

# Trout Lake Farmers Market Profile

Saturdays, 9am-2pm | May to October | Est. 1995

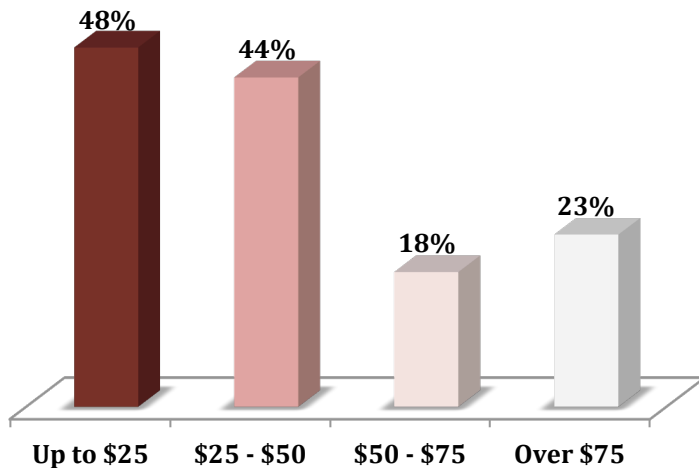
## Economic Profile

### Farmers Market Nutrition Coupon Program

Coupons Redeemed = \$31,833 in sales

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

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



According to our sales data and shopper counts, shoppers spend on average \$23.53/week at this market

Total Season Sales  
**\$2,510,855.80**

Total Per Market  
**Avg: \$100,434.20**

All Vendors  
**Avg: \$1,756.01**

Organic Farm  
**Avg: \$2666.90**

Conventional Farm  
**Avg: \$1,471.90**

Meat/Seafood  
**Avg: \$2,391.65**

Dairy  
**Avg: \$2,036.62**

Prepared Food  
**Avg: \$1,118.16**

Craft  
**Avg: \$979.88**

Food Trucks  
**Avg: \$1226.30**

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

## Vendor Profile

**Avg # of vendors/wk: 58**

# farm vendors/day: **34**

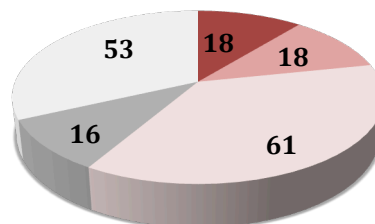
# prep food vendors/day: **13**

# craft vendors/day: **2**

# alcohol vendors/day: **3**

# food & coffee service/day: **6**

**Total Approved Vendors: 165**



■ Alcohol

■ Craft

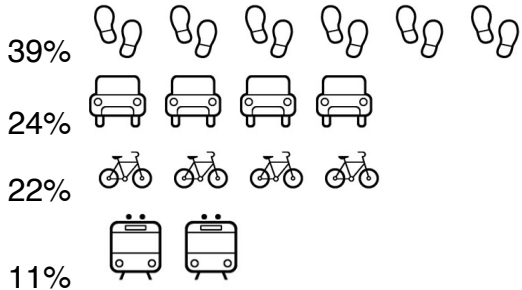
■ Farm

■ Food Service

■ Prepared Food

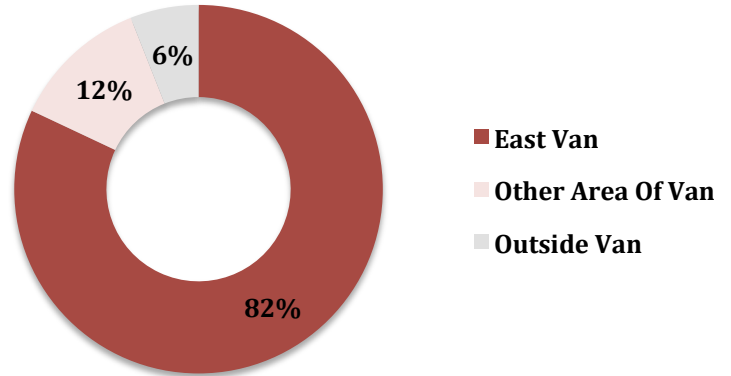
## Shopper Profile

### How do they get to the market?



4% of shoppers use car share (Modo, Car2Go, Evo)

### Where are they from?



# shoppers/season

**107,162**

# of shoppers/wk

**4,286**

**53% of Trout Lake shoppers report that they shop weekly at the Market**

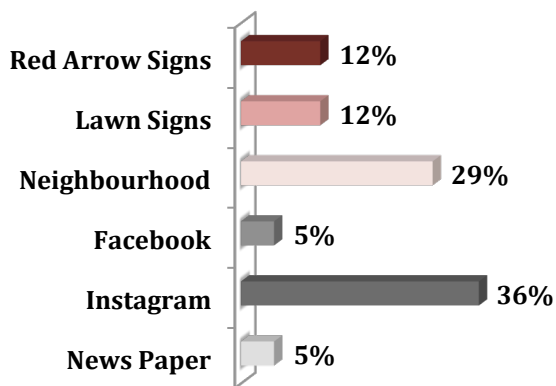
### What products/amenities would shoppers like to see more of at this market?

18% More food trucks  
15% Less plastic containers/bags  
13% Covered seating areas

### Why do Trout Lake shoppers choose to shop at farmers markets?

35% Tastiest produce  
21% Supporting local farmers  
16% Community vibes

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



### Which other markets have they attended?

