

2017 – 2020-21 VFM Sales Summary

Summary of market sales by vendor category and location. We generate these results through collection of vendor reports – it is very important to submit your vendor report at the end of each market.

Reminder that these numbers are averages, individual vendor sales will vary greatly. Market Managers may have a better idea of what range of sales you should expect.

MATURE MARKETS: These weekend markets have been running for over 10 years, have achieved word of mouth notoriety and are predominantly composed of experienced vendors who have built up a customer base. New vendors are not eligible for mature market dates in the first round of scheduling.

TROUT LAKE est. 1995	2021	2020	2019	2018	2017
# Weeks	27	26	25	25	25
Average # of vendors	53	49	57	58	54
Total season sales	\$2 735 766	\$2 285 881	\$2 510 856	\$2 445 808	\$2 295 129
Average total sales per day	\$103 757	\$87 919	\$100 434	\$97 832	\$91 805
Average All Vendors	\$1 788	\$1 803	\$1 756	\$1 706	\$1 620
Average Organic Farm	\$3 700	\$3 015	\$2 667	\$2 605	\$2 614
Average Conventional Farm	\$1 638	\$1 514	\$1 472	\$1 349	\$1 210
Average Meat/Seafood	\$2 523	\$2 544	\$2 392	\$2 143	\$2 162
Average Prepared Food	\$1 157	\$1 133	\$1 118	\$1 191	\$1 199
Average Bread	\$2 737	\$2 587	\$2 508	\$2 867	\$2 454
Average Craft	\$842	\$771	\$980	\$697	\$749
Average Alcohol	\$1 543	\$1 391	\$1 416	\$1 338	\$1 167
Average Food Service	\$1 412	\$1 155	\$1 226	\$1 279	\$1 138
Average Coffee Service	\$1 128	\$757	\$1 083	\$1 133	\$1 181

KITSILANO est. 2007	2021	2020	2019	2018	2017
# Weeks	27	26	25	25	25
Average # of vendors	43	44	51	48	47
Total season sales	\$2 278 300	\$1 750 690	\$2 298 505	\$2 113 223	\$2 032 872
Average total sales per day	\$84 381	\$67 334	\$91 940	\$ 84 529	\$81 314
Average All Vendors	\$1 954	\$1 539	\$1 805	\$1 605	\$1 682
Average Organic Farm	\$3 383	\$2 356	\$2 814	\$2 478	\$2 614
Average Conventional Farm	\$1 644	\$1 756	\$1 895	\$1 449	\$1 478
Average Meat/Seafood	\$2 175	\$1 916	\$2 007	\$2 449	\$2 094
Average Prepared Food	\$1 318	\$957	\$1 207	\$1 013	\$1 145
Average Bread	\$2 662	\$1 958	\$2 486	\$2 359	\$2 384

Average Craft	\$986	\$785	\$779	\$919	\$782
Average Alcohol	\$1 296	\$1 090	\$1 216	\$1 238	\$1 271
Average Food Service	\$1 489	\$1 014	\$1 272	\$1 007	\$1 031
Average Coffee Service	\$1 078	\$412	\$912	\$826	\$688

WEST END est. 1997	2021	2020	2019	2018	2017
# Weeks	24	23	22	22	22
Average # of vendors	31	34	38	33	33
Total season sales	\$1 460 573	\$1 400 542	\$1 348 762	\$1 209 910	\$1 129 669
Average total sales per day	\$60 857	\$60 893	\$61 307	\$54 996	\$51 348
Average All Vendors	\$1 940	\$1 768	\$1 637	\$1 622	\$1 552
Average Organic Farm	\$3 491	\$3 243	\$3 292	\$3 202	\$2 729
Average Conventional Farm	\$1 379	\$1 554	\$1 133	\$975	\$1 106
Average Meat/Seafood	\$2 468	\$2 193	\$2 145	\$1 968	\$1 657
Average Prepared Food	\$1 196	\$1 129	\$995	\$944	\$984
Average Bread	\$2 515	\$1 991	\$2 468	\$2 090	\$2 139
Average Craft	\$1 325	\$965	\$748	\$727	\$674
Average Alcohol	\$1 682	\$1 551	\$1 341	\$1 425	\$1 247
Average Food Service	\$1 907	\$1 405	\$1 398	\$1 199	\$1 090
Average Coffee Service	\$1 201	\$939	\$1 043	\$1 074	\$912

GROWING MARKETS: These weekend markets have been running for less than 10 years and are composed of both experienced and new vendors, all of whom are working on building a new customer base in a new location. VFM allocates significant resources toward promoting them.

