



BC ASSOCIATION OF
FARMERS' MARKETS



Selling at BC Farmers' Markets

A Profile of Market Vendors: **Meat Producers**

This profile includes general information about revenues, area cultivated, operations, and marketing channels used by meat producers who sell at BC farmers' markets. You can use this information to compare your operations against other meat vendors, to assess how realistic your goals are, and to decide whether a farmers' market is an appropriate channel for your operations.

For more information please refer to:
***Selling at BC Farmers' Markets:
A Guide for New Farmer Vendors***

This supplementary guide will help you to interpret the information presented in this profile and to understand the business case for selling at a farmers' market.

The BC Association of Farmers' Markets wish to acknowledge the financial assistance of Agriculture and Agri-Food Canada and the Investment Agriculture Foundation of BC for making this study of farmers selling at BC farmers' markets possible.

Funding provided by:

Canada

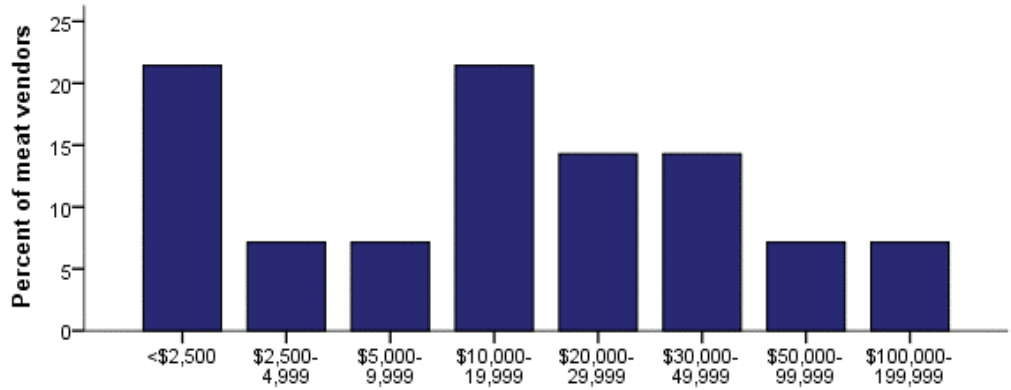


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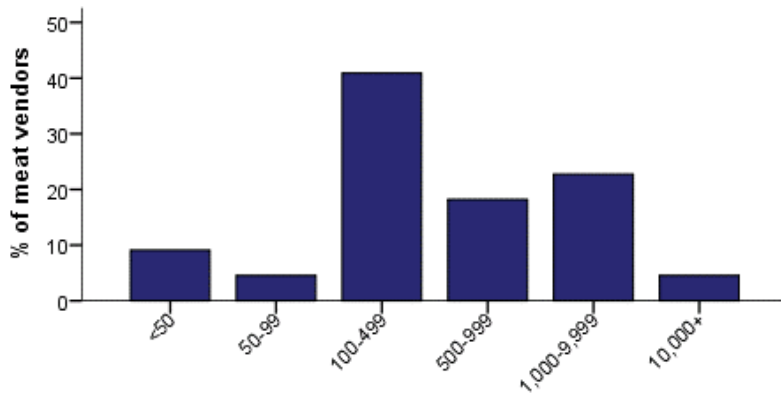
Size of meat vendor operations

Revenues and area of pasture land are two of the most significant points of comparison among meat producers.

Gross annual revenues from farmers' markets



Area of pasture (acres)

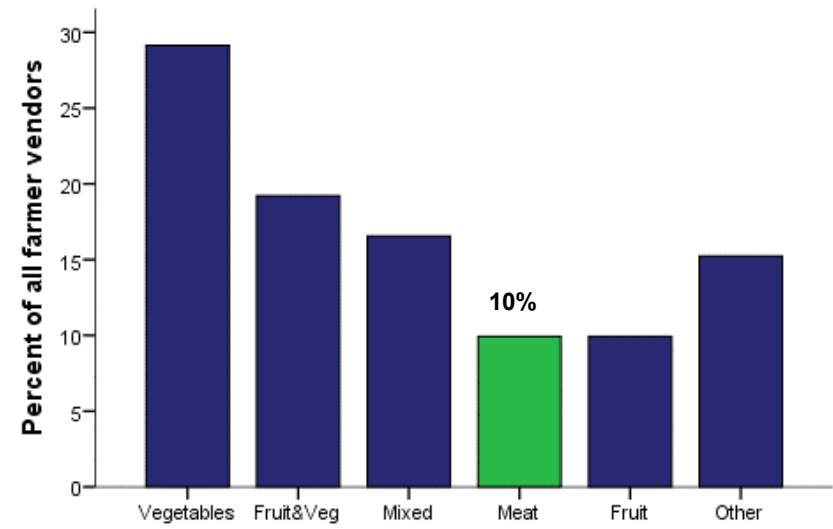


Area of pasture and gross annual revenues from markets

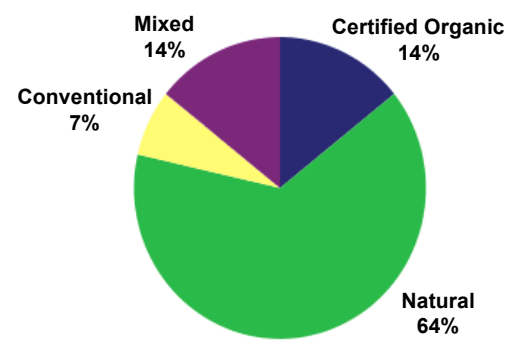
Area of pasture	<\$2,500	\$2,500-4,999	\$5,000-9,999	\$10,000-19,999	\$20,000-29,999	\$30,000-49,999	\$50,000-99,999	\$100,000-199,999	Over \$200,000	Total
<50		1	1							2
50-99	1									1
100-499	1	1	1	2	4					9
500-999	2					1				3
1,000-9,999	1			3		1				5
10,000+								1		1
Total	5	2	2	5	4	2		1		21

