



# BC ASSOCIATION OF FARMERS' MARKETS



## Selling at BC Farmers' Markets

### A Profile of Farmer Vendors

This profile includes general information about revenues, area cultivated, operations, and marketing channels used by producers who sell at BC farmers' markets. You can use this information to compare your operations against other 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.

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Funding provided by:

Canada



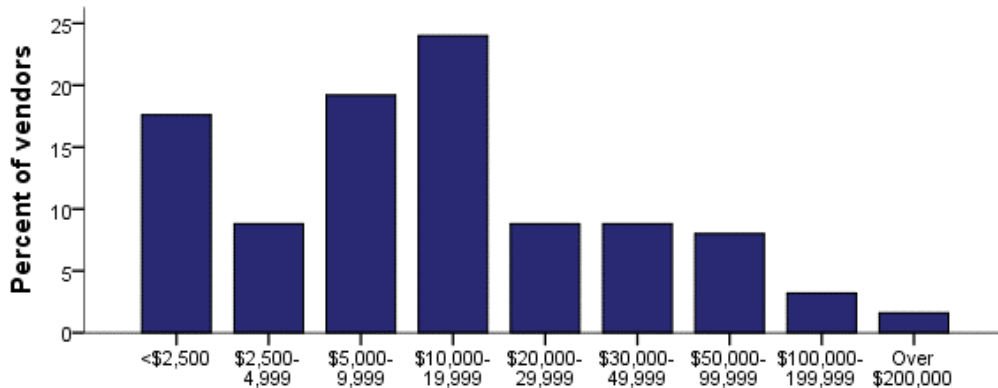
Investment  
Agriculture  
Foundation  
of British Columbia

[bcfarmersmarket.org](http://bcfarmersmarket.org)

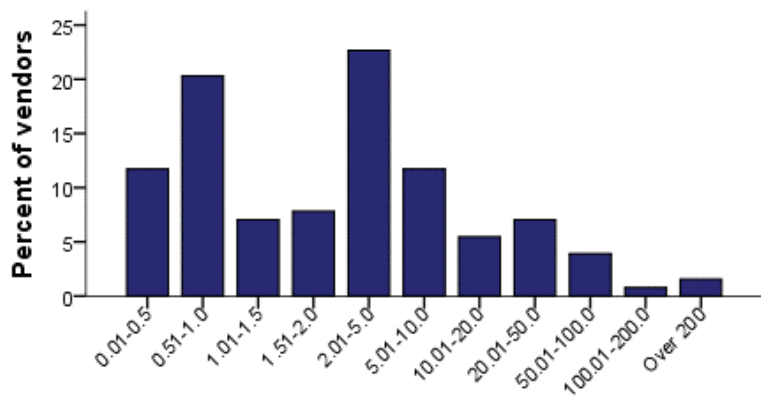
# Size of vendor operations

Revenues and area of land cultivated are two of the most significant points of comparison among farms.

## Gross annual revenues from farmers' markets



## Area cultivated or pasture (acres)



## Area cultivated and gross annual revenues from markets

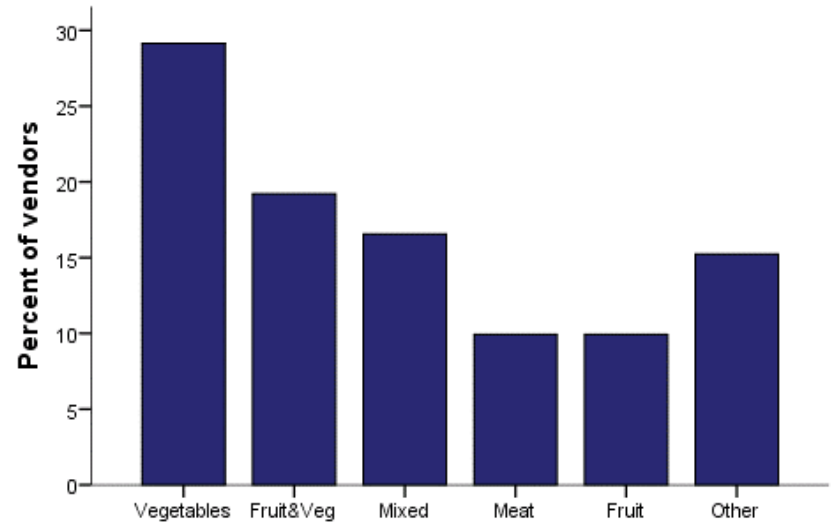
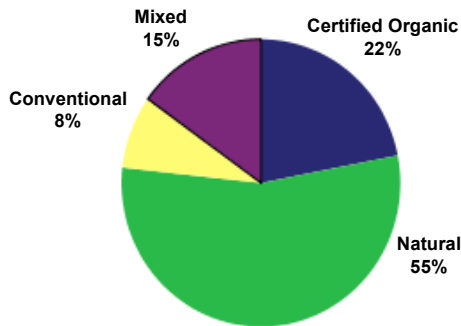
Area cultivated	<\$2,500	\$2,500-4,999	\$5,000-9,999	\$10,000-19,999	\$20,000-29,999	\$30,000-49,999	\$50,000-99,999	\$100,000-199,999	Over \$200,000	Total
0.01-0.5	4	1	1	5	1	1				13
0.51-1.0	6	2	6	4	1					19
1.01-1.5	1	1	2	3	1		1			9
1.51-2.0	1	2	2	2	1		1			9
2.01-5.0	3	1	5	7	4	3	1			24
5.01-10.0	2		2	2		2	3			11
10.01-20.0	1			1		2	1			5
20.01-50.0		1	1			1	2	2	2	9
50.01-100.0			1	1			1			3
Over 100			2							1
<b>Total</b>	<b>18</b>	<b>8</b>	<b>22</b>	<b>25</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>2</b>	<b>2</b>	<b>104</b>

