

BC Association of Farmers' Markets

Presents our 2012...

Economic and Social Benefits Assessment

*Farmers' markets in BC
have continued to grow
in number, producing
147% more sales in 2012
than 2006, delivering
**\$170+ million total
economic benefits.***

*More people are shopping
at farmers' markets, and
shoppers are spending more
money at farmers' markets.*





A farmers' market is a place we go to learn about food and nutrition. And it is a place to celebrate community and the bounty of our land."



Consumer demand for locally produced, fresh, and nutritious food has grown rapidly over the past ten years. So too has the number of farmers' markets.

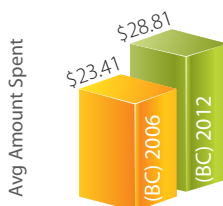
Key Economic Findings	2006	2012	% Increase
Number of farmers' markets in BC (estimated)	98*	159	62.24%
Average amount spent per customer (flip chart survey)	\$23.41	\$28.81	23.07%
Estimated total direct sales (all markets in BC)	\$46.02M	\$113.69M	147.16%
Estimated total economic benefits (all markets in BC; multiplier = 1.5)	\$69.00M	\$170.54M	147.16%

* The estimate for the total number of markets in 2006 may have excluded some farmers markets run on different days by the same organization.

Key Findings

Key insights point to a thriving, economically important sector. At the same time, British Columbia's farmers' markets lead the creation of a resilient food system. Each market reflects the uniqueness of its neighbourhood and the diversity of its community.

People are spending more at farmers' markets

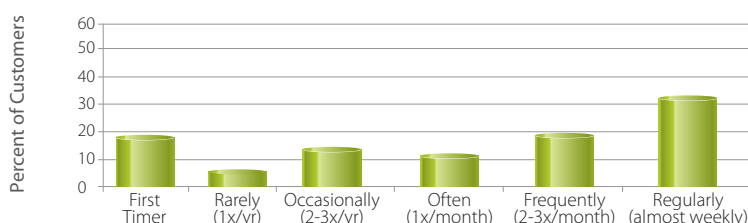


The average amount spent by shoppers at BC's markets in 2012 increased over the past six years, from \$23.41 in 2006 to \$28.81 in 2012.

20% of shoppers are first time visitors

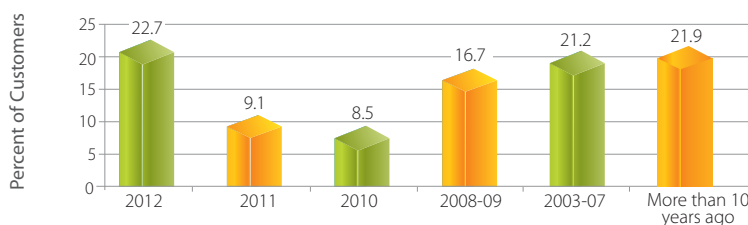


BC's farmers' markets have a solid core of frequent shoppers



About half of market visitors shop at the markets at least two to three times a month.

Long-time, loyal customers support farmers' markets in BC



60% of all customers surveyed have been coming to markets for at least three years, and 43% of all customers surveyed have been coming to those markets for more than five years.

We are creating opportunity for local food and changing people's habits around producing.

The five most important factors to BC's farmers' market customers



Farmers' markets are important to local economies

54.7%

of respondents said they would also shop at neighbouring businesses that day.

60%

of neighbouring businesses reported a positive effect of the farmers' market on their business.

80%

of respondents said the farmers' market was their primary reason for being in that area of town that day.

Research Methodology and Scope

This study measured the social and economic benefits of farmers' markets across British Columbia to quantify the significant contributions of farmers' markets and to increase their visibility both locally and provincially.

Between June and September 2012, researchers completed 33 assessments across the province. Each market assessment included shopper surveys using flip charts and sticky dots, crowd counts, and one-on-one interviews with both market shoppers and nearby businesses.

Research Sample	
Total number of respondents in flip chart survey	9,819
Total number of respondents in interviews with farmers' market shoppers	291
Total number of respondents in interviews with nearby businesses	102
Total number of market assessments completed	33
Small markets (1-19 vendors)	3
Medium markets (20-39 vendors)	12
Large markets (40-99 vendors)	16
Very large markets (100+ vendors)	2



Farmers' markets showcase people in British Columbia who 'Make, Bake, Grow' their own products. At markets, these farmers, small scale food processors and artisans come together in shared experiences."



Contact the BC Association of Farmers' Markets for a copy of the full research report:

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eating and shopping locally.



The **BC Association of Farmers' Markets** dares to dream of a world where farming is synonymous with opportunity. We educate, engage and inspire people to create a vibrant farming sector in BC— one that nourishes and supports our natural environment and communities.

Learn more at
bcfarmersmarket.org



Funding provided by:



Research for the Economic and Social Benefits Assessment was conducted in partnership with Dr. David Connell of the University of Northern British Columbia.