

# Alberta Approved Farmers' Market Statistics – 2014 Season

\*Information in this document was compiled from the 2014 Statistical Information form sent in by all markets and contains averages and ranges as submitted. When making decisions for your market in these areas, it is important to consider the size and complexity of your market, the length of season, the marketplace you are in, etc.

\*Information in this document is based on **128** Alberta approved farmers' markets.

## Manager Compensation

- **74%** of markets do compensate their managers in some way; **26%** of market managers are strictly volunteers.
- This represents a **10% increase** in the number of markets compensating their managers over 2013 figures.

Manager compensation can take many forms. Of those compensated:

Compensation Type	Percentage of Markets
Honorarium only -typically paid as a lump sum at the end of the year	20%
Free table rental only	15%
Free table rental and honorarium	4%
Free table rental and per market	3%
Salary + free table rental	1%
Salary or hourly rate only	37%
Paid on a per market basis	26%

## Table Fees

Average weekly table fee	\$19.20 per table per week; increased 11.5% from 2013
Weekly table fee range	\$3 - \$89.25 per table per week
Average annual table fee rate	\$361.61 per year; increased 1% from 2013 28% of markets offer a weekly and annual rate
Annual table fee range	\$80 - \$1,110 per year
% of markets charging 0 - \$10 per week	36%
% of markets charging \$11 - \$20 per week	35%
% of markets charging \$21 - \$30 per week	15%
% of markets charging \$31 and over per week	14%

\*Note: some markets do lease stalls by the square foot.

## Insurance

31% of markets require their vendors to provide proof of insurance; increase of 10% from 2013.

## Average Number of Vendors per Market

\*Note: Some vendors may be selling at more than one market

Category	Percentage
% of markets averaging 20 vendors & less	63%
% of markets averaging 21-40 vendors	24%
% of markets averaging 41-75 vendors	7%
% of markets averaging 76-100 vendors	4%
% of markets averaging 100+ vendors	2%