

# 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):
  - 20 vendors or fewer: 48% of markets
  - 21—40 vendors: 34% of markets
  - 41—75 vendors: 13% of markets
  - 76—100 vendors: 2% of markets
  - More than 100 vendors: 3% of markets
- Markets reported that at least **32% of vendors were new in 2016**. This number includes vendors who are new to farmers' markets as well as those who now sell at more farmers' markets each week.
- 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**