

Retaining New Vendors in the Burnaby Artisan Farmers' Market

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Issue

37%
NEW VENDORS
in the market this year (2018)

High Turnover Rate of New Vendors

Increases Volatility of Market

How to Retain New Vendors?

Location: Burnaby City Hall
Every Saturday 9am-2pm (May to October)
Hosts 30-40 vendors
Mission: "To connect consumers with local farmers, small food producers and artisanal makers in order to support the community's financial, social and environmental objectives." [1]

Significance

Artisan Markets connect Local Producers with Local Consumers to Increase Availability of Diverse Products in the Market [2]

Objective:

- Why do new vendors choose to stay or leave the market?
- What are the market's assets and limitations through the new vendors' perspectives?

How We Approached the Issue



Created Interview Questions & an Online Survey for New Vendors



Conducted In-Person Interviews, Phone Interviews, and Sent Email Surveys



Compiled Responses & Analyzed Data (n=19)

Our Findings

Sample Size: 19 New Vendors
(8 Email Surveys, 11 In-Person Interviews,)

#1 Location

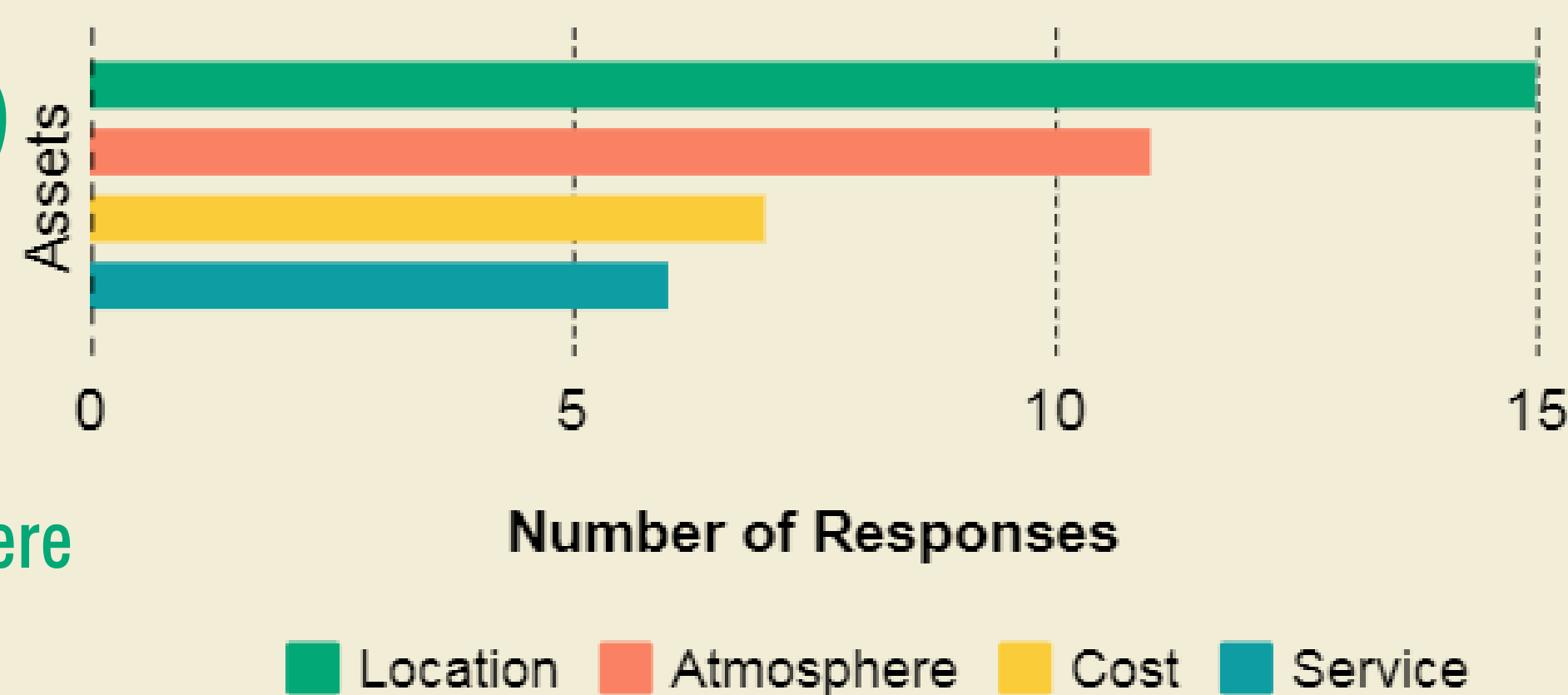


"I really enjoy the parking. I can pull right behind my tent and unload and load."

