



# Local Food Demand in Alberta

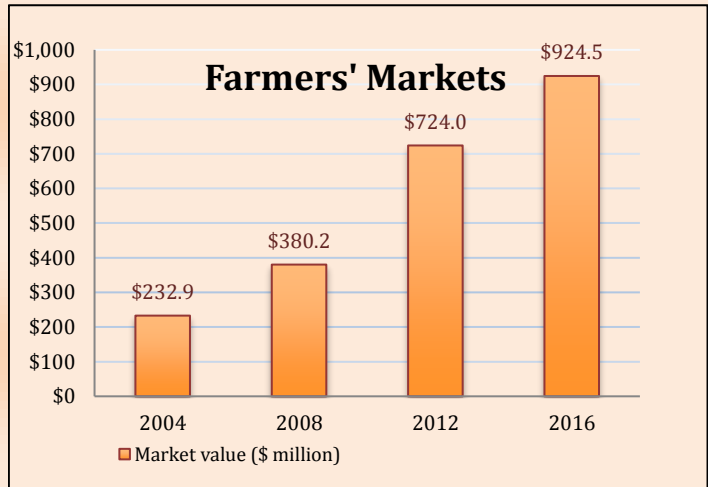
Alberta consumers are purchasing local food at farmers' markets, farm retail and restaurants serving local food. In 2016, these market channels exceeded \$1.5 billion in food sales. Of which, the average household food expenditure was \$2,341 in total, almost one-quarter of the overall household food expenditure in the province reported in the latest 2015 Statistic Canada data.

## Local Food

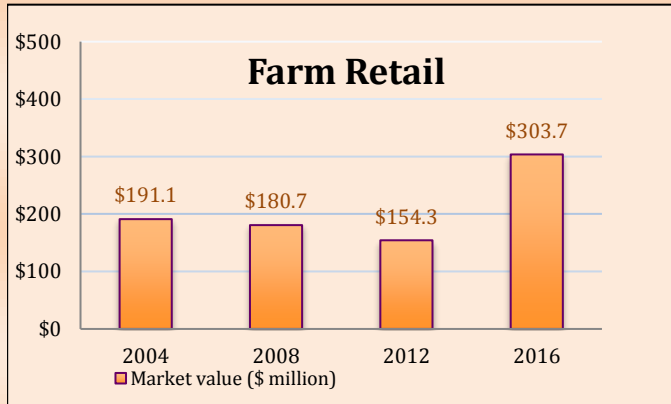
**Majority (96%) of Alberta consumers accept food grown or made in Alberta as local food.**



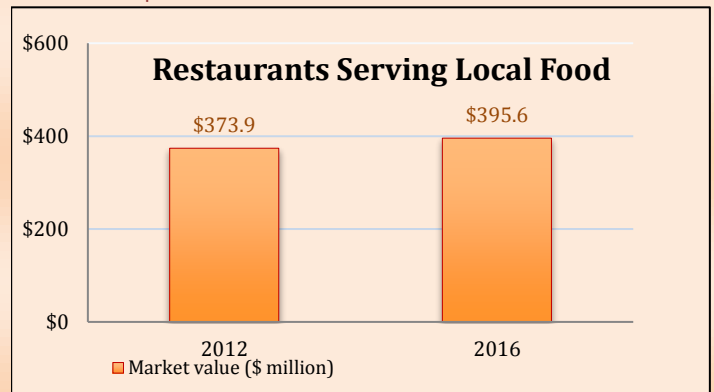
**Food purchased at farmers' markets reached \$924.5 million in 2016.**



**Food purchased at farm retail reached \$303.7 million in 2016.**



**Market value of restaurants chosen for serving Alberta food ingredients on their menus reached \$395.6 million in 2016.**



**In Alberta,**

78% households purchased at a farmers' market.

36% households purchased at a farm retail.

23% households chose restaurants because they use Alberta food ingredients.