

WEST END

SATURDAY, 9AM-2PM | MAY 24-OCT 24 | EST.1998

TOTAL SEASON SALES

\$1,402,517.01

Total Per Market

Avg: \$60,893

All Vendors

Avg: \$1768

Organic Farm

Avg: \$3,243

Conventional Farm

Avg: \$1,554

Meat/Seafood

Avg: \$1,554

Dairy

Avg: \$1,423

Prepared Food

Avg: \$1,129

Craft

Avg: \$965

Alcohol

Avg: \$1,552

Bread

Avg: \$1,991

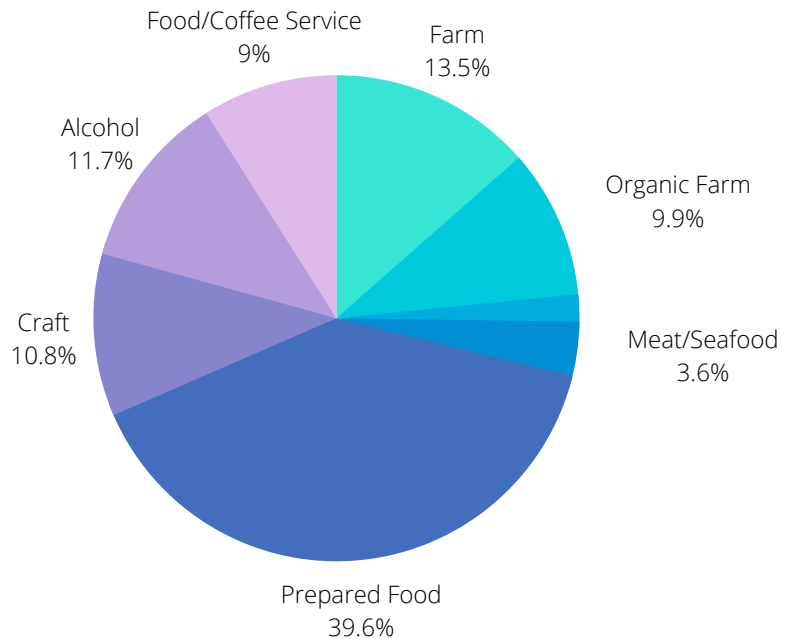
Food Service

Avg: \$1,405

Coffee Service

Avg: \$939

TOTAL APPROVED VENDORS: 112



WEEKLY VENDOR MIX

Avg. # vendors per day: 34

- # organic farm vendors/day: 7
- # farm vendors/day: 6
- # meat/seafood vendors/day: 2
- # prep food vendors/day: 10
- # craft vendors/day: 1
- # food/coffee service/day: 2



Farmers Market Nutrition Coupons Redeemed: \$12,768.00

Shoppers spend on average \$38 per market

Shoppers per week: 1624