

# KITSILANO - 2021

SUNDAYS, 9:30AM - 2:30PM | MAY - OCTOBER | EST.  
2007

## VENDOR PROFILE

### TOTAL SEASON SALES

\$2,278,300

**Total Per Market**  
Avg: \$84,381

**Sales by Vendor**  
Avg: \$1,954

#### Organic Farm

Avg: \$3,383

#### Conventional Farm

Avg: \$1,644

#### Meat/Seafood

Avg: \$2,175

#### Dairy

Avg: \$2,037

#### Prepared Food

Avg: \$1,318

#### Craft

Avg: \$986

#### Alcohol

Avg: \$1,296

#### Bread

Avg: \$2,662

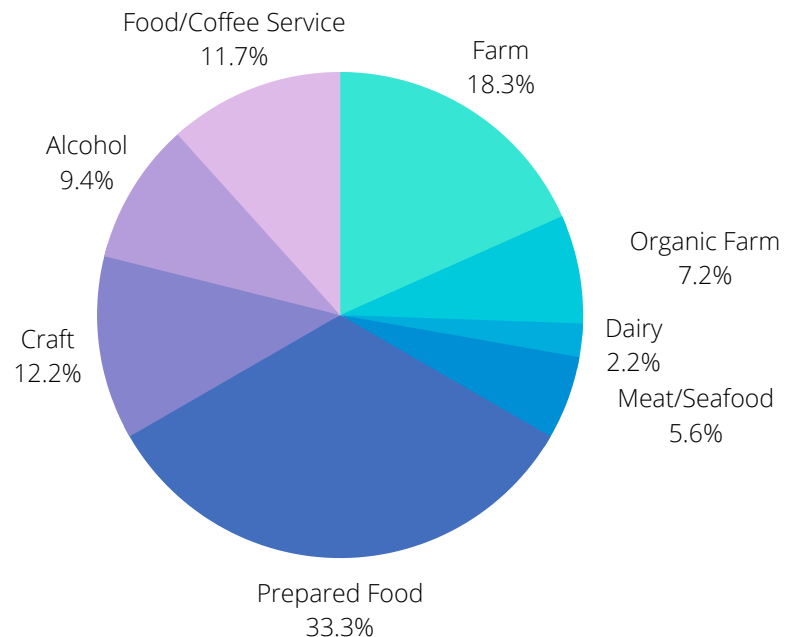
#### Food Service

Avg: \$1,489

#### Coffee Service

Avg: \$1,078

### TOTAL APPROVED VENDORS: 186



### WEEKLY VENDOR MIX

Avg. # vendors per day: 43