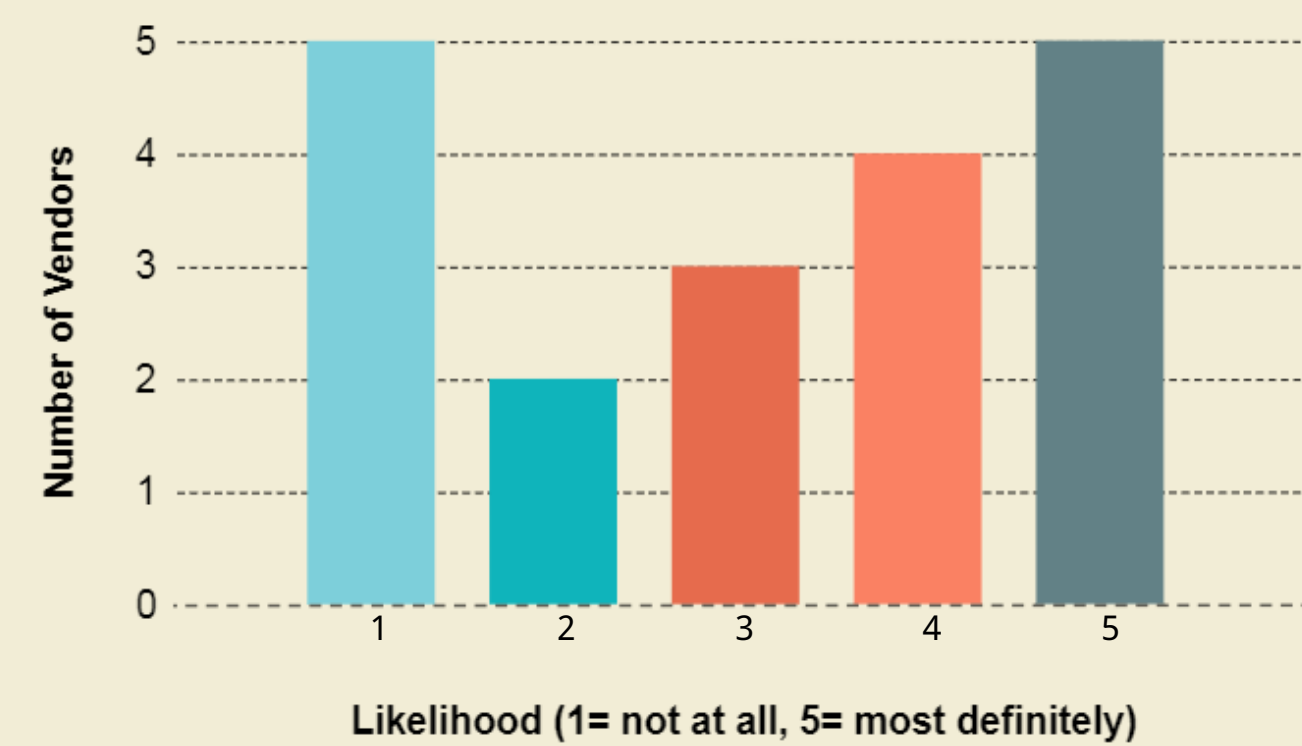
"Burnaby... has a great clientele, people certainly come here to shop."

