

# Alberta approved farmers' markets

## 2022 market statistics



### Noteworthy Market Information

- One hundred forty-five (**145**) approved farmers' markets **operated in 2022** for a **total of 4,076 market days** (average 28 days per market)
- **Seven new approved markets** formed in 2022
- One hundred eleven (**111**) **communities** across Alberta were served by at least one Alberta approved farmers' market in 2022
- Seventy-seven per cent (**77%**) of the markets are in **rural communities** with a population of less than 10,000
- Almost **14%** of markets operate **year-round**. Several markets change locations to facilitate their seasonal extension.
- The **City of Edmonton** boasts the **most Alberta approved farmers' markets** (13), with an additional 14 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:
  - 34% sponsored by Agricultural Societies
  - 30% incorporated as non-profit societies (*Societies Act*) or new generation cooperatives (*Cooperatives Act*)
  - 19% sponsored by community/business associations or community clubs
  - 12% sponsored by culture and recreation associations and Chambers of Commerce
  - The remainder are sponsored by a variety of organizations: municipalities, churches, educational organizations, etc.

- Seventy-nine per cent (**79%**) of markets **compensated their manager** in 2022. Of those compensating their manager:
  - 33% pay per market
  - 30% pay a monthly salary
  - 17% pay an hourly rate
  - 9% provide their vendor managers with a free table/stall
  - 6% pay an honorarium
- Almost **3.6 million customers** visited approved farmers' markets in 2022 (94% of markets reporting)

### Vendor Information

- Seventy per cent (70%) of markets provide tables for local **non-profit/community groups** to promote their products or services.
- **Average table rents** in 2022 were **\$24.82** per market day with a range of \$5 to \$77 per market day.
- Twenty-two per cent (22%) of markets offer a **discounted seasonal rate**.
- Four per cent (**4%**) of markets apply a **variable rate** or sign longer term **leases** with their vendors
- Thirty-three per cent (**33%**) of approved markets in 2022 **required vendor insurance**.
- In 2022, approved farmers' markets averaged **26.18 vendors per market**. Broken down further:
  - 53% of markets average 20 or fewer vendors each market day
  - 30% of markets average 21 to 40 vendors each market day
  - 14% of markets average 41 to 75 vendors each market day
  - 3% of markets average more than 75 vendors each market day

- **St. Albert** is the largest approved farmers' market, averaging almost 205 **vendors** per market day in 2022
- Markets reported that at least **49% of vendors were new in 2022**. 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
  - **50%** of vendors sell **craft/artisan** products
  - **13%** 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 (35%), website only (3%) or both Facebook and a website (50%). Many are also active on Twitter and Instagram.
- Since its initial release in March 2016, the **farmers' market phone app** has received **29,217 downloads**. There were **1,847 new downloads** from April 1, 2022 to March 31, 2023, indicating the app continues to be a valuable tool for promoting approved farmers' markets.