# organic farm vendors/day: 9

# farm vendors/day: 10

# meat/seafood vendors/day: 3

# prep food vendors/day: 13

# craft vendors/day: 2

# food/coffee service/day: 4

**Farmers Market Nutrition Coupons Redeemed: \$33,132**

**Shoppers spend on average \$38 per market**

# SHOPPER PROFILE

## # SHOPPERS/SEASON

56,242

## AVG # SHOPPERS/WK

Avg: 2,267

### \$ AMOUNT THAT SHOPPERS ANTICIPATE SPENDING

\$25-50



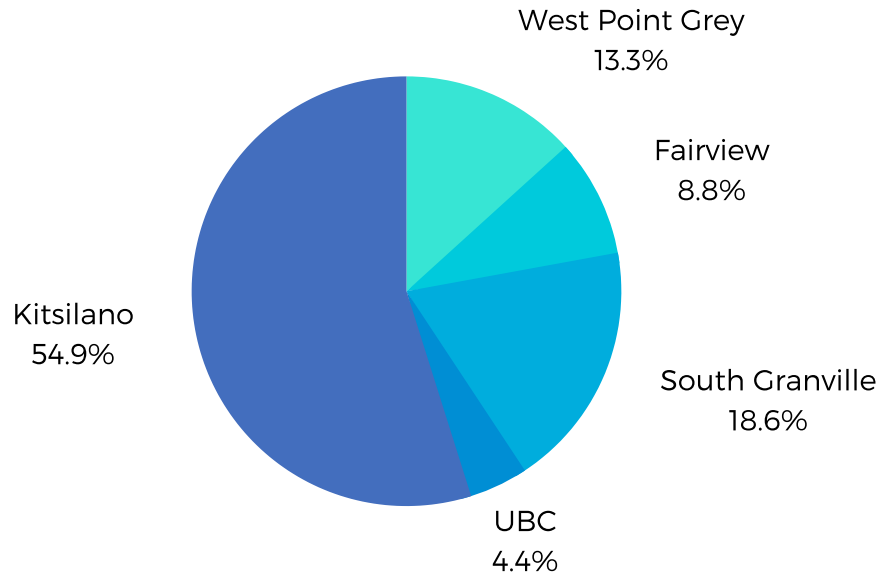
\$50-75



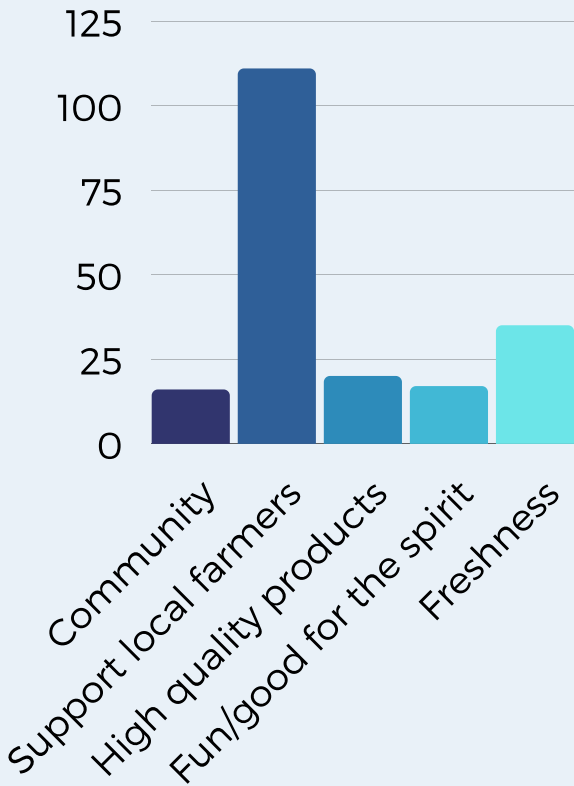
Over \$75



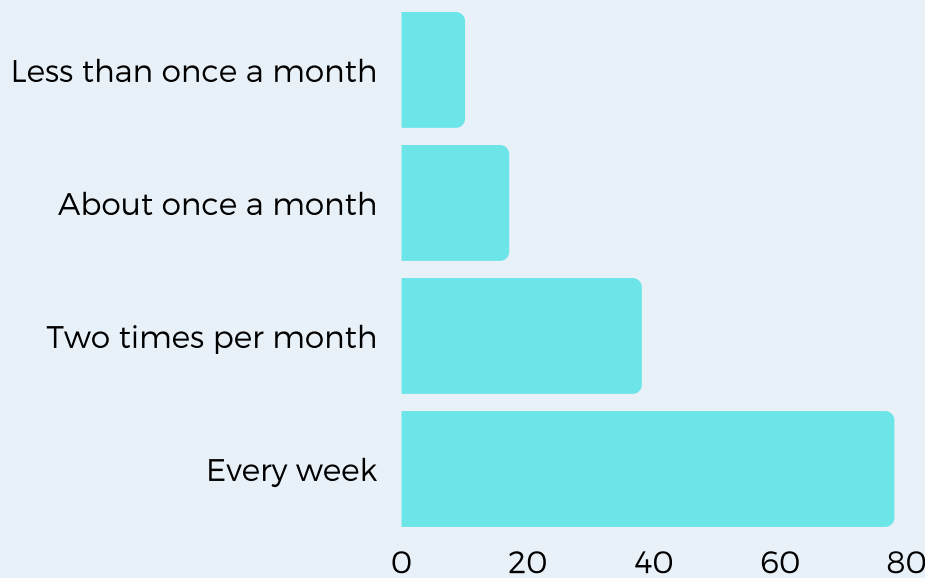
### WHERE DO THEY LIVE?



### WHY DO THEY SUPPORT ?



### HOW OFTEN THEY SHOP AT THIS MARKET



### COVID-19 ENCOURAGED THEM TO SHOP AT THE MARKET MORE BY