#2 Atmosphere

All Assets Burnaby Artisan Farmers' Market Possesses



New Vendors' Likelihood of Returning in 2019



#1 More Awareness

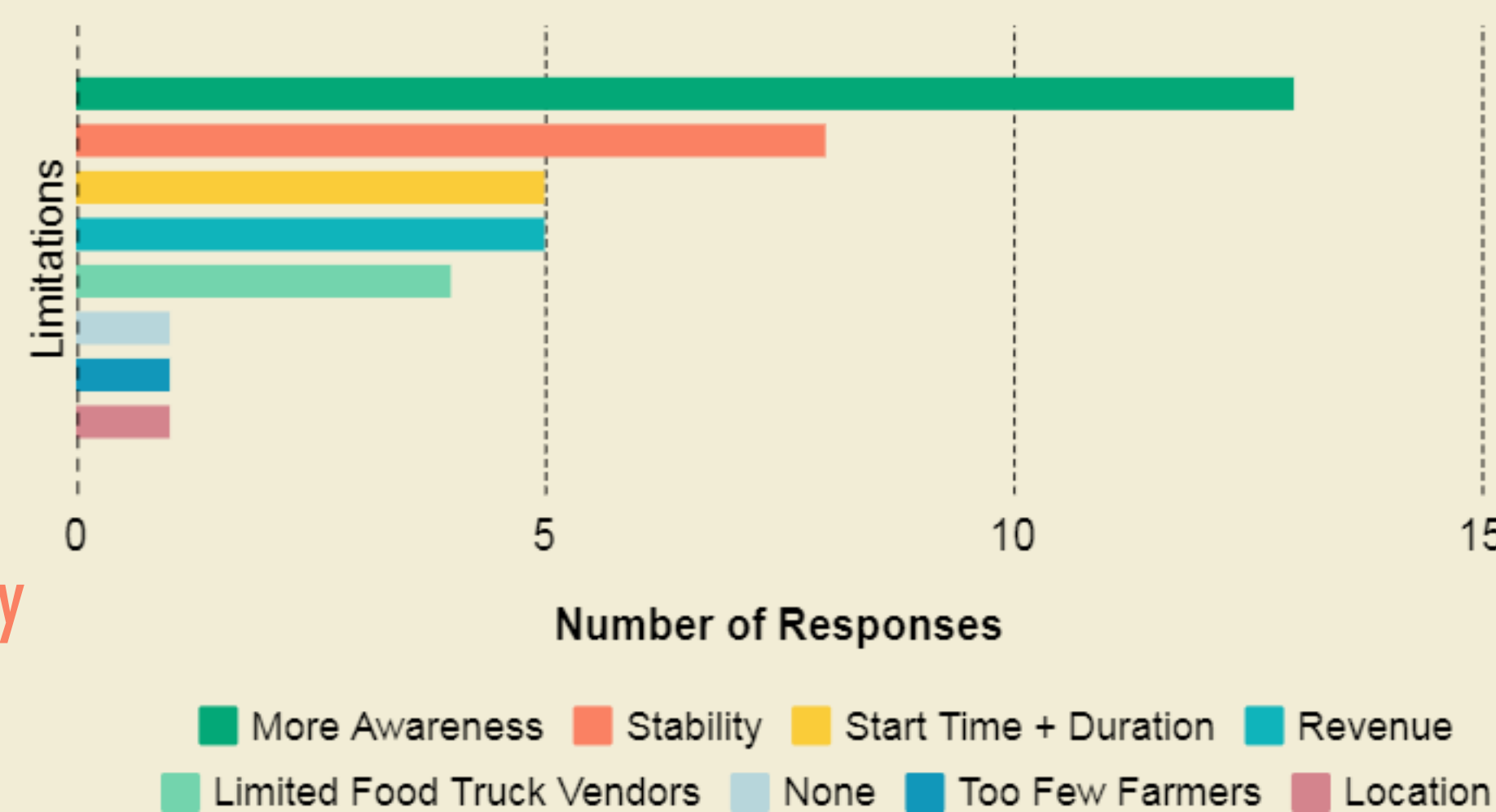


"I don't think I would know about this market, unless I sold here"

