Farmers' Market Facts — 2017

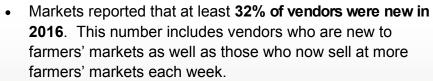
Noteworthy Market Particulars

- **134** approved farmers' markets operated in 2017 for a total of **3,566 market days**.
- 10 new markets formed in 2017.
- 16% (22) of markets offer year round selling opportunities. Several markets change locations in order to facilitate this season extension.
- 108 communities across Alberta were served by at least one Alberta approved farmers' market in 2017.
- 89% of markets use at least one form of online promotional tool—Facebook, website or both—an increase of 12% over 2016. Many are also active on Twitter and Instagram.
- The City of Edmonton boasts the most Alberta approved farmers' markets (14), with an additional 11 markets in the greater Edmonton area.
- 77% of markets compensate their manager with the most popular methods being:
 - 30% paid per market day
 - 15% paid a salary
 - 12% paid hourly
- Table rents average \$20.69 per market day with a range of \$5—\$73.50 per market day
- 31% of markets offer a discounted seasonal rate
- Since the March 29, 2016 release date to December 2016, the farmers' market mobile app, available for both iOS and Android devices, received 19,576 downloads.

Vendor Facts

- Markets reported a total of 10,004 vendors. At least one-third of these vendors sell at multiple markets each week.
- Average vendors across all markets was 28.87
 vendors per market day; St. Albert is the largest
 farmers' market in Alberta, averaging 215 vendors in
 2017.
- Market size (based on average vendors per market):





- Vendors sell a broad variety of products, many in multiple categories:
 - 38% of vendors sell agricultural/food products
 - 46% of vendors sell craft/artisan products
 - 15% of vendors sell products from out-of-province or resale items that complement the market mix
- 66% of markets provide tables for local non-profit/community groups to promote their products and services.
- 30% of markets require vendor insurance

