

Riley Park Summer Farmers Market Profile

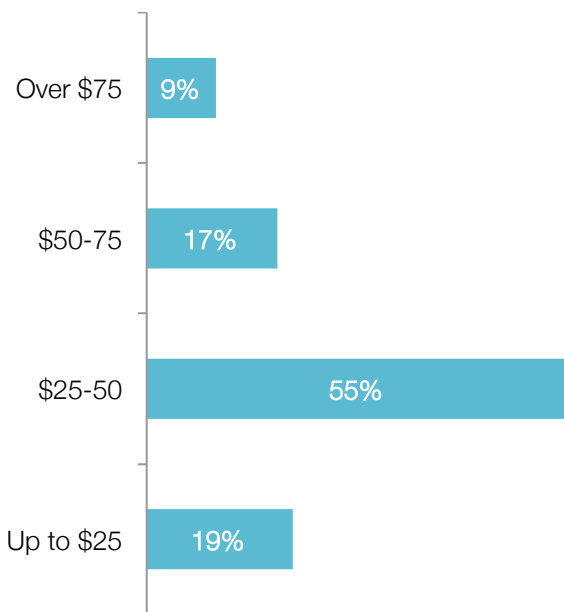
Saturdays 10am-2pm | May to October | Est. 2017

Economic Profile

FARMERS MARKET NUTRITION COUPON PROGRAM

Coupons Redeemed 1118 = \$ 3,354.00 in sales

\$ AMOUNT THAT SHOPPERS ANTICIPATE SPENDING AT A MARKET



VENDOR SALES SUMMARY

- Total Season Sales: \$ 861, 210.64
- Total Sales Per Market Avg: \$ 33,123.50
- Vendor Sales Per Market Avg: \$983.75

Category-Specific:

- Organic Farm
Avg: \$1618 | High: \$4830
- Conventional Farm:
Avg: \$1091 | High: \$2849
- Meat/Seafood:
Avg: \$1,326 | High: \$2362
- Prepared Food:
Avg: \$652 | High: \$2495
- Bread:
Avg: \$1833 | High: \$2735
- Alcohol:
Avg: \$891 | High: \$2440
- Craft:
Avg: \$413 | High: \$900
- Food Service:
Avg: \$990 | High: \$2288

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

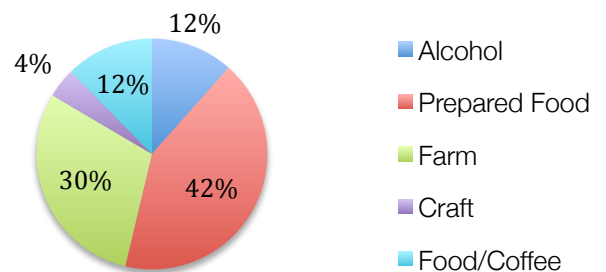
Vendor Profile

WEEKLY PROFILE

Avg # vendors per week: 34



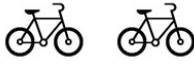

- # of craft: <1
- # of prepared food: 10
- # of farm: 14
- # of alcohol: 2
- # of food/coffee service: 3

TOTAL APPROVED VENDORS: 121

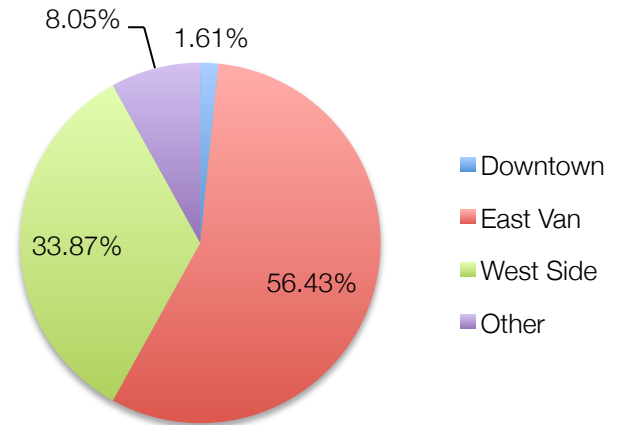


Shopper Profile

HOW DO THEY GET TO THE MARKET?

- 50% 
- 31% 
- 12% 
- 6% 

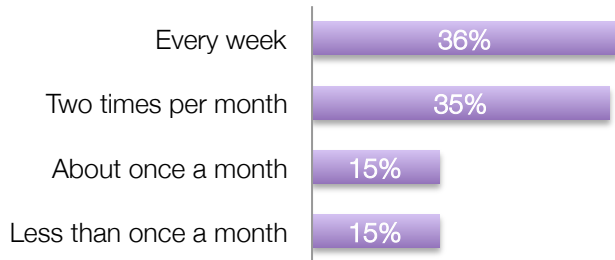
WHERE DO THEY LIVE?



SHOPPERS/SEASON
39731

AVG # SHOPPERS/WK
1528

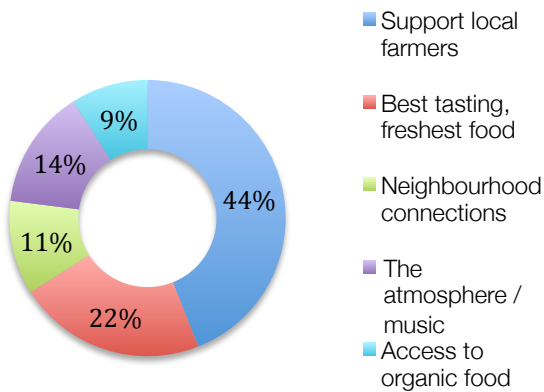
HOW OFTEN DO THEY SHOP AT THIS MARKET?



WHAT PRODUCTS DO THEY WANT TO SEE MORE OF?

Vegan Cheese
Specialty Baking
Wine
Grains
Coffee Beans

WHY DO THEY SUPPORT FARMERS MARKETS?



WHAT OTHER VFM MARKETS DO THEY ATTEND?