Meat vendor operations

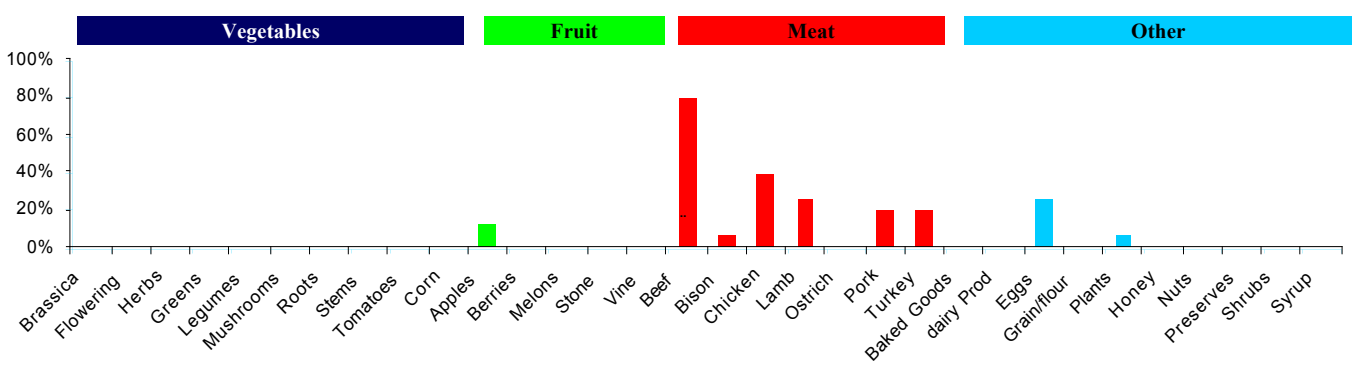
Primary products sold: all farmer



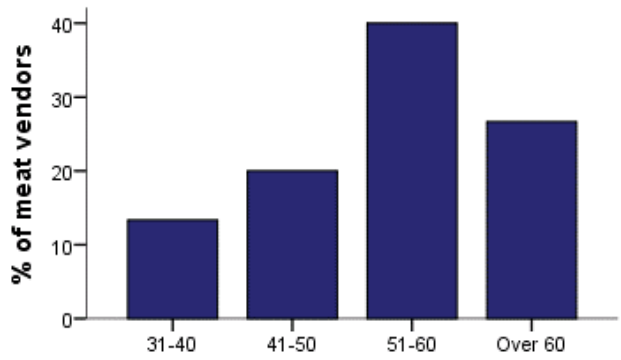
Production method: Meat vendors



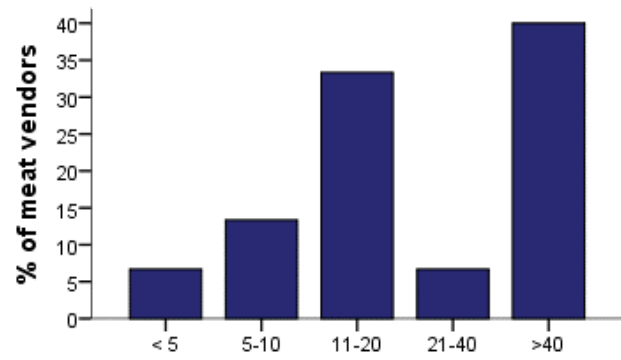
Products sold by meat vendors



Age of meat vendors



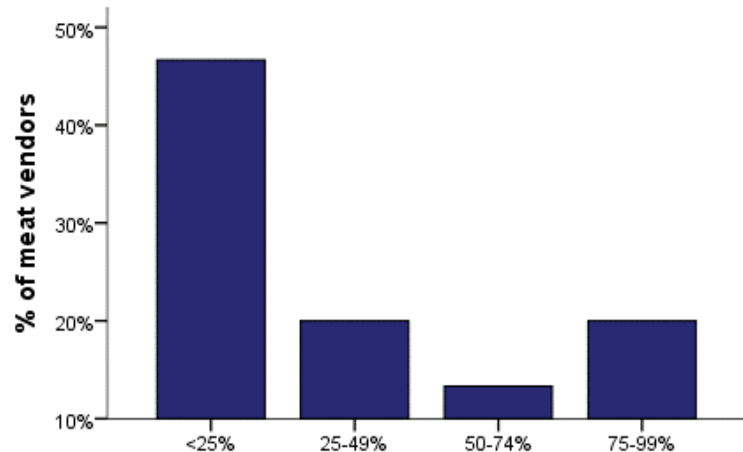
Years farming: meat



Marketing channels used: meat vendors

Selling at farmers' markets is one of several direct-to-consumer marketing channels available to farmers. For many meat vendors, the farmers' market is a secondary source of annual gross revenues. Half of meat vendors sell at only one farmers' market. Farm gate and live animal sales are the next most important marketing channel used by meat vendors.

Percent of farm sales from markets



Farmers' market revenues and number of markets attended

Number of markets attended	Annual gross sales from farmers' markets: meat vendors									Total
	<\$2,500	\$2,500-4,999	\$5,000-9,999	\$10,000-19,999	\$20,000-29,999	\$30,000-49,999	\$50,000-99,999	\$100,000-199,999	Over \$200,000	
1	3	1			2	1				7
2			1							1
3				3						3
4 or more						1	1	1		3
Total	3	1	1	3	2	2	1	1		14

Other marketing channels used

