

Alberta approved farmers' markets

2023 market statistics



Noteworthy Market Information

- One hundred forty-nine (**149**) approved farmers' markets **operated in 2023** for a **total of 4,203 market days** (average 28 days per market).
- Eleven (**11**) **new** approved markets formed in 2023.
- One hundred twelve (**112**) **communities** across Alberta were served by at least one Alberta approved farmers' market in 2023.
- Seventy-seven per cent (**77%**) of markets are in **rural communities** with a population of less than 10,000.
- Fourteen per cent (**14%**) of approved markets operate **year-round**. Several change locations to facilitate their seasonal extension.
- The **City of Edmonton** boasts the **most Alberta approved farmers' markets** (12), with an additional 15 markets within 50 km of Edmonton.
- 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:
 - 28% incorporated as non-profit societies (*Societies Act*) or new generation cooperatives (*Cooperatives Act*)
 - 72% of markets are sponsored
 - 35% sponsored by Agricultural Societies
 - 23% sponsored by Chambers/community/business/resident associations/clubs
 - 5% sponsored by culture and recreation associations
 - 9% sponsored by a variety of organizations: municipalities, churches, educational organizations, etc.
- More than **3.6 million customers** visited approved farmers' markets in 2023 (92% of markets reporting).

- Eighty-two per cent (82%) of approved markets compensated their manager in 2023. Of those compensating their manager:
 - 26% pay per market
 - 25% pay a monthly salary
 - 22% pay an hourly rate
 - 11% pay an honorarium
 - 7% provide their vendor managers with a free table/stall
 - 8% compensate by using a combination of the above methods

Vendor Information

- Sixty-seven per cent (67%) of approved markets provide tables for local **non-profit/community groups** to promote their products or services.
- **Average table rents** in 2023 were **\$24.92** per market day, with a range of \$5 to \$85 per market day.
- Nineteen per cent (19%) of approved markets offer a **discounted seasonal rate**.
- Three per cent (**3%**) of approved markets apply a **variable rate** or sign longer term **leases** with their vendors.
- Thirty-two per cent (**32%**) of approved markets in 2023 **required vendor insurance**.
- In 2023, approved farmers' markets averaged **27.12 vendors per market**. Broken down further by each market day:
 - 53% average 20 or fewer vendors
 - 30% average 21 to 40 vendors
 - 14% average 41 to 75 vendors
 - 3% average more than 75 vendors

- **St. Albert is the largest** approved farmers' market, averaging almost **230 vendors** per market day in 2023, a 12% increase over 2022.
- Markets reported that at least **48% of vendors were new in 2023** (85% of markets reporting). This includes vendors who are new to selling at farmers' markets as well as those who sell at multiple farmers' markets each week or were new to that particular market.
- **Vendors sell** a broad variety of products, many in multiple categories:
 - **36%** sell **agricultural/food** products
 - **50%** sell **craft/artisan** products
 - **14%** sell products from **out of province or resale** items that complement the market mix

Marketing Your Market

- Ninety-six per cent (**96%**) of approved markets **use at least one online promotional tool**:
 - 42% only use their own Facebook account
 - 1% only use either their own or a sponsor's website
 - 56% use their own Facebook account and their own or a sponsor's website
- The **farmers' market phone app** continues to be a valuable promotional tool with:
 - **1,666 new downloads** from April 1, 2023 to March 15, 2024
 - almost 31,000 downloads since being released in March 2016

