

# FALSE CREEK 2021

THURSDAYS, 2 - 6PM | JUNE - OCTOBER | EST. 2021

## VENDOR PROFILE

### TOTAL SEASON SALES

\$ 233,854.59

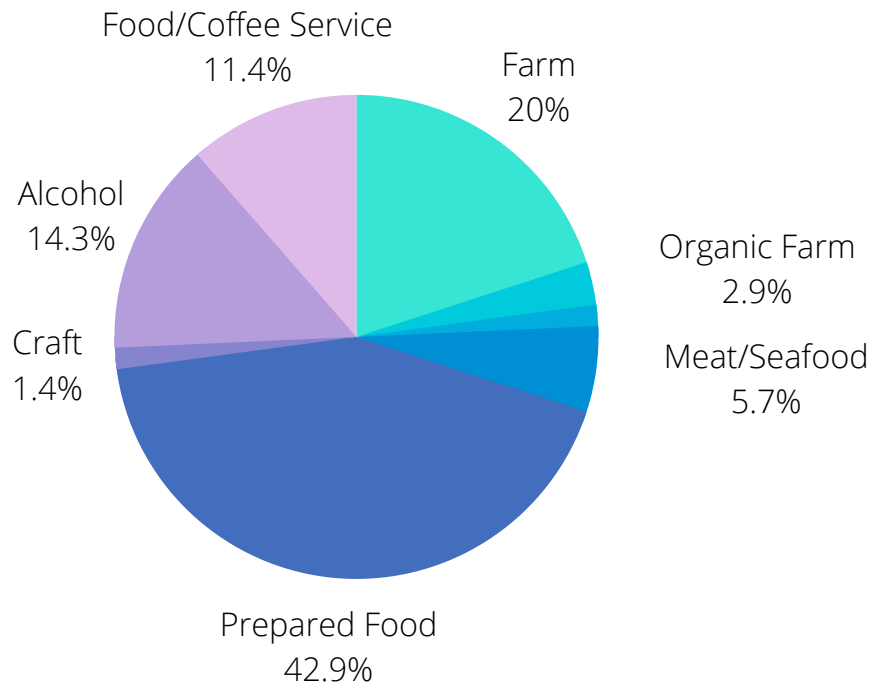
#### Total Per Market

Avg: \$12,310

#### Sales by vendor

Avg: \$ 402.85

### TOTAL APPROVED VENDORS: XX



#### Organic Farm

Avg: \$980

#### Conventional Farm

Avg: \$700

#### Meat/Seafood

Avg: \$445

#### Dairy

Avg: \$400

#### Prepared Food

Avg: \$500

#### Alcohol

Avg: \$730

#### Bread

Avg: \$1,260

#### Food Service

Avg: \$485

### WEEKLY VENDOR MIX

Avg. # vendors per day: 21

# organic farm vendors/day: 1

# farm vendors/day: 6

# meat/seafood vendors/day: 1

# prep food vendors/day: 11

# food service/day: 1

Farmers Market Nutrition Coupons Redeemed: \$2,754

Shoppers spend on average \$15 per market

# SHOPPER PROFILE

## # SHOPPERS/SEASON

16,550.00

## AVG # SHOPPERS/WK

Avg: 871

### \$ AMOUNT THAT SHOPPERS ANTICIPATE SPENDING

\$25-50



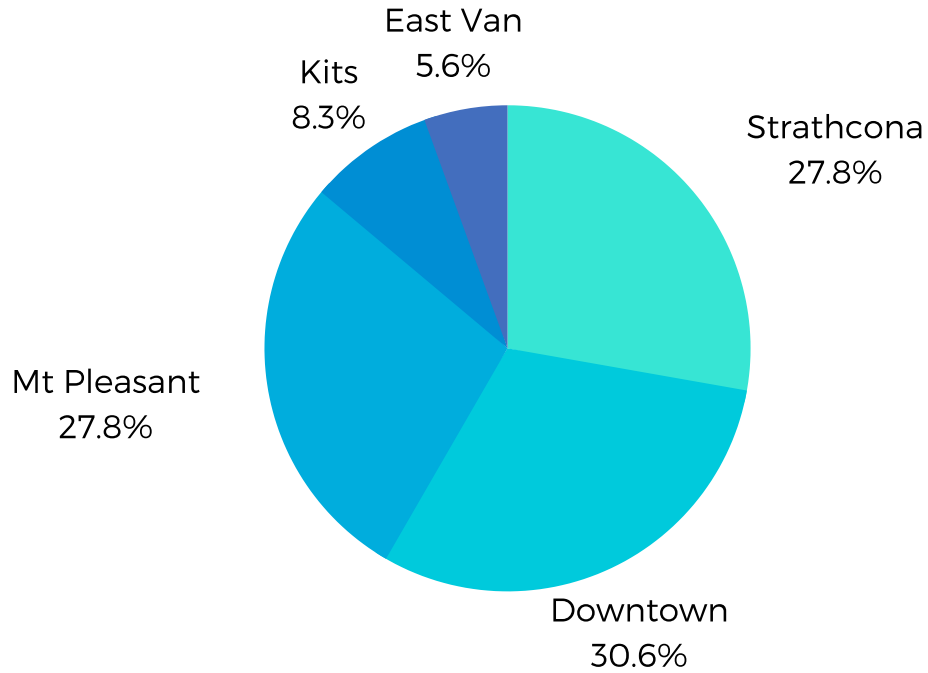
\$50-75



Over \$75



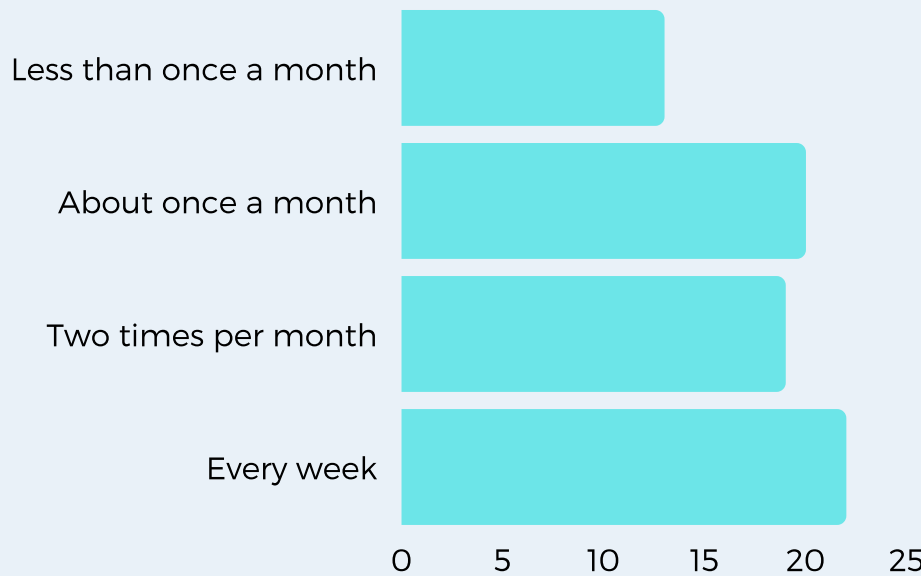
### WHERE DO THEY LIVE?



### WHY DO THEY SUPPORT ?



### HOW OFTEN THEY SHOP AT THIS MARKET



83%

SHOPPED AT THE MARKET MORE DURING THE PANDEMIC