

Alberta Approved Farmers' Markets

2019 Market Statistics

Noteworthy Market Particulars

- One hundred forty one (**141**) approved farmers' markets **operated in 2019** for a **total of 3,745 market days** (average 24.6 days per market)
- **Nine new markets** formed in 2019
- One hundred eight (**108**) **communities** across Alberta were served by at least one Alberta approved farmers' market in 2019.
- Eighty per cent (**80%**) of the markets are in **rural communities** with a population less than 10,000.
- Almost **12%** of markets operate **year round**. Several markets change locations in order to facilitate this seasonal extension.
- The **City of Edmonton** boasts the **most Alberta approved farmers' markets** (14), with an additional 13 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:
 - 35% sponsored by Agricultural Societies
 - 29% incorporated as non-profit societies
 - 17% sponsored by community/business associations or community clubs
 - 7% 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 (**77%**) of markets **compensated their manager** in 2019. The most common methods:
 - 32% pay per market
 - 22% pay a monthly salary
 - 17% provide their vendor managers with a free table/stall
 - 16% pay an hourly rate

Vendor Information

- Seventy four per cent (**74%**) of markets provide tables for local **non-profit/community groups** to promote their products or services.
- **Average table rents** in 2019 were **\$21.91** per market day with a range of \$5 to \$78.75 per market day.
- Thirty per cent (**30%**) of markets offer a **discounted seasonal rate**.
- Thirty one per cent (**31%**) of approved markets in 2019 **required vendor insurance**.
- In 2019, approved farmers' markets averaged **26.32 vendors per market**. Broken down further:
 - 54% of markets average 20 or fewer vendors each market day
 - 30% of markets average 21 to 40 vendors each market day
 - 11% of markets average 41 to 75 vendors each market day
 - 7% of markets average more than 75 vendors each market day
 - **St. Albert** is the largest approved farmers' market, averaging **175 vendors** per market day in 2019.

- Markets reported that at least **44% of vendors were new in 2019**. 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:
 - **38%** of vendors sell **agricultural/food** products
 - **48%** 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 nine per cent (**89%**) of markets use at least one form of **online promotion tool** – Facebook (38%), website only (3%) or both (48%). Many are also active on Twitter and Instagram.
- Since its initial release in March 2016, the **farmers' market phone app** continues to be popular with consumers and vendors, receiving **23,185 downloads**.

