



UBC FARM
Centre for Sustainable Food Systems

2021 Saturday Market Survey Summary

42% increase in total sales compared to 2020

Average Customer spends **47\$**

\$574,500 in sales in 2021



Shoppers Say:

"Convenient location, supporting local businesses, great prices."

&

"The small open structure of the market allows me to chat with the vendors to learn more about what they do!"



Love

- Atmosphere
- Access to local food
- Dairy

Want more

- Fruits
- Eggs
- Meat



31% of shoppers were new



Vendors Say:

"Friendly and consistent shoppers, large open natural space, low table fees, option to rent tent and table!"

&

"Loved being on the farm in a field and not on cement... and close to home!"



Love

- Market organization
- Consistent customers
- Ease of access

Want more

- Equipment support
- Events
- Publicity

