

WEST END - 2021

SATURDAY, 9AM - 2PM | MAY - OCTOBER | EST. 1998

VENDOR PROFILE

TOTAL SEASON SALES

\$1,502,869.73

Total Per Market
Avg: \$62,619.57

Sales by Vendor
Avg: \$1971.23

Organic Farm

Avg: \$3,491.25

Conventional Farm

Avg: \$1,379.74

Meat/Seafood

Avg: \$2,468.50

Dairy

Avg: \$1,226.49

Prepared Food

Avg: \$1,196.73

Craft

Avg: \$1,325.49

Alcohol

Avg: \$1,682.02

Bread

Avg: \$2,515.32

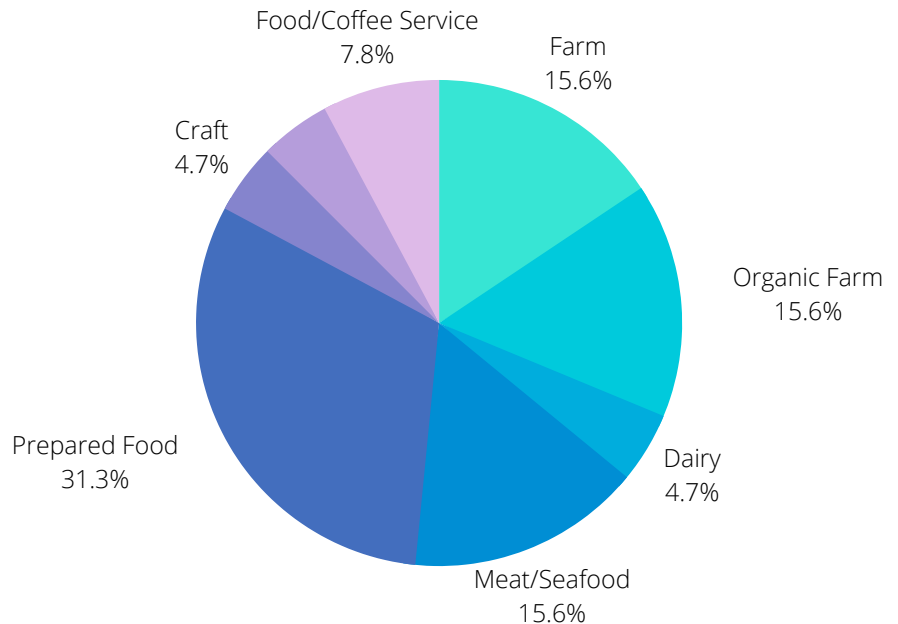
Food Service

Avg: \$1,907.89

Coffee Service

Avg: \$1,201.86

TOTAL APPROVED VENDORS: 754



WEEKLY VENDOR MIX

Avg. # vendors per day: 31

- # organic farm vendors/day: 6
- # farm vendors/day: 4
- # meat/seafood vendors/day: 2
- # prep food vendors/day: 9
- # craft vendors/day: 1
- # food/coffee service/day: 3

