

West End Farmers Market Profile

Saturdays, 9am-2pm | May to October | Est. 1998

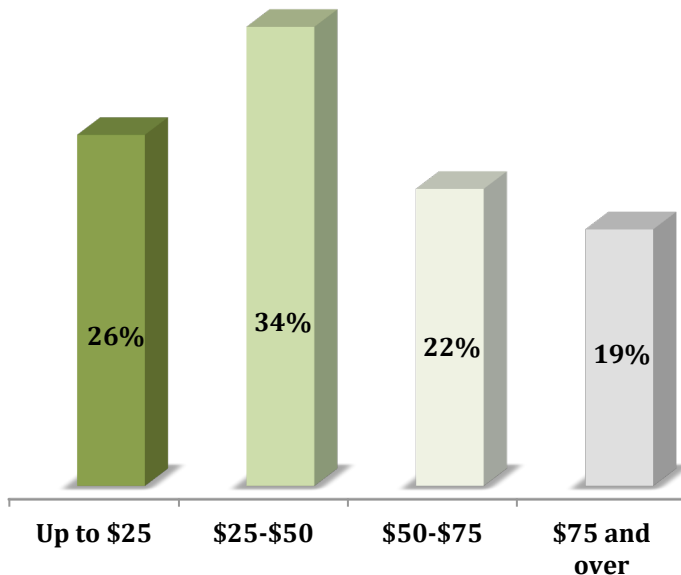
Economic Profile

Farmers Market Nutrition Coupon Program

Coupons Redeemed = **\$13,680** in Sales

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

How much \$ shoppers anticipate spending per market



*Shoppers spend on average **\$16.56/week** at this market

Vendor Sales Summary

Total Season Sales
\$1,345,262.18

Avg Total Per Market
\$53,810.48

Avg All Vendors:
\$1,636.88

Avg Organic Farm
\$3,291.93

Avg Conventional Farm:
\$1,133.33

Avg Meat/Seafood:
\$2,144.76

Avg Prepared Food:
\$995.44

Avg Bread:
\$2,355.90

Avg Alcohol:
\$1,341.00

Avg Craft:
\$747.95

Avg Food Trucks:
\$1,397.80

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

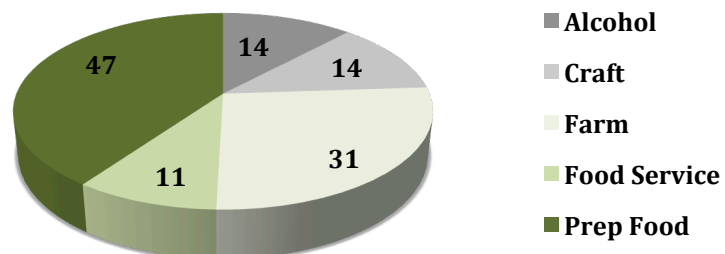
Vendor Profile

Weekly Profile

Avg # vendors per week: **38**
 # of craft: **2**
 # of prepared food: **10**
 # of farm: **21**
 # of alcohol: **2**
 # of food service: **3**

Farmers make up an average of **60%** of the West End vendor mix

Total Approved Vendors: 117



Shopper Profile

How do they get to the market?

*82% shoppers walk to the West End

Where do they come from?

Origin	Percentage
Downtown	79%
Other parts of Vancouver	13%
Outside Vancouver	8%

of shoppers/season
81,856

avg # of shoppers/wk
3,274

West End Shoppers are regular – 66% of shoppers come to the market every week

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

- 13% Potted plants
- 12% Mushrooms
- 12% Specialty baking

Why do West End shoppers choose to shop at the farmer markets?

- 28% Support local farms
- 15% Organic options
- 12% Fresh options

West End shoppers spotted these farmers market promotional materials in the past 6 months.

Promotional Material	Percentage
Instagram	31%
Neighbourhood Poster	31%
Facebook	17%
Lawn Sign	9%
Red Arrow Sign	5%
News Paper	5%
Twitter	2%

The West End Farmers Market has been bringing local food to the West End community for 22 years!