

Annie's Farmers' Market Performance Snapshot

Market Mission/Vision:

- To improve the availability of a diverse range of high quality foods.
- To connect local producers and farmers to chefs, restaurateurs, food organizations and the public.
- And, to support small family farms and promote a healthier society through education and appreciation for local, fresh, sustainably raised produce and products.



Photo: BC Association of Farmers' Markets

Key Market Numbers

Year Founded	1998
Annual customers:	20,216
Customers per market day:	722
Market days per year:	28
Average daily stall fee:	\$40

Vendor turnover rate:	9%
Vendor growth rate:	13%
Proportion of regular* vendors:	75%
Registered vendors:	63
Average number of vendors:	47

*Regular vendors attend the market most weeks.

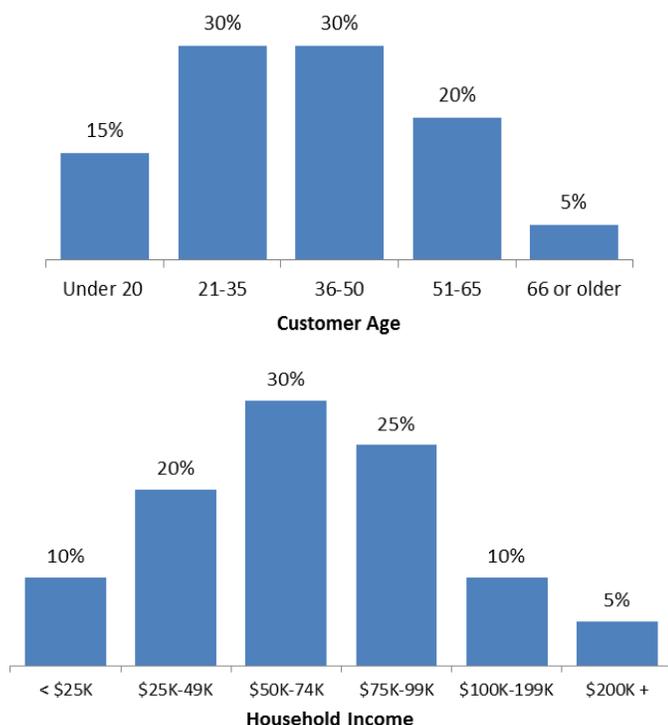
Deficit/Surplus (2012): \$78,931
Revenue Growth (from 2011): 17%

Revenue Profile	Current year
Vendor Fees	\$ 654,281
Fundraising	\$ 75,000
Other	\$ 42,229

Customer Demographics

Since the market is in a largely residential area, many customers are families that spend time in the park and out for a leisurely afternoon at the same time. Most walk, since parking is at a premium.

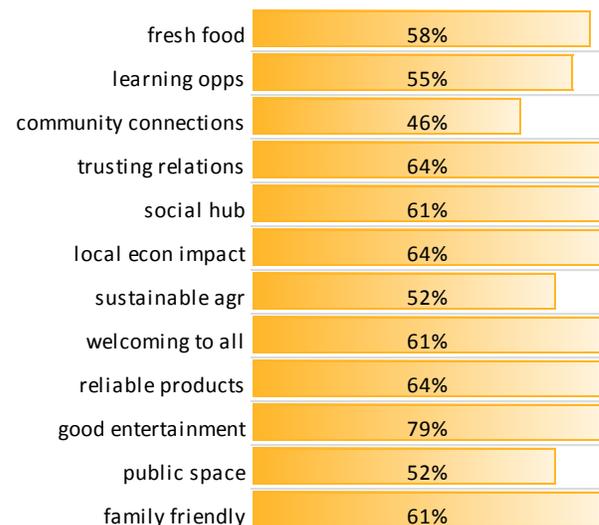
55% of customers traveled **under 10 km** to the market



Customer Loyalty & Retention

Many market shoppers have been dedicated customers for years, but there is also a healthy growth of new customers. 50% of customers have been shopping here for at least 3 years, and 55% shop at the market at least

Percentage of customers who agree or strongly agree the farmers' market provides the following community benefits.

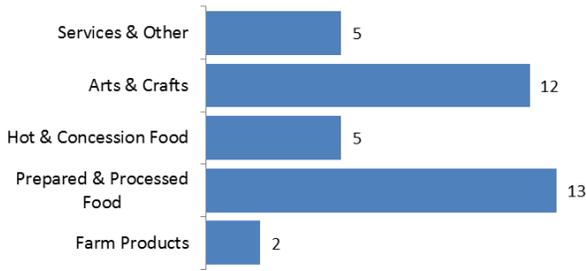


75% of customers made **destination** trips to the market

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Vendor Attraction & Retention

Market Product Mix



Number of Vendors by Product Offering

The market product mix is determined by the bylaws, which are guided by the market's mission to support local agriculture first, followed by a mandate to build community and support local businesses of all kind.

Farmers' Market Vendors Attract Dedicated Customers

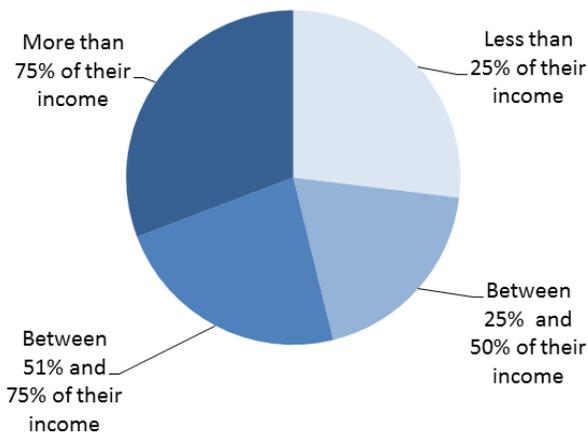
Most customers spend at least 30 minutes at the market. Those who spend over \$80 take between 30 minutes-1 hour at the market, but efficient customers are also average spenders.

Average customer spend:

\$40.09

What does the Farmers' Market add to Vendor Businesses

Do vendors depend on farming/product sales ?



80% of food vendors rank **farmers' markets** in their top 3 most **important sales channels**.

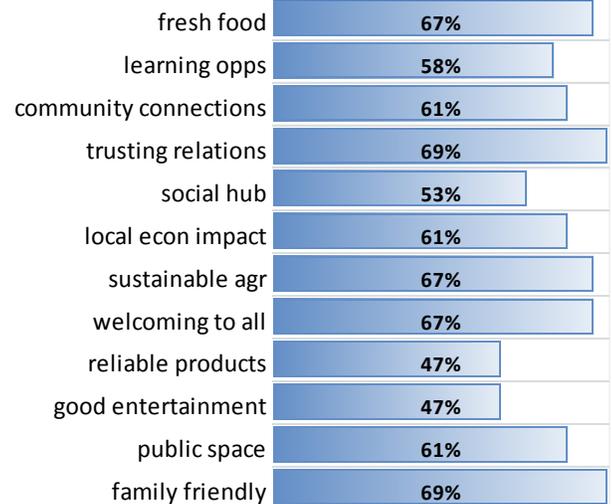
27% rank it first.

Other important channels are CSA shares, retail sales, and festivals.

Vendors often appreciate the market for the direct contact they have with customers.

Some vendors depend on different personalities in their business team – one partner focuses on transactions and inventory maintenance, while the other enjoys socializing with customers and fellow vendors throughout the day. Both are important for building relationships with customers and the market community, as well as marketing and supporting the business through ensuring sufficient sales.

What Vendors Value about the Farmers' Market*



* share of respondents who agree or strongly agree with this statement about this market