

Comox Valley Farmers' Market Overview

Market Mission/Vision:

The CVFM is about food and farm and garden products that are produced and/or harvested, locally, with caring hands. It is about social interaction between consumers and local farmers, producers and fishers. It is about community, education and about promoting rural business. And, we will do all of this in a fun, friendly, and safe, family oriented environment.

Vendor Criteria:

All products (except fish) must be grown or produced in the Comox or Strathcona Regional District, and must be an agricultural or food product. Vendors must produce what they sell.



Photo: Comox Valley Farmers' Market facebook page

The Market Numbers

Annual Budget (2012):	\$74,400
Budget from Operations:	\$65,900
	95%
Grants, donations, etc:	\$3,500
	5%
Budget growth from 2011:	19.7%

Vendor turnover rate:	10%
Vendor growth rate:	4%
Proportion of regular* vendors:	59%
Registered vendors:	88
Average number of vendors:	38

*Regular vendors attend the market most weeks.

Years in Existence	over 20
Market days per year:	67

The farmers' market is included in the *Vancouver Island Coast Regional Agriculture Framework for Action* and *Comox Valley Economic Development Society's Agri-Tourism Plan*

Customer Demographics

Customers traveled an average of **31 km** to the market

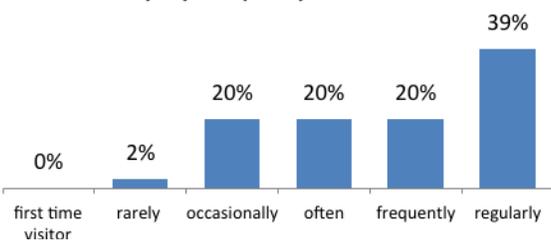
85% of customers traveled under 10 km to the market



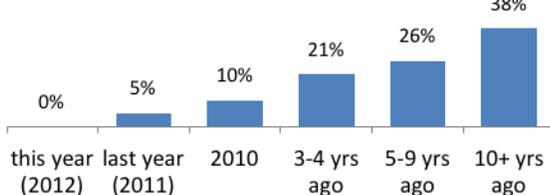
Customer Loyalty & Retention

Comox Valley Farmers' Market is one of the oldest and most famous farmers' markets in the province. **38%** of shoppers have been coming to the market for **over 10 years**, and 64% for at least 5 years.

Customer Loyalty: Frequency of Market Visits



Customer Retention: How long have customers shopped at Comox Valley Farmers' Market



Percentage of Customers who agree or strongly agree the farmers' market provides the following community benefits.

Supports sustainable agriculture	95%
As a welcoming place for all people	93%
For positive impact on the local economy	93%
For good quality, fresh food	90%
For social connections	90%
As a good, family-friendly destination	90%
Good use of public space	90%
For trusting relationships with vendors	78%

100% of customers made **destination** trips to the market

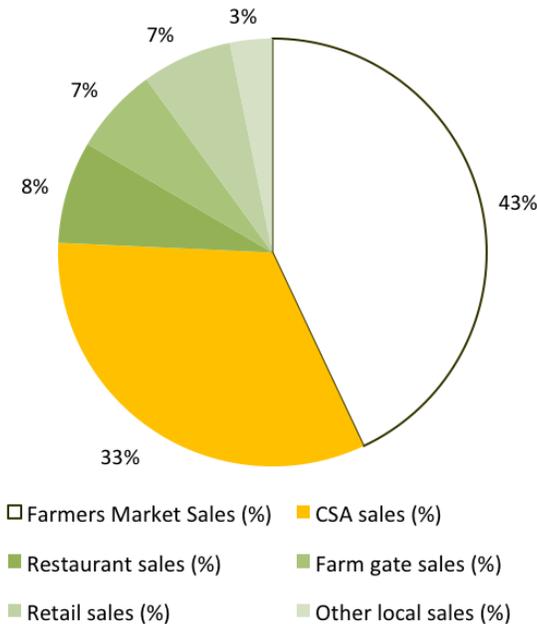
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72% of vendors travel **under 20 km** to the market

76% of farmer **sales volume** is from **local sales**

82% of farmer product sales revenues come from farm direct sales channels (farmers' markets, CSA subscriptions, and farm gate sales)

Market Vendor Income from Local Sales by Channel



Average customer spend: **\$43.86**

Vendor Attraction & Retention



Vendors value the market and contact with other vendors for social, economic, and business development reasons.

- We can taste each others' products
- Trade products
- Help each other set up
- Share growing tips, discuss concerns
- Customer referrals
- Learn about other opportunities or venues
- Get feedback on the quality of our product
- Good social network
- Help each other with marketing advice
- Expand distribution by selling product through other vendors
- Attracts customers willing to take time for seasonal foods.

88% of vendors appreciate the market for **building customer relationships**.

83% value it for bringing **sales volume** to their business.

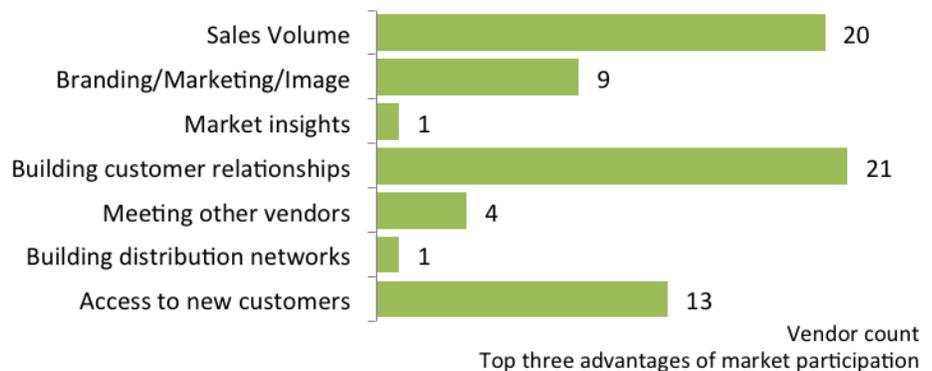
54% say it brings them into contact with **new customers**.

(Vendors were asked to choose the top 3 reasons they participate in the market, from a list of 7 options.)

100% of food vendors rank the **farmers' markets** in their top 3 most **important sales channels**.

69% rank it first.

What is the value of participating in farmers' markets?



Top three advantages of market participation