

HASTINGS PARK - 2021-22

SUNDAY, 10AM - 2PM | NOVEMBER - APRIL | EST. 2014

VENDOR PROFILE

TOTAL SEASON SALES

\$713,536.77

Total Per Market
Avg: \$ 31,023.34

Sales by Vendor
Avg: \$ 885.17

Organic Farm

Avg: \$1,219.25

Conventional Farm

Avg: \$752.00

Meat/Seafood

Avg: \$1,774.43

Dairy

Avg: \$1,045.36

Prepared Food

Avg: \$657.84

Craft

Avg: \$694.03

Alcohol

Avg: \$793.98

Bread

Avg: \$1,591.89

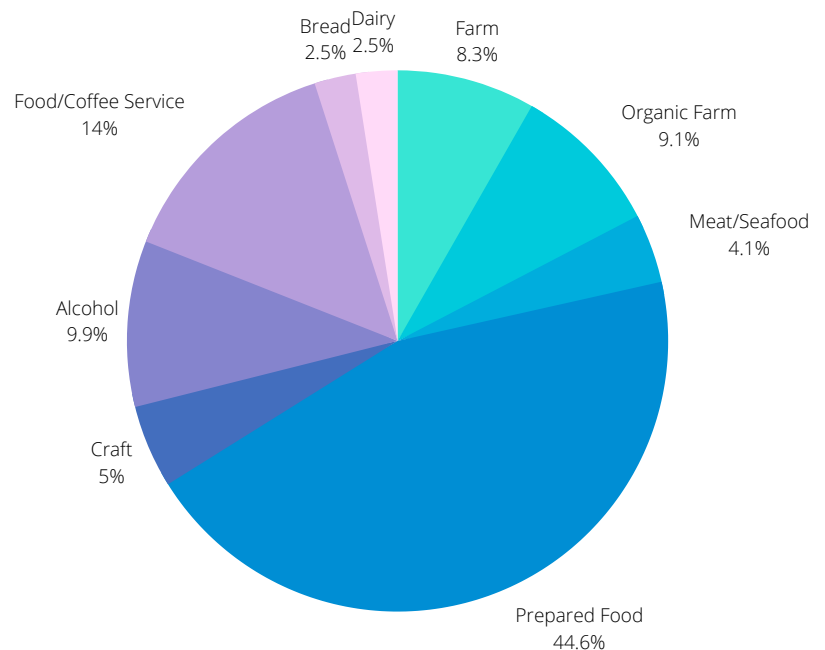
Food Service

Avg: \$744.08

Coffee Service

Avg: \$566.25

TOTAL APPROVED VENDORS: 126



WEEKLY VENDOR MIX

Avg. # vendors per day: 35

- # organic farm vendors/day: 5
- # farm vendors/day: 3
- # meat/seafood vendors/day: 3
- # prep food vendors/day: 13
- # craft vendors/day: 1
- # food/coffee service/day: 3

