

ARTISAN FARMERS' MARKETS

NORTH SHORE VENDORS PERSPECTIVE

WHO ARE WE?



Located in **Burnaby, Ambleside, and Lonsdale**, the Artisan Farmers Markets Society is on a mission to celebrate and support BC farmers and small local businesses in community connected markets.

To help the North Shore locations improve vendor participation for upcoming seasons, we aimed to identify the socio-economic and any relevant factors most important for vendors.

SIGNIFICANCE

Increasing vendor participation can...



Stimulate the local economy

Farmers' markets contribute substantially to the province's economy, the annual economic benefit was calculated at \$170.5 million in 2012. ¹

Ensure benefits for health and environment

Food and produce sold at BC farmers' markets typically travel less than 300km, meaning less preservatives are needed. ²

OUR APPROACH



AMBLESIDE



OUR FINDINGS



LONSDALE QUAY

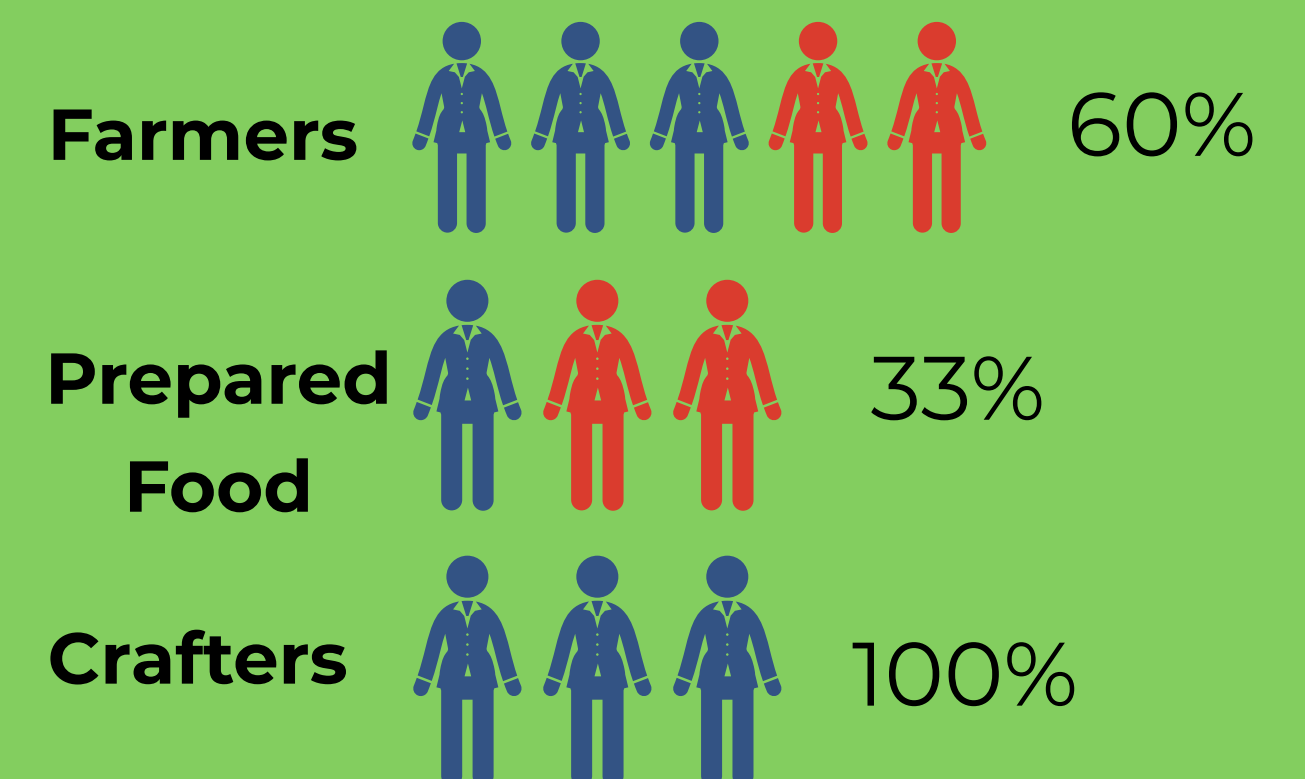


n= 30
vendors

VENDOR SATISFACTION OF AVERAGE DAILY SALES

■ Satisfied ■ Unsatisfied

n= 11
vendors

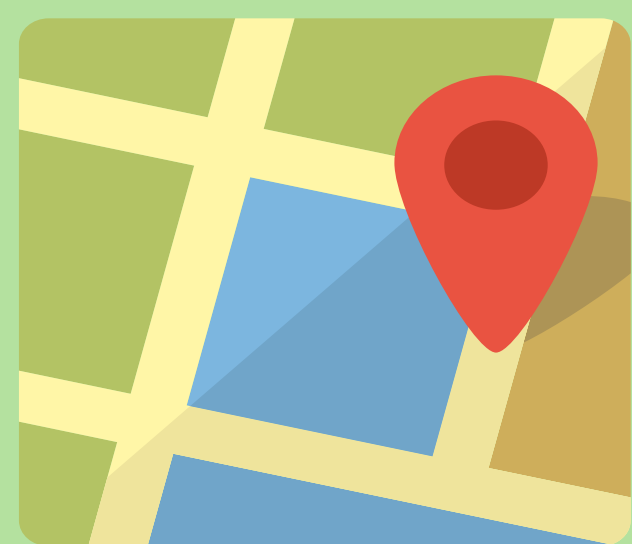


Farmers

Ambleside farmers generate the highest Average Daily Sales.



There is **no difference** in Average Daily Sales among the types of vendors selling at Lonsdale Quay.