Farmers Market Nutrition Coupons Redeemed: \$12,387

Shoppers spend on average \$28 per market

SHOPPER PROFILE

SHOPPERS/SEASON

51,680


AVG # SHOPPERS/WK

Avg: 2,153

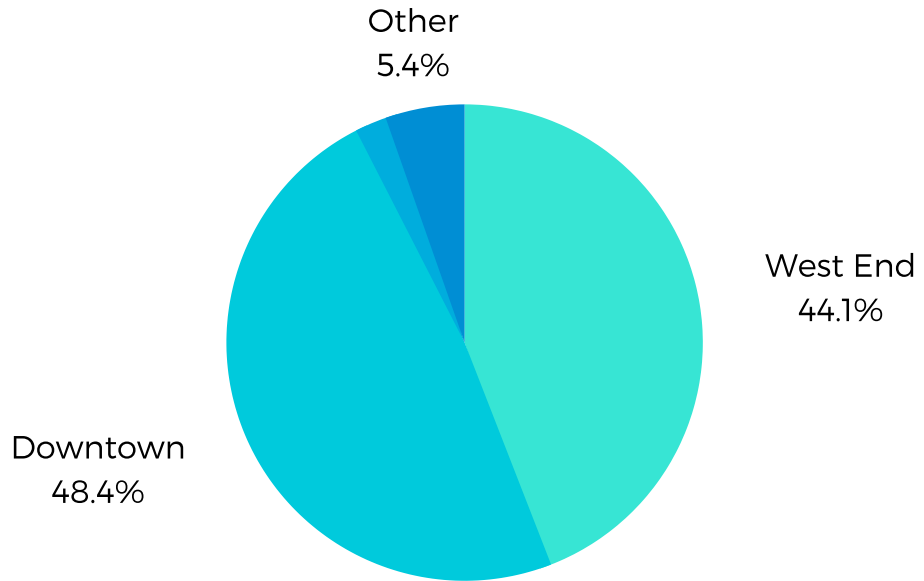
\$ AMOUNT THAT SHOPPERS ANTICIPATE SPENDING

\$25-50 

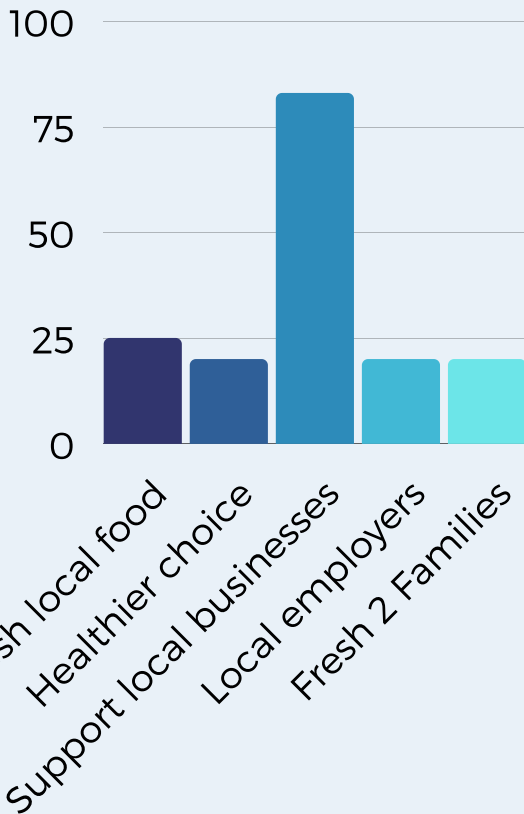
\$50-75 

Over \$75 

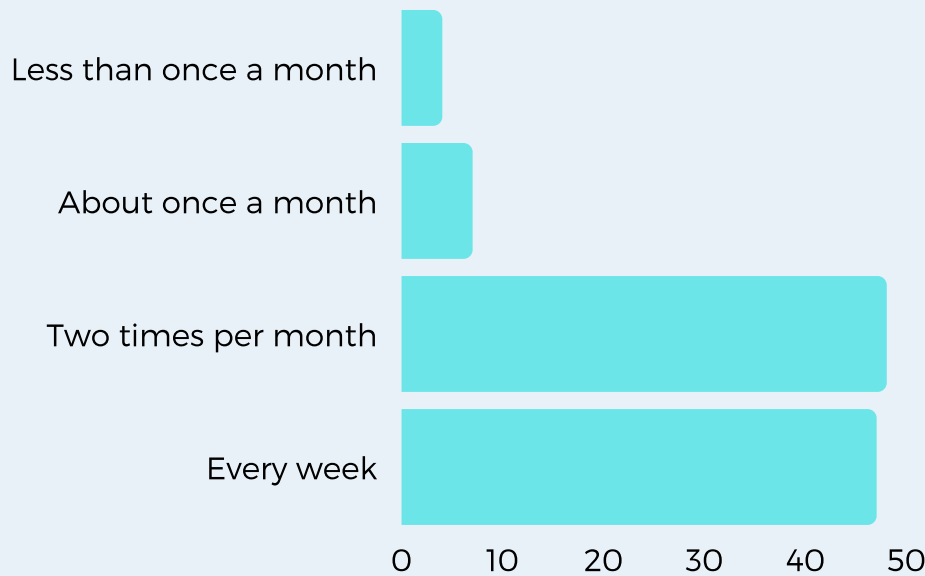
WHERE DO THEY LIVE?



WHY DO THEY SUPPORT ?



HOW OFTEN THEY SHOP AT THIS MARKET



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

