



BC ASSOCIATION OF FARMERS' MARKETS



Selling at BC Farmers' Markets

A Profile of Market Customers

The information in this profile will help you to understand who shops at BC farmers' markets. The profile provides key insights about what customers are looking for and how much they spend. You can use this information to assess how well your business goals and operations align with the needs and interests of market customers.

For more information please refer to:
***Selling at BC Farmers' Markets:
A Guide for New Farmer Vendors***

This supplementary guide will help you to interpret the information presented in this profile and to understand the business case for selling at a farmers' market.

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Funding provided by:

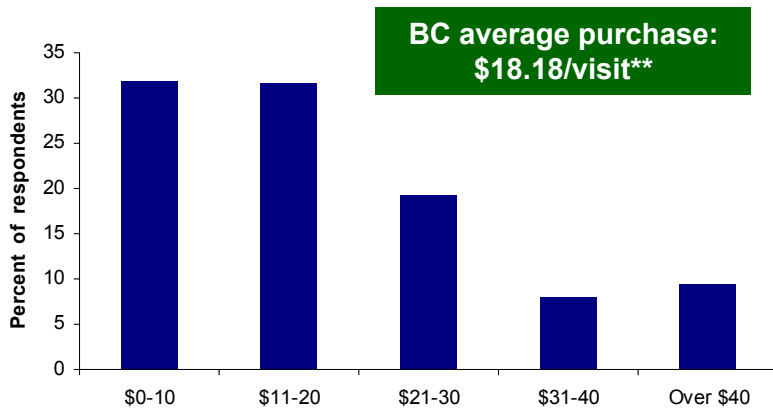
Canada



Key facts and spending patterns

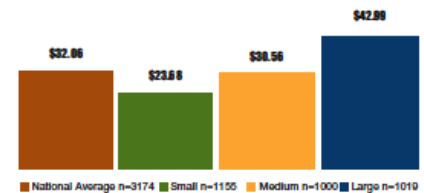
- 92% of market customers say that buying directly from farmers is important*
- Over 131,000 people make more than 3.1 million visits to BC farmers' markets during a market season
- 46.5% of respondents visit farmers' markets at least 2-3 times per month

Amount spent at markets



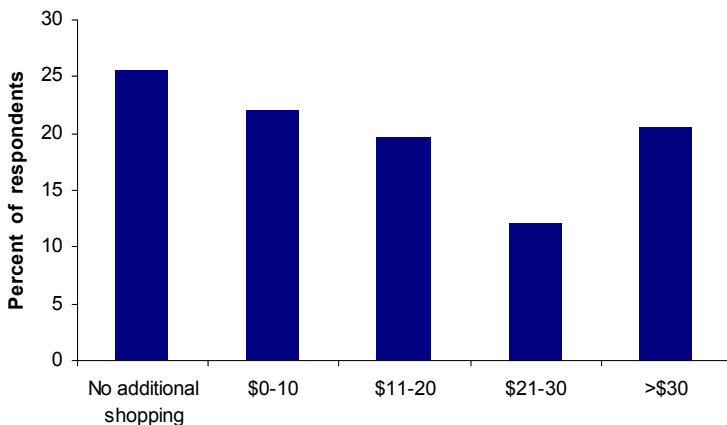
Canada average purchase: \$32.08/visit*

How much did you/do you intend to spend today?



Different studies show different results for how much market customers spend during each visit, varying between \$18 and \$35. This variation is due to the methods used to collect data. The average amount spent by each customer also varies by size of the market and the types of vendors.

Opportunities for value-added product sales



Farmers' market shoppers frequently do additional shopping in nearby businesses when at the market. This willingness to spend at other businesses presents

an opportunity for farmers' market vendors to capture some of this shopper spending by selling value added products.



* Experience Renewal Solutions and David J. Connell (2009). *The National Farmers' Market Impact Study 2009 Report* Farmers' Markets Canada.

