
BACKGROUND

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Ministry of Agriculture and Lands

FARMERS' MARKETS ECONOMIC STUDY

Highlights of the Economic and Community Impact Assessment of Farmers Markets in B.C.

- \$65.3 million – estimated direct spending at farmers' markets
- \$53.2 million – estimated spending by farmers' market customers at neighbouring businesses
- 131,000 – number of people visiting B.C. farmers' markets each year
- 3.1 million – number of visits to B.C. farmers' markets each year
- \$18.18 – average amount spent per customer
- 100 – number of farmers' markets in B.C. (40 more than in 2000)
- 28 – farmers' markets participating in survey
- 7,100 – customers who participated in rapid survey
- 446 – one-on-one interviews
- 149 – interviews with neighbouring businesses
- 46.5 – percentage of customers who visit a farmers' market at least two to three times a month
- 28 – percentage of respondents who are regular customers (almost weekly)
- 21 – percentage of respondents who were first-time customers
- 53 – percentage of respondents who spend at least 30 minutes shopping at farmers' markets
- 32.5 – percentage of respondents who spend at least 30 minutes shopping at farmers' markets and at least half their time talking with friends, vendors, and acquaintances
- Customers rated nutritional content, in-season and locally grown/produced as the three most important factors considered when buying food
- Funding for the study:
 - Investment Agriculture Foundation – \$50,000
 - University of Northern B.C. – \$31,500
 - Ministry of Agriculture and Lands – \$7,500 (in-kind)
 - B.C. Association of Farmers' Markets – \$23,500 (cash and in-kind)
- Study was done by the School of Environmental Planning, University of Northern B.C.
- For the survey, UNBC used the Rapid Market Assessment technique developed by researchers at Oregon State University for studying farmers' markets

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