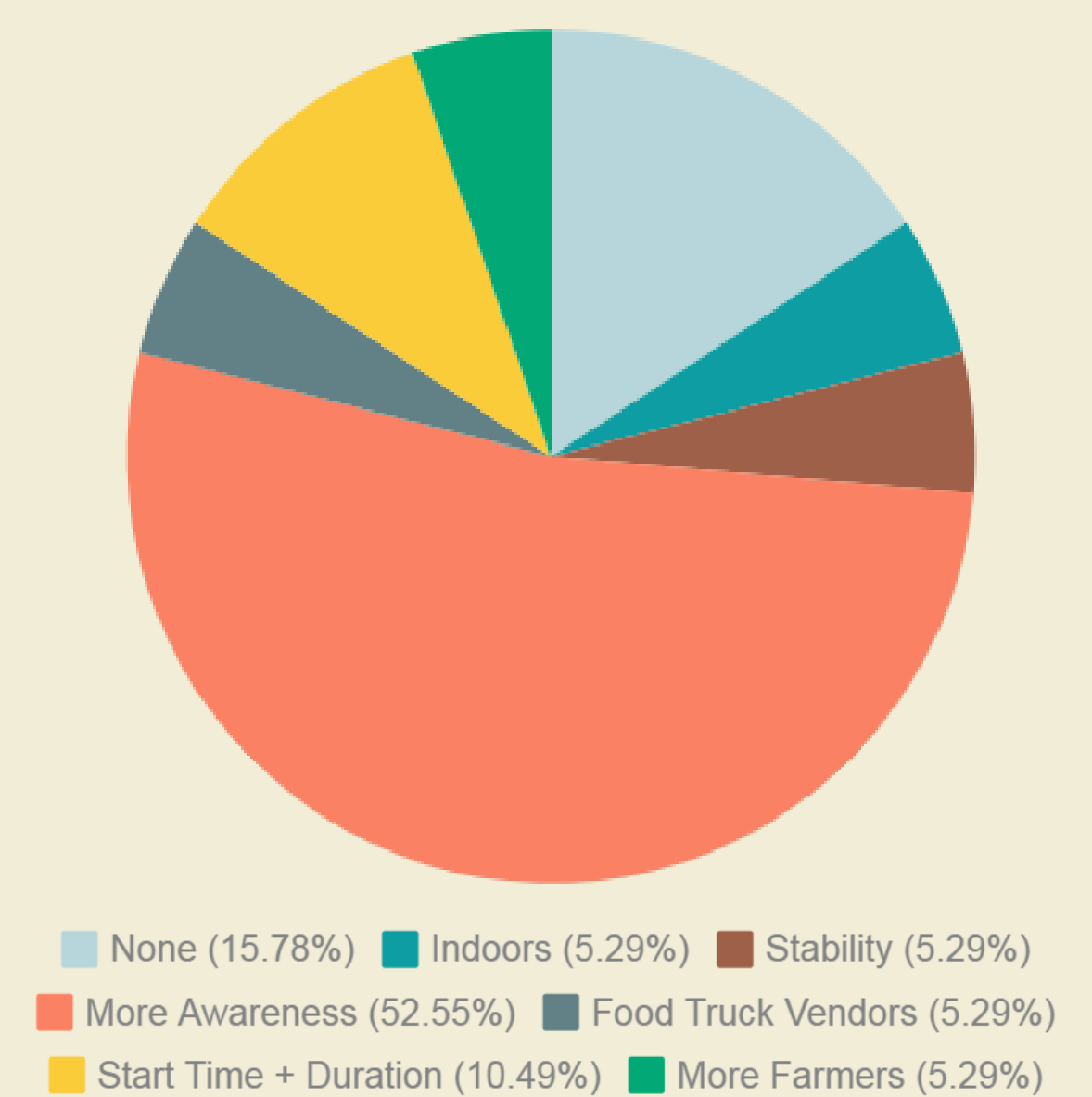
"they're unpredictable... never actually know how much money (you) are going to (make)... your total days out may... (cost) much greater than you are making."

#2 Stability

All Limitations Burnaby Artisan Farmers' Market Possesses



Biggest Limitation of the Market



To Retain New Vendors:



1) Aim to Grow Vendors' Presence on Social Media

- Modify use of social media platforms to increase market awareness and gain loyal customers



2) Aim to Gain a Loyal Customer Base

- Consider customer loyalty programs [3]

References:

- [1] University of British Columbia. (n.d.). Artisan Farmers Markets Burnaby. Retrieved from <http://lfs350.landfood.ubc.ca/community-projects/2018-fall-projects/artisan-farmers-markets-burnaby/>
 [2] Hinrichs, C. (2000). Embeddedness and local food systems: Notes on two types of direct agricultural market. *Journal of Rural Studies*, 16(3), 295-303. doi:10.1016/s0743-0167(99)00063-7
 [3] Ren, L., Lo, W., Hardjojo, A., Lee, A., & Lu, K. (n.d.). LFS 350 - Team 24. Retrieved from <http://blogs.ubc.ca/lfs350team24/blog-post-4/>

Acknowledgments: