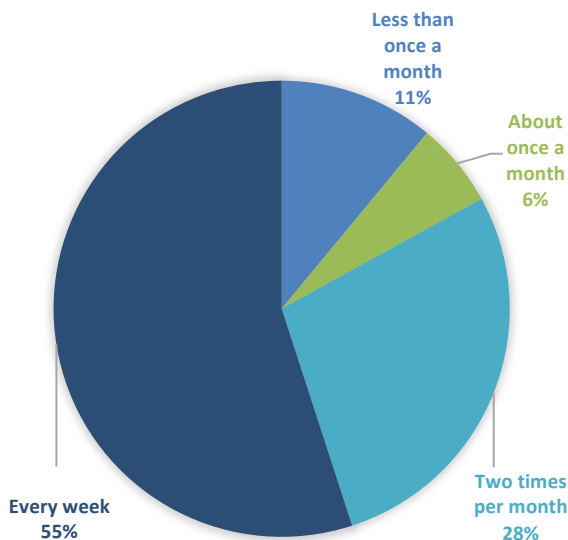
### What products/amenities would shoppers like to see at this market?

23% Grass-Fed Meat  
19% Food Trucks  
13% Mushrooms

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

33% Instagram  
25% Red Arrow Signs  
15% Facebook

### How often do they come to the market?



### Which other markets have they attended?

