

MAIN ST STATION

WEDNESDAYS, 2PM-6PM | JUNE - OCTOBER | EST.
2009

TOTAL SEASON SALES

\$329,390

Total Per Market

Avg: \$17,300

All Vendors

Avg: \$760

Organic Farm

Avg: \$2,000

Conventional Farm

Avg: \$650

Meat/Seafood

Avg: \$1,950

Prepared Food

Avg: \$300

Craft

Avg: \$350

Alcohol

Avg: \$450

Bread

Avg: \$1,250

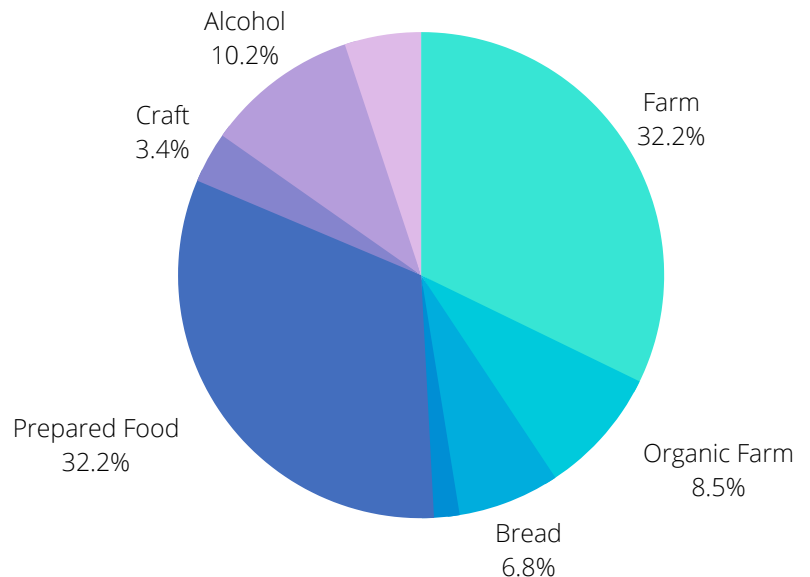
Food Service

Avg: \$500

Coffee Service

Avg: \$200

TOTAL APPROVED VENDORS: 59



WEEKLY VENDOR MIX

Avg. # vendors per day: 23

- # organic farm vendors/day: 3
- # farm vendors/day: 10
- # meat/seafood vendors/day: 1
- # prep food vendors/day: 6
- # craft vendors/day: <1
- # food/coffee service/day: 1



Farmers Market Nutrition Coupons Redeemed: \$34,400

Shoppers spend on average \$29 per market

Shoppers per week: 610