Farmers Market Nutrition Coupons Redeemed: \$

Shoppers spend on average \$33 per market

SHOPPER PROFILE

SHOPPERS/SEASON

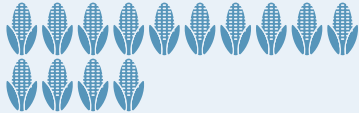
21,337

AVG # SHOPPERS/WK

Avg: 927

\$ AMOUNT THAT SHOPPERS ANTICIPATE SPENDING

\$25-50



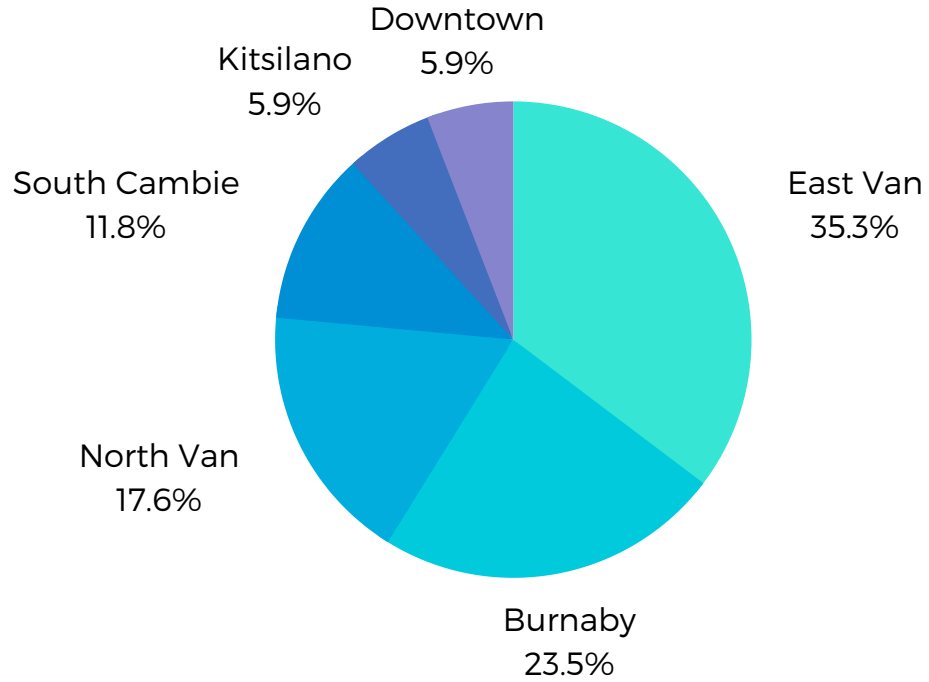
\$50-75



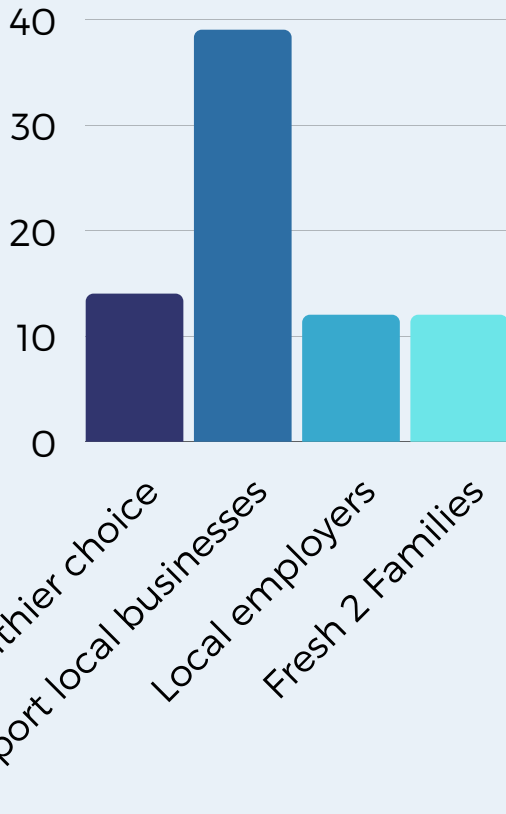
Over \$75



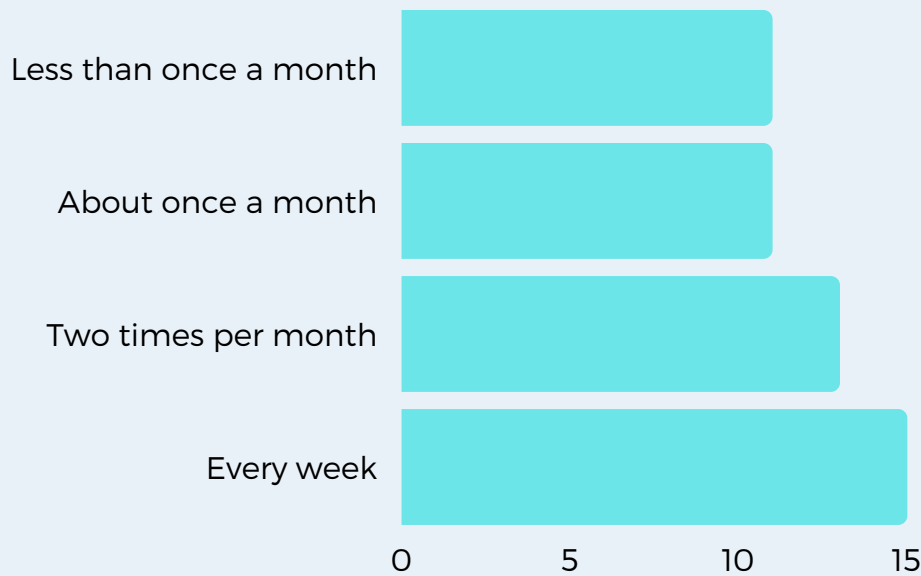
WHERE DO THEY LIVE?



WHY DO THEY SUPPORT ?



HOW OFTEN THEY SHOP AT THIS MARKET



Were you aware that parking at Hastings Park is free for market shoppers?

