

# TROUT LAKE - 2021

SATURDAY, 9AM-2PM | MAY - OCT | EST. 1995

## VENDOR PROFILE

### TOTAL SEASON SALES

\$ 2,801,457

**Total Per Market**  
Avg: \$103,757

**All Vendors**  
Avg: \$1,788

#### Organic Farm

Avg: \$3700

#### Conventional Farm

Avg: \$1638

#### Meat/Seafood

Avg: \$2523

#### Dairy

Avg: \$1889

#### Prepared Food

Avg: \$1157

#### Craft

Avg: \$842

#### Alcohol

Avg: \$1543

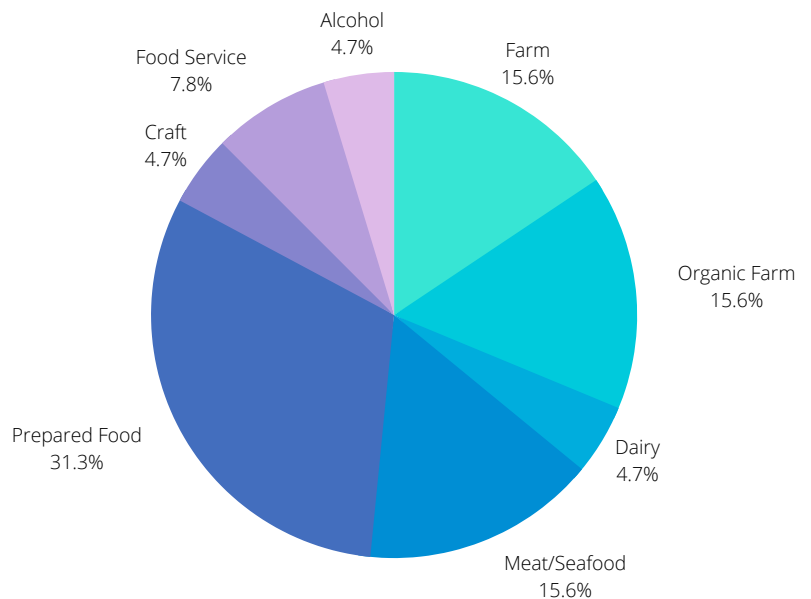
#### Bread

Avg: \$2737

#### Food Service

Avg: \$1412

### TOTAL APPROVED VENDORS: 78



### WEEKLY VENDOR MIX

Avg. # vendors per day: 53

- # organic farm vendors/day:10
- # farm vendors/day: 15
- # meat/seafood vendors/day 4
- # prep food vendors/day: 18
- # craft vendors/day:3
- # food/coffee service/day:4

