

MT PLEASANT - 2021

SUNDAY, 10AM-2PM | MAY - OCT | 2013

VENDOR PROFILE

TOTAL SEASON SALES

\$ 733,484

Total Per Market
Avg: \$30,562

All Vendors
Avg: \$969

Organic Farm

Avg: \$1,605

Conventional Farm

Avg: \$1,622

Meat/Seafood

Avg: \$1,379

Dairy

Avg: \$831

Prepared Food

Avg: \$625

Craft

Avg: \$423

Alcohol

Avg: \$907

Bread

Avg: \$1,530

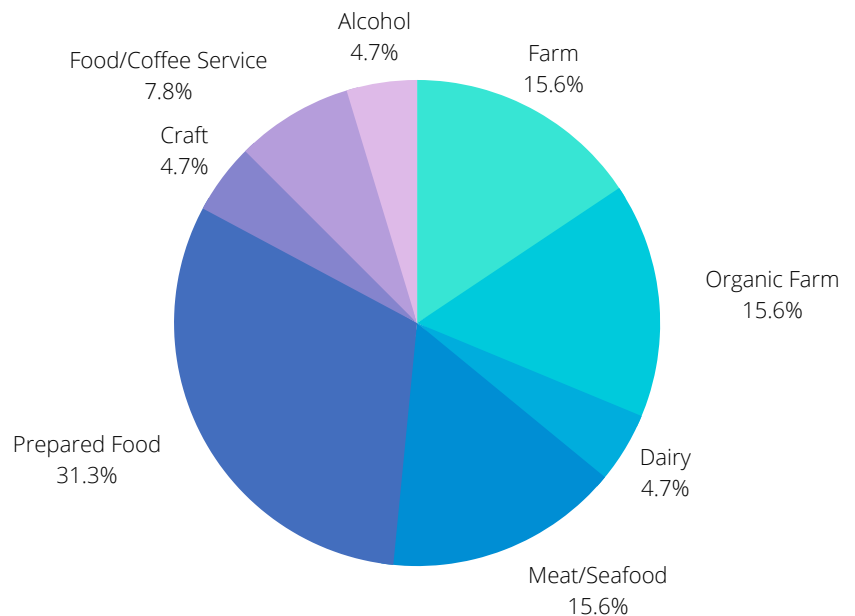
Food Service

Avg: \$930

Coffee Service

Avg: \$590

TOTAL APPROVED VENDORS: 44



WEEKLY VENDOR MIX

Avg. # vendors per day: 32

- # organic farm vendors/day: 3
- # farm vendors/day: 9
- # meat/seafood vendors/day: 2
- # prep food vendors/day: 13
- # craft vendors/day: 1
- # food/coffee service/day: 3