** Connell, David J., Teresa Taggart, Kyle Hillman, and Adam Humphrey 2006. *Community and Economic Benefits of Farmers Markets in British Columbia: Provincial Report*. School of Environmental Planning, University of Northern British Columbia

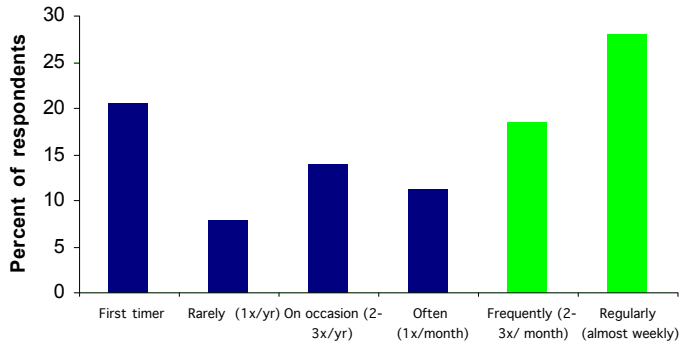
Shopping preferences

Customer preferences for food that is fresh, grown locally, and purchased directly from farmers means that loyalty is a critical quality of the relationship between customers, vendors, and the market.

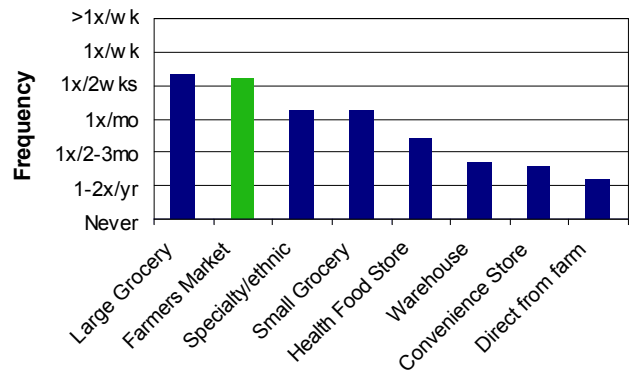
First-time shoppers are very important for new vendors. They are new customers for everyone, not just for new vendors.

Frequency of visits to markets

46.5% shop at least twice per month



Use of food retail outlets



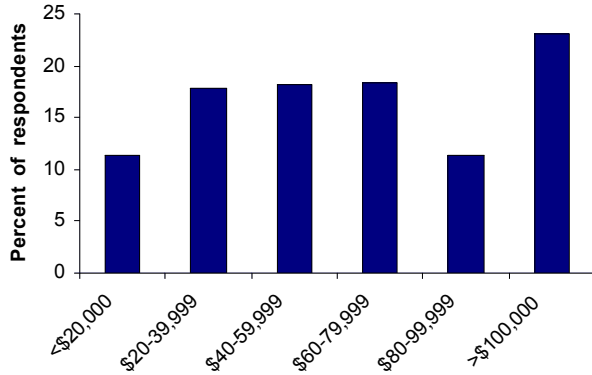
The table below shows the relation between food preferences and frequency of shopping at a market. The blue shading highlights which factors shoppers consider important when buying food. For more details about how this chart was created please refer to *Selling at BC's Farmers' Markets: A Guide for New Farmer Vendors*.

