



Selling at BC Farmers' Markets

A Profile of Market Vendors: **Fruit & Vegetable**

This profile includes general information about revenues, area cultivated, operations, and marketing channels used by producers who sell fruit and vegetables at BC farmers' markets. You can use this information to compare your operations against these vendors, to assess how realistic your goals are, and to decide whether a farmers' market is an appropriate channel for your operations.

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.

The BC Association of Farmers' Markets wish to acknowledge the financial assistance of Agriculture and Agri-Food Canada and the Investment Agriculture Foundation of BC for making this study of farmers selling at BC farmers' markets possible.

Funding provided by:

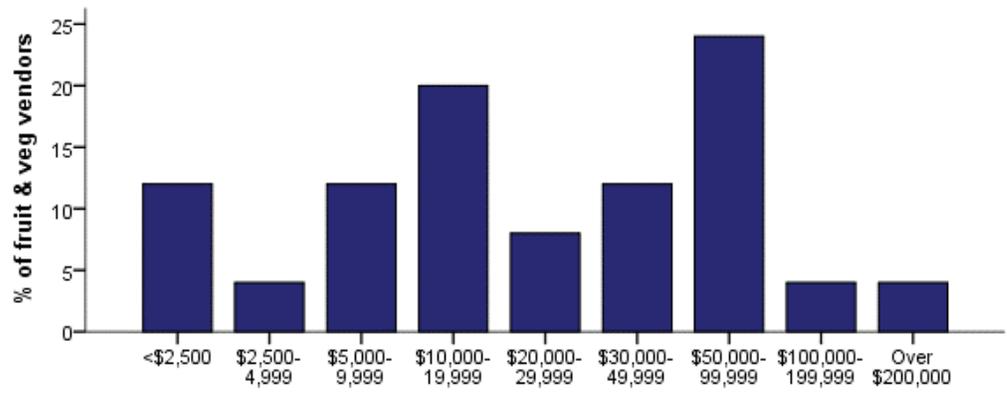
Canada



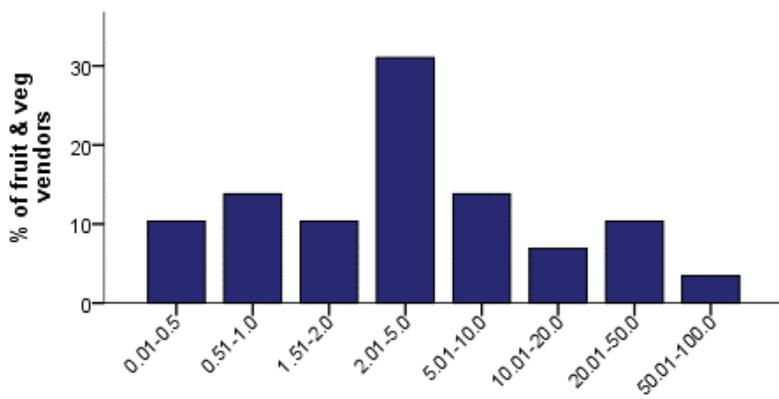
Size of fruit & vegetable operations

Revenues and area of land cultivated are two of the most significant points of comparison among farms that sell both fruit and vegetables.

Gross annual revenues from farmers' markets



Area cultivated (acres)

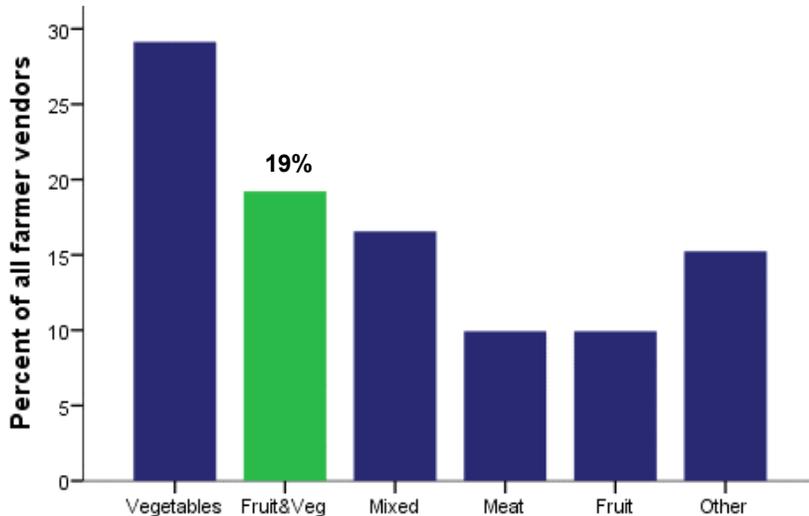


Area cultivated and gross annual revenues from markets

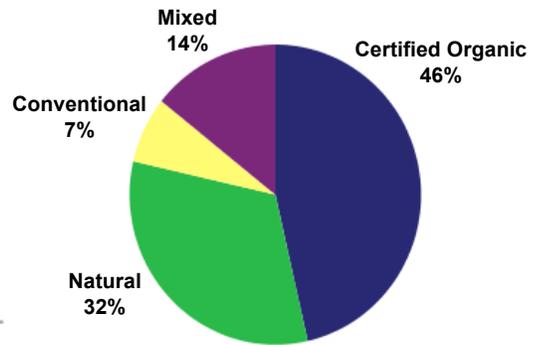
Area cultivated	<\$2,500	\$2,500-4,999	\$5,000-9,999	\$10,000-19,999	\$20,000-29,999	\$30,000-49,999	\$50,000-99,999	\$100,000-199,999	Over \$200,000	Total
0.01-0.5	2				1					3
0.51-1.0	1		2							3
1.01-1.5										3
1.51-2.0		1		2						7
2.01-5.0				3	1	2	1			3
5.01-10.0			1				2			2
10.01-20.0						1	1			3
20.01-50.0							1	1	1	1
50.01-100.0							1			1
Over 100										
Total	3	1	3	5	2	3	6	1	1	25

