

RILEY PARK SUMMER - 2021

SATURDAYS, 10AM - 2PM | MAY - OCTOBER | EST.
2017

VENDOR PROFILE

TOTAL SEASON SALES

\$1,040,771

Total Per Market
Avg: \$38,547

Sales by Vendor
Avg: \$1,200

Organic Farm

Avg: \$1,896

Conventional Farm

Avg: \$1,062

Meat/Seafood

Avg: \$1,558

Dairy

Avg: \$1,500

Prepared Food

Avg: \$813

Craft

Avg: \$386

Alcohol

Avg: \$1,111

Bread

Avg: \$2,428

Food Service

Avg: \$1,308

Coffee Service

Avg: \$769

TOTAL APPROVED VENDORS: 119

Food/Coffee Service
15.7%

Farm
17.4%

Alcohol
13.9%

Organic Farm
6.1%

Dairy
2.6%

Meat/Seafood
6.1%

Craft
3.5%

Prepared Food
34.8%

WEEKLY VENDOR MIX

Avg. # vendors per day: 32

organic farm vendors/day: 4

farm vendors/day: 10

meat/seafood vendors/day: 2

prep food vendors/day: 10

craft vendors/day: 1

food/coffee service/day: 3

Farmers Market Nutrition Coupons Redeemed: \$6,303

Shoppers spend on average \$32 per market

SHOPPER PROFILE

SHOPPERS/SEASON

32,851

AVG # SHOPPERS/WK

Avg: 1,217

\$ AMOUNT THAT SHOPPERS ANTICIPATE SPENDING

\$25-50



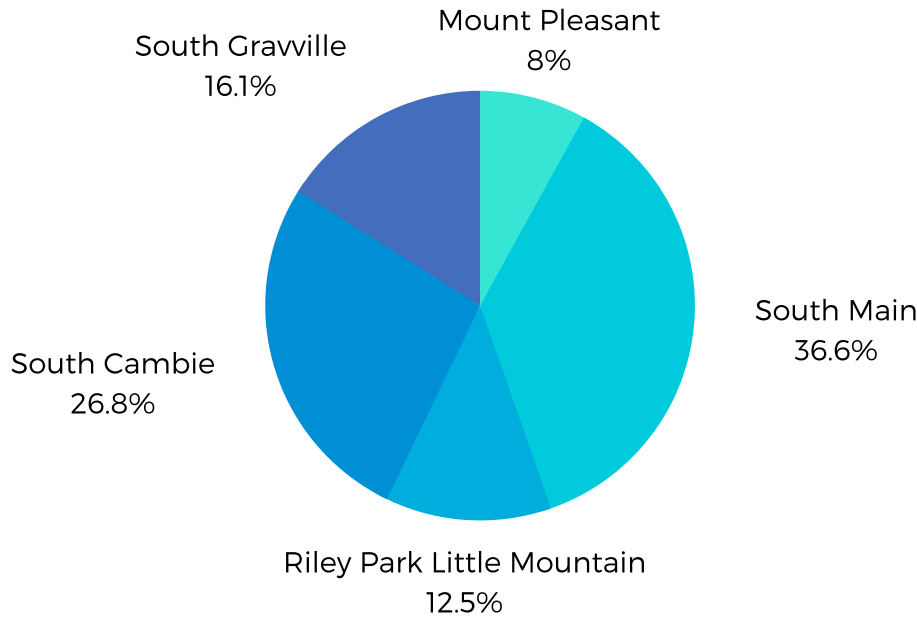
\$50-75



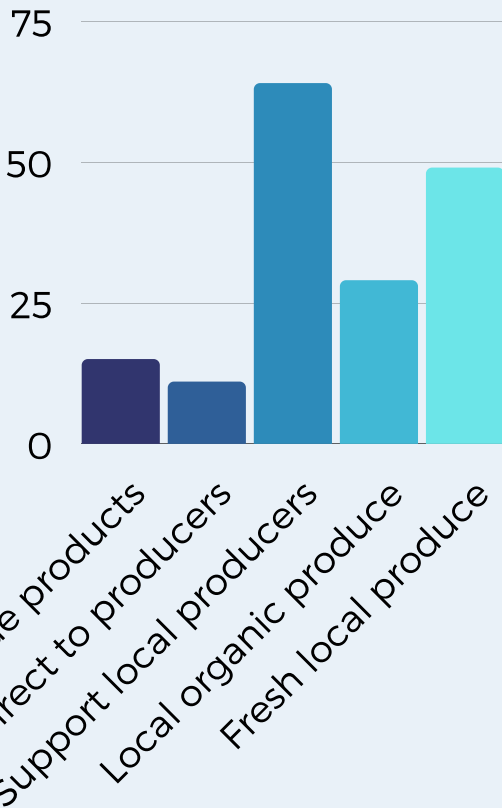
Over \$75



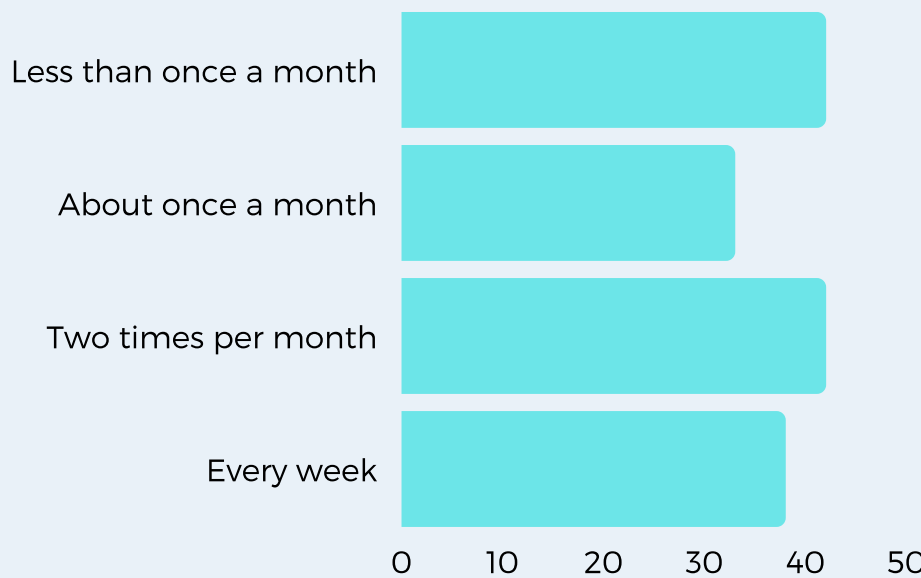
WHERE DO THEY LIVE?



WHY DO THEY SUPPORT ?



HOW OFTEN THEY SHOP AT THIS MARKET



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