**Farmers Market Nutrition Coupons Redeemed: \$38982**

**Shoppers spend on average \$41 per market**

# SHOPPER PROFILE

## # SHOPPERS/SEASON

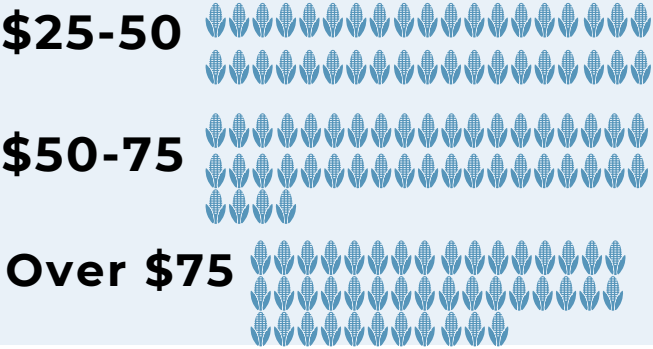
69,307

## AVG # SHOPPERS/WK

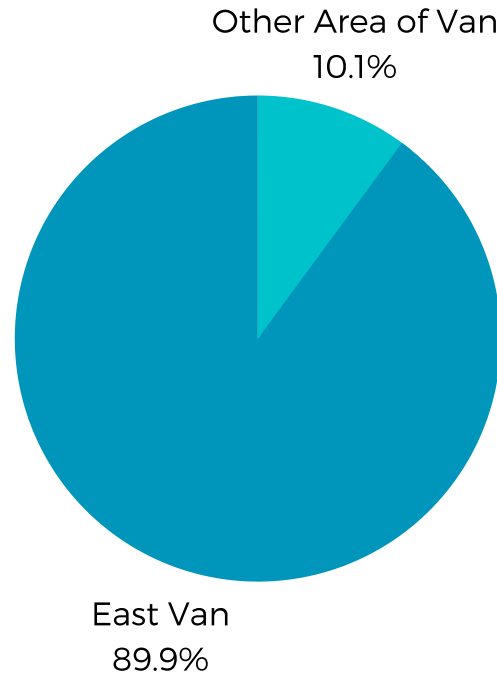
Avg: 2,567

### \$ AMOUNT THAT SHOPPERS

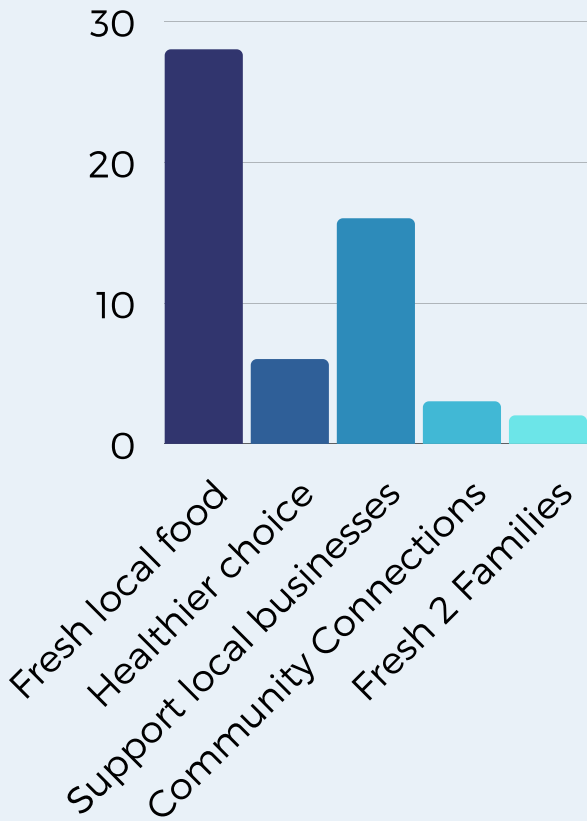
#### ANTICIPATE SPENDING



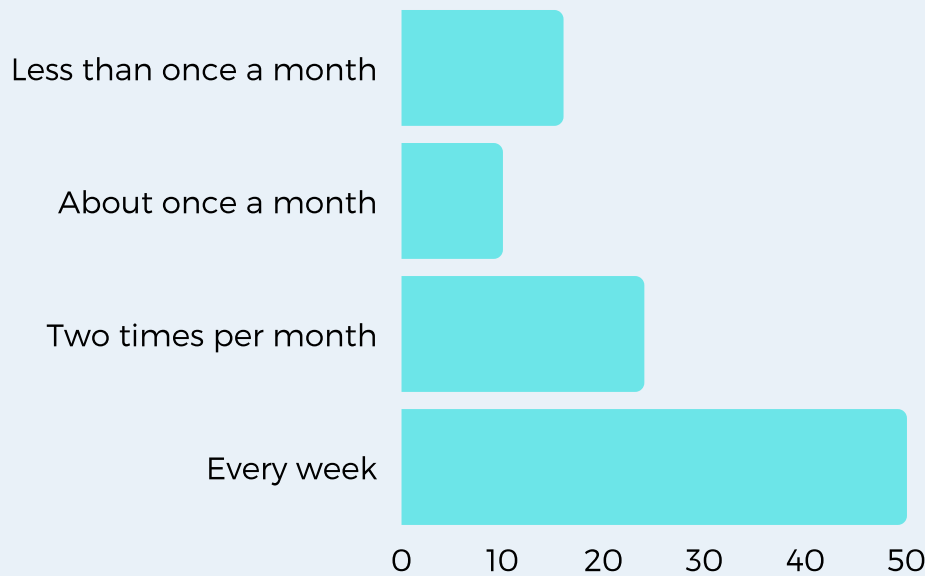
### WHERE DO THEY LIVE?



### WHY DO THEY SUPPORT ?



### HOW OFTEN THEY SHOP AT THIS MARKET



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