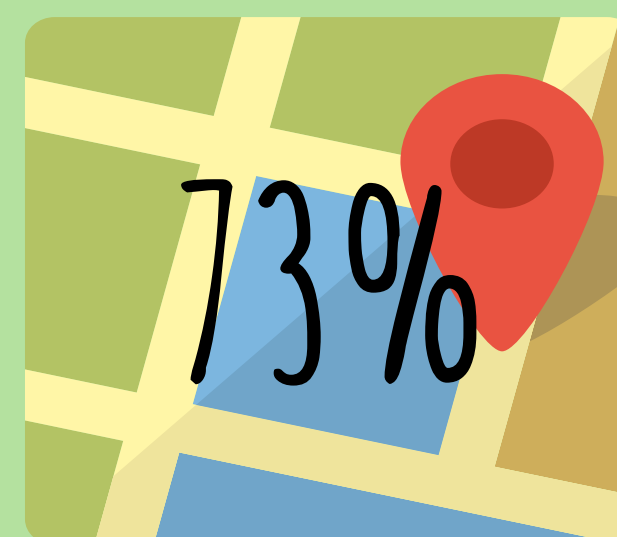
In Ambleside, the **change in market location** had the highest votes for the most challenging factor when selling at this market.



of Ambleside vendors chose the **amount of sales** as a main factor that makes them consider ending participation at this market.



The majority of both Ambleside and Lonsdale Quay vendors voted the **type of customer** as the most enjoyable factor when selling at these locations.



of Lonsdale Quay vendors say that the **market location** is what attracted them to participate at this market.

IMPLICATIONS:



Increase marketing via social media



Provide Ambleside Crafters with marketing & sales tips



Host summer events to create awareness of both markets

THE NEXT STEPS:



Ultimate goal = Design an efficient market structure that integrates the needs of vendors, consumers, and the community

Next Project = Collect data on consumer participation and preferences



Acknowledgments



References

- 1 Connell, D. J. (2012, November 26). Economic and Social Benefits Assessment (Rep.), retrieved from University of Northern British website
- 2 Why Shop Local? (n.d.). Retrieved November 26, 2017, from <http://www.bcfarmersmarket.org/fresh-market/why-shop-local>