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.

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

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 once a month.

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

- fresh food: 58%
- learning opps: 55%
- community connections: 46%
- trusting relations: 64%
- social hub: 61%
- local econ impact: 64%
- sustainable agr: 52%
- welcoming to all: 61%
- reliable products: 64%
- good entertainment: 79%
- public space: 52%
- family friendly: 61%

75% of customers made destination trips to the market.
Vendor Attraction & Retention

Farms’ 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

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.

What does the Farmers’ Market add to Vendor Businesses

Do vendors depend on farming/product sales?

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.

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.

What Vendors Value about the Farmers’ Market*

- fresh food: 67%
- learning opps: 58%
- community connections: 61%
- trusting relations: 69%
- social hub: 53%
- local econ impact: 61%
- sustainable agr: 67%
- welcoming to all: 67%
- reliable products: 47%
- good entertainment: 47%
- public space: 61%
- family friendly: 69%

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