# Farmer vendor operations

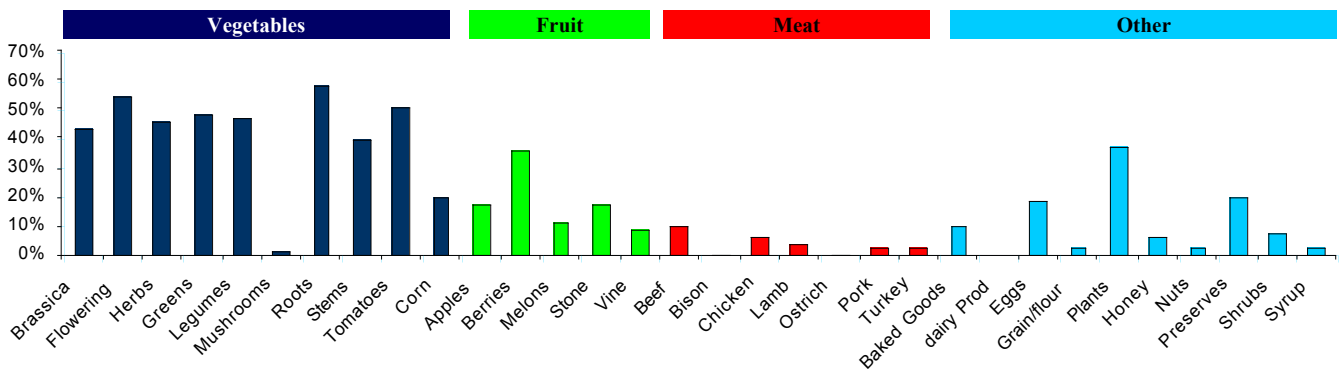
For more details about each type of farmer vendor refer to the separate pamphlets on meat, vegetable, fruit, and fruit & vegetable farmers.

## Types of farmer vendors (by primary product sold)

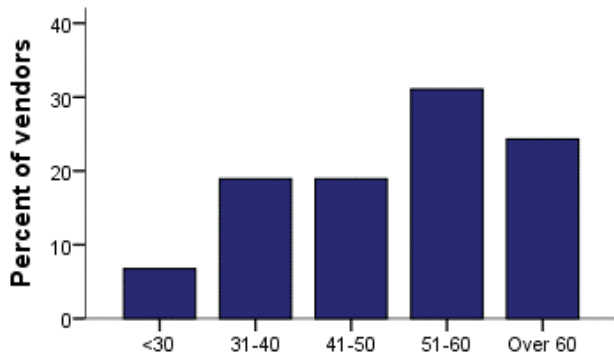
### Production method



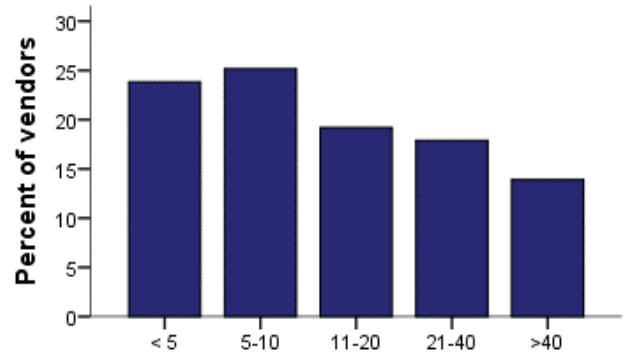
## Products sold by farmer vendors



## Age of farmers



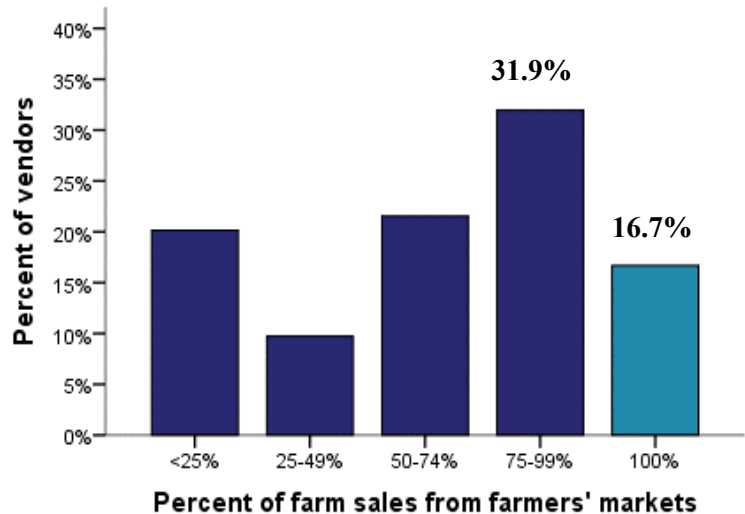
## Years farming



# Marketing channels used

Selling at farmers' markets is one of several direct-to-consumer marketing channels available to farmers. For half of farmer vendors, the farmers' market is the primary source of annual gross revenues. Correspondingly, these farmers are more likely to sell at more than one farmers' market. Farm gate sales are the next most important marketing channel used.

## Percent of sales from markets



## Farmers' market revenues and number of markets used

Number of markets attended	Annual gross sales from farmers' markets									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	18	8	15	19	6	1				67
2	4	3	8	5	2	4	3			29
3				5	2	1	2			10
4+			1	1	1	5	5	4	2	19
Total	22	11	24	30	11	11	10	4	2	125

## Other marketing channels used