Fruit & vegetable vendor operations

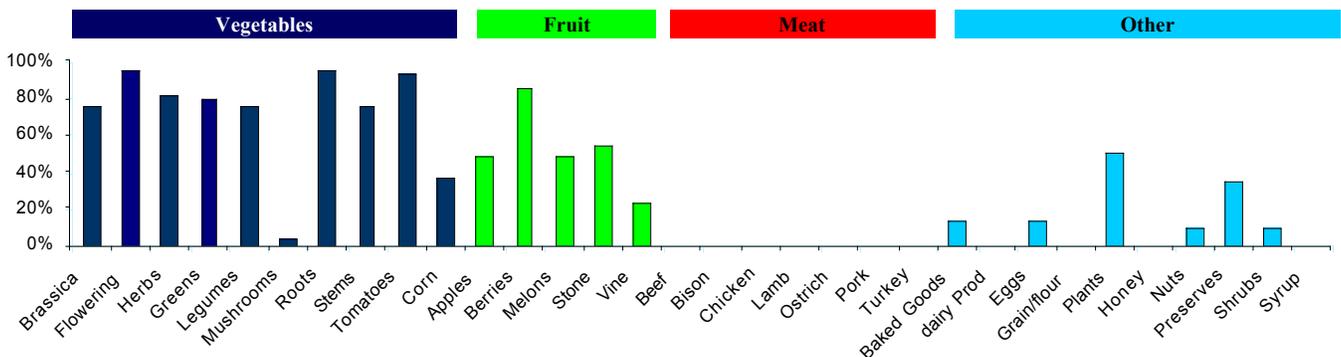
Primary products sold: all farmer



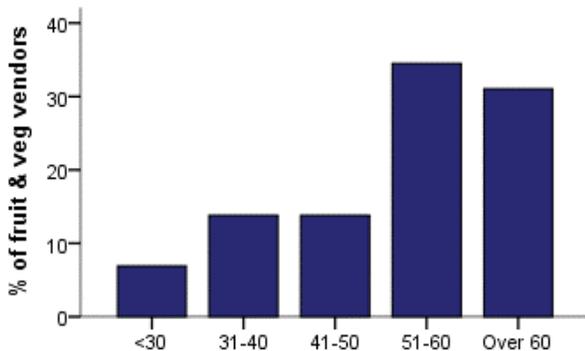
Production method: Fruit & veg. vendors



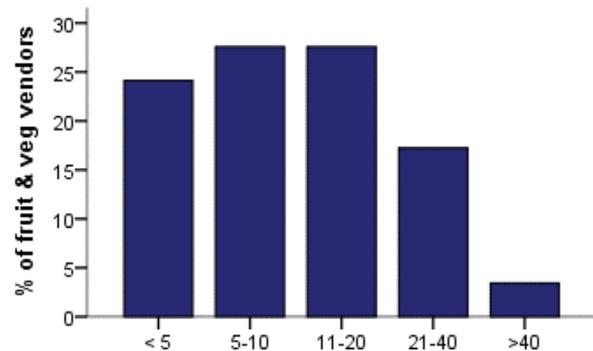
Products sold by fruit & vegetable vendors



Age of farmers: fruit & veg



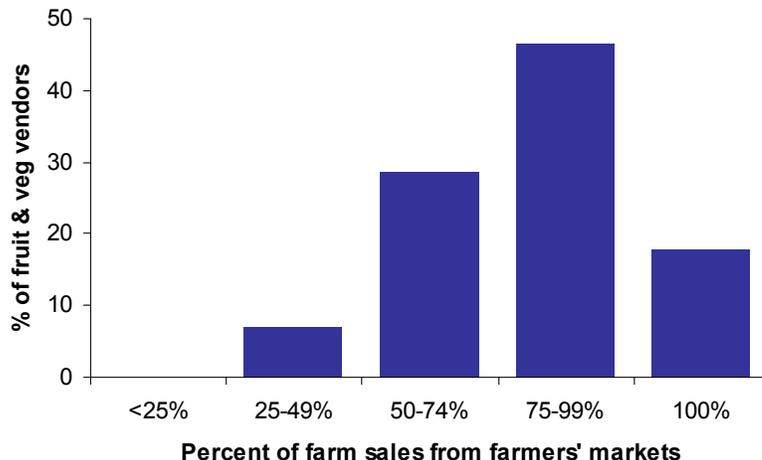
Years farming: fruit & veg



Marketing channels used: fruit & veg.

Selling at farmers' markets is one of several direct-to-consumer marketing channels available to farmers. For fruit & vegetable vendors, the farmers' market is a primary source of annual gross revenues. Also, sixty percent of fruit & vegetable vendors sell at more than one farmers' market. Farm gate sales are the next most important marketing channel used by fruit & vegetable farmers.

Percent of farm sales from markets



Farmers' market revenues and number of markets attended

Number of markets attended	Annual gross sales from farmers' markets: fruit and vegetable vendors									Total
	<\$2,500	\$2,500-4,999	\$5,000-9,999	\$10,000-19,999	\$20,000-29,999	\$30,000-49,999	\$50,000-99,999	\$100,000-199,999	Over \$200,000	
1	3	1	2	4						10
2			1		2	1	3			7
3						1				1
4 or more				1		1	3	1	1	7
Total	3	1	3	5	2	3	6	1	1	25

Other marketing channels used