MT PLEASANT est. 2013	2021	2020	2019	2018	2017
# Weeks	24	23	23	20	20
Average # of vendors	32	29	31	28	26
Total season sales	\$733 484	\$659 333	\$520 126	\$416 697	\$398 483
Average total sales per day	\$30 562	\$28 667	\$22 614	\$20 835	\$19 924
Average All Vendors	\$969	\$978	\$732	\$727	\$598
Average Organic Farm	\$1 605	\$1 354	\$1 008	\$1 026	\$691
Average Conventional Farm	\$1 622	\$1 322	\$895	\$915	\$775
Average Meat/Seafood	\$1 379	\$1 457	\$1 006	\$1 055	\$792
Average Prepared Food	\$625	\$636	\$432	\$473	\$368
Average Bread	\$1 530	\$1 818	\$1 193	\$1 105	\$827
Average Craft	\$423	\$470	\$294	\$353	\$196

Average Alcohol	\$907	\$1 022	\$693	\$654	\$659
Average Food Service	\$930	\$702	\$651	\$494	\$484
Average Coffee Service	\$590	\$503	\$575	\$622	\$422

RILEY PARK est. 2017	2021	2020	2019	2018	2017
# Weeks	27	26	26	27	19
Average # of vendors	32	30	34	30	29
Total season sales	\$1 040 771	\$947 881	\$866 590	\$659 613	\$346 633
Average total sales per day	\$38 547	\$36 457	\$33 330	\$24 430	\$18 243
Average All Vendors	\$1 200	\$1 224	\$989	\$813	\$627
Average Organic Farm	\$1 896	\$1 839	\$1 618	\$1 180	\$683
Average Conventional Farm	\$1 062	\$1 084	\$1 106	\$1 070	\$713
Average Meat/Seafood	\$1 558	\$2 555	\$1 326	\$900	\$891
Average Prepared Food	\$813	\$631	\$652	\$600	\$427
Average Bread	\$2 428	2,158	\$1 833	\$1 470	\$1197
Average Craft	\$386	\$370	\$414	\$400	\$570
Average Alcohol	\$1 111	\$1 017	\$891	\$720	\$736
Average Food Service	\$1 308	\$941	\$990	\$815	\$497
Average Coffee Service	\$769	\$594	\$644	\$535	\$250

MID-WEEK MARKETS: Mid-week markets are different from weekend markets because individual shoppers tend to spend less time and money per visit. VFM focuses on increasing the number of shoppers at these locations and finding the right vendor base to suit mid-week shopper needs.

MAIN ST STATION / FALSE CREEK est. 2009	2021 FC	2020 MSS	2019 MSS	2018 MSS	2017 MSS
# Weeks	19	19	18	18	19
Average # of vendors	21	23	25	23	23
Total season sales	\$233 855	\$329 392	\$277 048	\$280 958	\$307 176
Average total sales per day	\$12 308	\$17 336	\$15 392	\$15 609	\$16 167
Average All Vendors	\$581	\$762	\$611	\$690	\$700
Average Organic Farm	\$976	\$2 019	\$1 675	\$1 666	\$1 176
Average Conventional Farm	\$699	\$702	\$644	\$664	\$659
Average Meat/Seafood	\$527	\$1 953	\$1 374	\$1 310	\$846
Average Prepared Food	\$467	\$310	\$270	\$277	\$370
Average Bread	\$1,258	\$1 261	\$844	\$1 034	\$620
Average Craft	\$480	\$334	\$187	\$292	\$277
Average Alcohol	\$720	\$449			

Average Food Service	\$482	\$479	\$257	\$170	\$259
Average Coffee Service	N/A	N/A	\$122	N/A	N/A

New location in 2021 due to construction disruptions along Station St.

