

Alberta approved farmers' markets

2021 market statistics



Noteworthy Market Information

- One hundred thirty-nine (**139**) approved farmers' markets **operated in 2021** for a **total of 3,815 market days** (average 28 days per market)
 - Eighteen (18) did not operate because of COVID
- **Thirteen new approved markets** formed in 2021
- One hundred thirteen (**113**) **communities** across Alberta were served by at least one Alberta approved farmers' market in 2021
- Seventy-eight per cent (**78%**) of the markets are in **rural communities** with a population of less than 10,000
- Almost **13%** of markets operate **year round**, up slightly from the previous year. Several markets change locations in order to facilitate their seasonal extension.
- The **City of Edmonton** boasts the **most Alberta approved farmers' markets** (15), with an additional 14 markets in the greater Edmonton area (within 50 km)
- All Alberta approved farmers' markets are non-profit organizations, either sponsored by a non-profit community group or incorporated as a non-profit society or new generation cooperative. Statistically:
 - 34% sponsored by Agricultural Societies
 - 29% incorporated as non-profit societies
 - 20% sponsored by community/business associations or community clubs
 - 6% sponsored by culture and recreation associations
 - The remainder are sponsored by a variety of organizations: municipalities, chambers of commerce, churches, educational organizations, etc.

- Seventy seven per cent (**78%**) of markets **compensated their manager** in 2021. The most common methods:
 - 23% pay a monthly salary
 - 22% pay per market
 - 13% pay an hourly rate
 - 9% pay an honorarium
 - 6% provide their vendor managers with a free table/stall
- Almost **3.6 million customers** visited approved farmers' markets in 2021 (93% of markets reporting).

Vendor Information

- Sixty three per cent (63%) of markets provide tables for local **non-profit/community groups** to promote their products or services.
- **Average table rents** in 2021 were **\$24.40** per market day with a range of \$5 to \$77.50 per market day.
- Seventeen per cent (17%) of markets offer a **discounted seasonal rate**.
- Thirty seven per cent (**37%**) of approved markets in 2021 **required vendor insurance**.
- In 2021, approved farmers' markets averaged **28.39 vendors per market**. Broken down further:
 - 53% of markets average 20 or fewer vendors each market day
 - 28% of markets average 21 to 40 vendors each market day
 - 13% of markets average 41 to 75 vendors each market day
 - 4% of markets average more than 75 vendors each market day

- **St. Albert** is the largest approved farmers' market, averaging **160 vendors** per market day in 2021
- Markets reported that at least **51.5% of vendors were new in 2021**. This includes vendors who are new to selling at farmers' markets as well as those who now sell at more farmers' markets each week and were new to that particular market.
- Vendors sell a broad variety of products, many in multiple categories:
 - **37%** of vendors sell **agricultural/food** products
 - **49%** of vendors sell **craft/artisan** products
 - **14%** of vendors sell products from **out of province** or **resale** items that complement the market mix

Marketing Your Market

- Eighty-eight per cent (**88%**) of markets use at least one form of **online promotion tool** – Facebook only (38%), website only (3%) or both Facebook and a website (48%). Many are also active on Twitter and Instagram.
- Since its initial release in March 2016, the **farmers' market phone app** has received **27,493 downloads**. There were **2023 new downloads** from April 1, 2021-March 31, 2022, indicating it continues to be a valuable tool for promoting approved farmers' markets.