Farmers Market Nutrition Coupons Redeemed: \$6,438

Shoppers spend on average \$27 per market

SHOPPER PROFILE

SHOPPERS/SEASON

28,126

AVG # SHOPPERS/WK

Avg: 1,171

\$ AMOUNT THAT SHOPPERS ANTICIPATE SPENDING

\$25-50



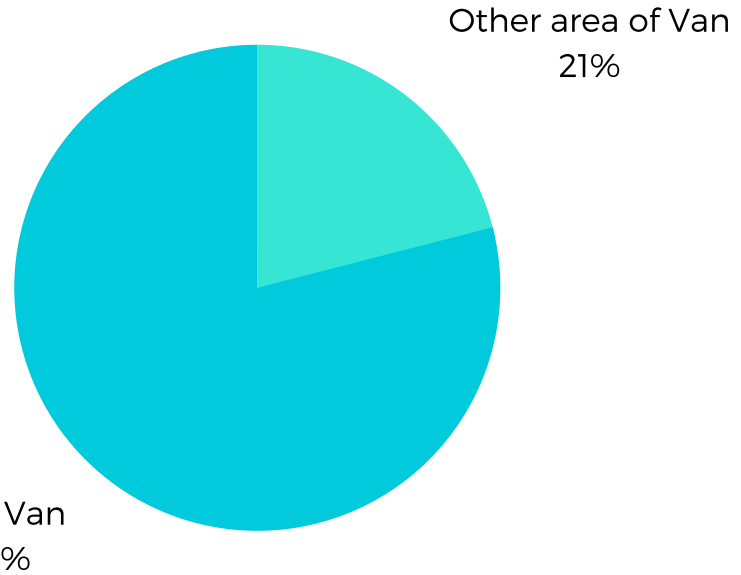
\$50-75



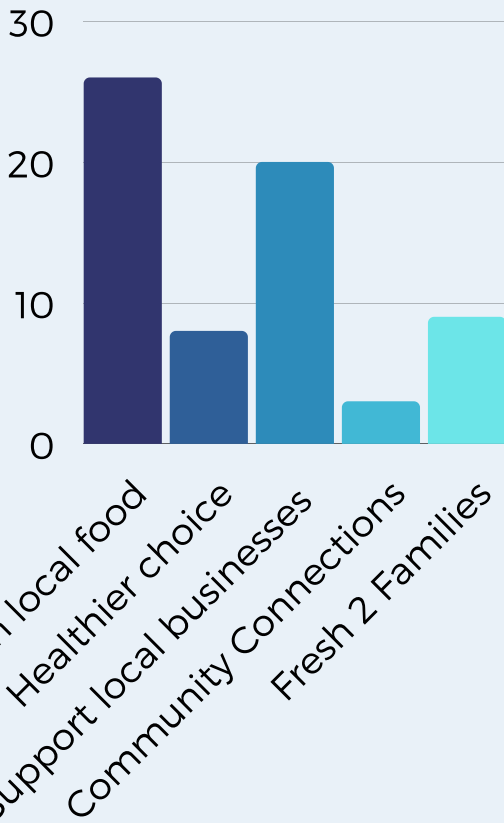
Over \$75



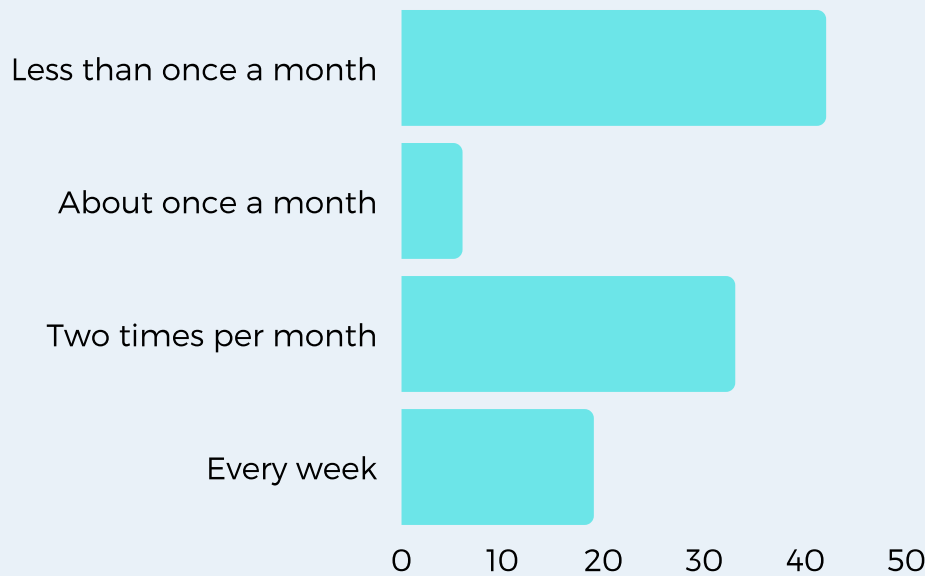
WHERE DO THEY LIVE?



WHY DO THEY SUPPORT ?



HOW OFTEN THEY SHOP AT THIS MARKET



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