Food purchases and frequency of shopping at markets

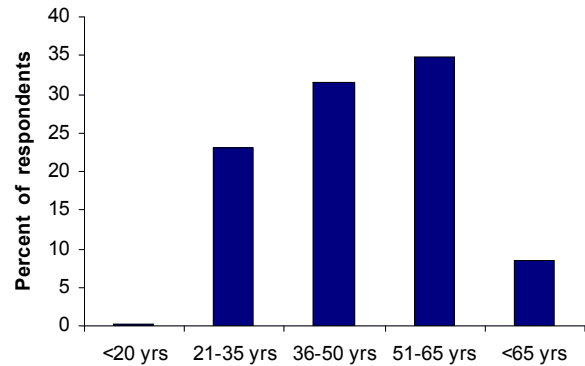
Frequently	Weekly	Bi-weekly	Occasionally	Not Very Often	Rarely
Nutritional content	In season	Nutritional content	Nutritional content	In season	In season
In season	Nutritional content	In season	Appearance of product	Nutritional content	Nutritional content
Food safety	Grown/produced locally	Grown/produced in BC	In season	Appearance of product	Appearance of product
Animal welfare	Animal welfare	Food safety	Food safety	Food safety	Animal welfare
Appearance of product	Food safety	Grown/produced locally	Grown/produced locally	Animal welfare	Food safety
Grown/produced in BC	Grown/produced in BC	Animal welfare	Grown/produced in BC	Grown/produced locally	Fair trade
Grown/produced locally	Appearance of product	Appearance of product	Animal welfare	Grown/produced in BC	Grown/produced in BC
Natural (not certified)	Packaging (materials)	Fair trade	Grown/produced in Canada	Grown/produced someone	Grown/produced locally
Packaging (materials)	Fair trade	Grown/produced in Canada	Fair trade	Natural (not certified)	Natural (not certified)
Fair trade	Grown/produced in Canada	Packaging (materials)	Low price	Fair trade	Low price
Grown/produced someone	Natural (not certified)	Grown/produced someone	Packaging (materials)	Grown/produced in Canada	Grown/produced in Canada
Certified organic	Grown/produced someone	Natural (not certified)	Natural (not certified)	Packaging (materials)	Ease of preparation
Grown/produced in Canada	Certified organic	Certified organic	Grown/produced someone	Low price	Grown/produced someone
Low price	Low price	Low price	Certified organic	Certified organic	Packaging (materials)
Packaging (aesthetics)	Ease of preparation	Ease of preparation	Ease of preparation	Ease of preparation	Certified organic
Brand name	Packaging (aesthetics)	Packaging (aesthetics)	Packaging (aesthetics)	Brand name	Packaging (aesthetics)
Ease of preparation	Brand name	Brand name	Brand name	Packaging (aesthetics)	Brand name

About market customers

Household income

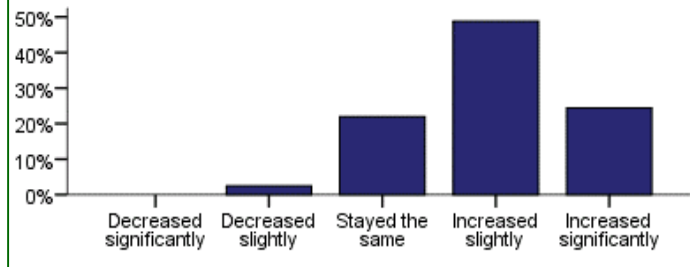


Age

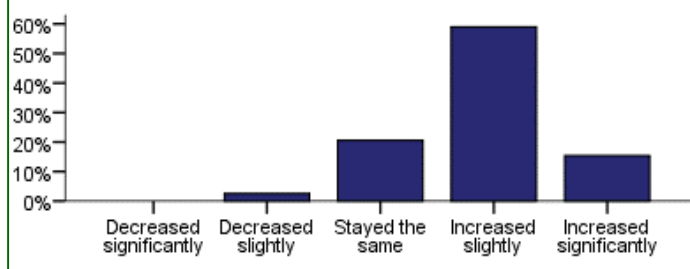


Trends over past five years

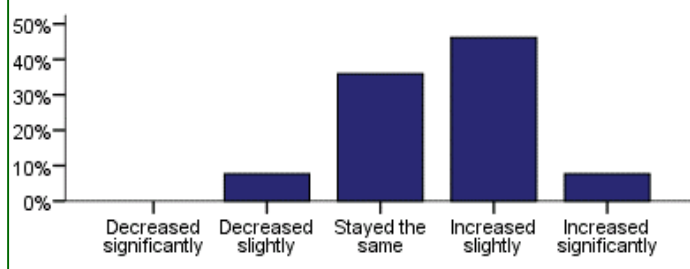
REGULAR SHOPPERS



FIRST-TIME SHOPPERS



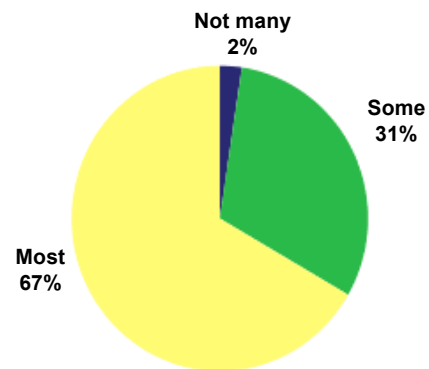
TOURIST SHOPPERS



Mode of transportation

DRIVE

Percent of markets reporting how many people drive to the market



BIKE

Percent of markets reporting how many people bike to the market