DOWNTOWN est. 2016	2021 VAG	2020 QET	2019 QET	2018 QET	2017 QET
# Weeks	19		18	18	19
Average # of vendors	25		25	26	27
Total season sales	\$297 879		\$178 885	\$205 604	\$250 463
Average total sales per day	\$15 678		\$9 938	\$11 422	\$13 182
Average All Vendors	\$619		\$392	\$466	\$487
Average Organic Farm	\$1 160		\$309	\$477	\$371
Average Conventional Farm	\$678		\$449	\$494	\$560
Average Meat/Seafood	\$877		\$520	\$834	\$650
Average Prepared Food	\$380		\$345	\$316	\$365
Average Bread	\$1 209		\$1 025	\$829	\$754
Average Craft	\$241		\$229	\$242	\$467
Average Alcohol	\$644		\$514	\$672	\$651
Average Food Service	N/A		\$345	\$442	\$426
Average Coffee Service	N/A		\$121	\$172	\$282

Downtown was on hold in 2020 due to nearby construction impacts

New location found in 2021

Total Summer Season Sales

2021	2020	2019	2018	2017
\$8 780 628	\$7 373 719	\$8 000 772	\$7 331 813	\$6 760 425

In 2020 VFM was not able to book as many spaces due to physical distancing

Winter Season

HASTINGS PARK est. 2014	2021-22 Nov - April	2020-21 Nov - April	2019-20 Nov - April	2018-19 Nov - April	2017-18 Nov - April
# Weeks	23**	25	25*	25	24
Average # of vendors	33	32	34	32	35
Total season sales	\$706 360	\$764 905	\$544 317	\$470, 469	\$449, 671
Average total sales per day	\$30 711	\$30 596	\$21 773	\$18, 819	\$18, 736
Average All Vendors	\$931	\$942	\$661	\$587	\$511
Average Organic Farm	\$1 219	\$1 257	\$938	\$992	\$589
Average Conventional Farm	\$752	\$639	\$603	\$500	\$415
Average Meat/Seafood	\$1 774	\$1972	\$1 612	\$1067	\$1070
Average Prepared Food	\$647	\$621	\$481	\$401	\$339
Average Bread	\$1 453	\$1 948	\$1 591	\$1077	\$1151
Average Craft	\$573	\$455	\$238	\$277	\$260
Average Alcohol	\$794	\$981	\$682	\$640	\$571
Average Food Service	\$744	\$616	\$527	\$671	\$448
Average Coffee Service	\$492	\$509	\$400	\$555	\$320

*Final 6 weeks during COVID-19 pandemic & Closed early one day due to high winds

**Market closed for two weeks over Dec/Jan Holidays

RILEY PARK WINTER est. 2010	2021-22 Nov - April	2020-21 Nov - April	2019-20 Nov - April	2018-19 Nov - April	2017-18 Nov - April
# Weeks	22****	25***	25**	25*	24
Average # of vendors	75	65	65	70	69
Total year sales	\$2 732 200	\$2 693 063	\$2 440 144	\$2 449 288	\$2 129 034
Average total sales per day	\$124 191	\$107 723	\$97 605	\$97 972	\$88 709
Average All Vendors	\$1 715	\$1 646	\$1 527	\$1 404	\$1 286
Average Organic Farm	\$3 311	\$3 013	\$2 505	\$2 393	\$1 961
Average Conventional Farm	\$1 415	\$1 183	\$1 299	\$1 109	\$900
Average Meat/Seafood	\$2 712	\$2 575	\$2 605	\$2 176	\$1 966
Average Prepared Food	\$1 133	\$1 046	\$960	\$1 012	\$918
Average Alcohol	\$1 390	\$1 366	\$1 019	\$1 019	\$1 025
Average Craft	\$906	\$960	\$809	\$797	\$794
Average Food Service	\$1 390	\$1 174	\$917	\$920	\$787
Average Coffee Service	\$816	\$776	\$537	\$645	\$589

*Closed early one day due to high winds & 10 weeks of additional space on the Riley Park Plaza

**Closed early one day due to high winds, 8 weeks of additional space on the Riley Park Plaza, Final 6 weeks during COVID-19 pandemic

***First full year using Riley Park Plaza all season long

****Market closed for two weeks over Dec/Jan Holidays & one week early in April to accommodate Nat Bailey Canadians afternoon game

Winter 2021-22 Season Sales: \$3 438 560

Total 2021-22 All Market Sales: \$12 219 188