

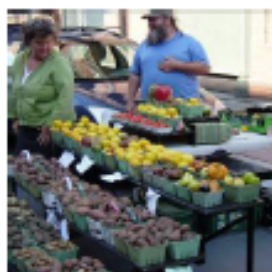
Farmers' Markets Canada | Les Marchés agricoles Canada



# National Farmers' Market Impact Study 2009 Report

A baseline study that will serve as a benchmark for measurement of the contributions of farmers' markets across Canada and an assessment of trends and opportunities for growth

January 2009



## National Farmers' Market Impact Study 2009 Report

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With support from:  
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Assistant Professor, University of Northern British Columbia

# Economic Impact in Canada 2009

Total Farmers' Markets  
in 2009 are estimated  
**billions**



ross Canada  
ately **\$1.01**



The combined national economic  
impact of Farmers' Markets in Canada  
is estimated in a range between:  
**\$1.5 billion and \$ 3.02 billion**

# Shopping Patterns

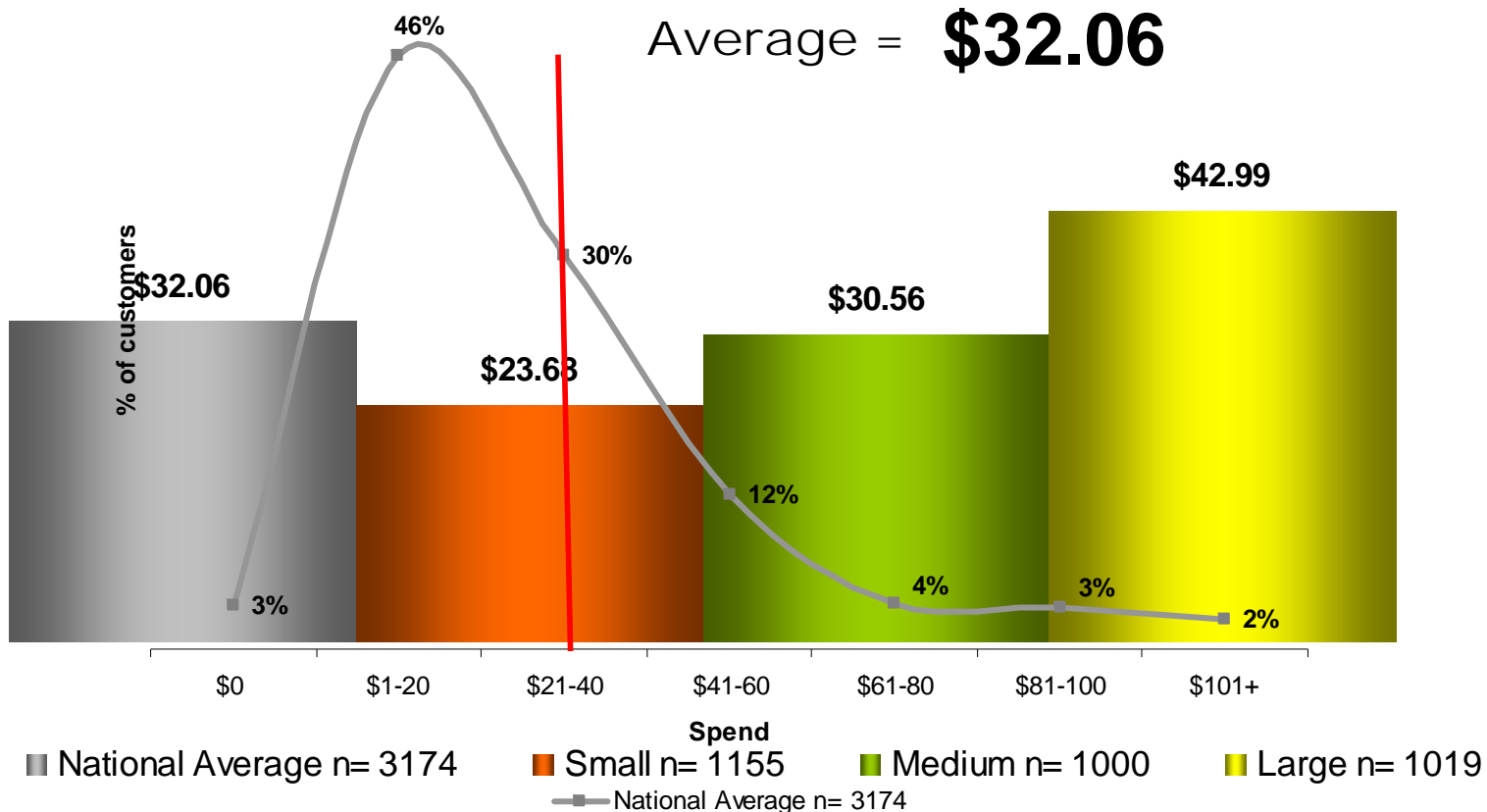


- 92% of shoppers state that buying directly from a local farmer is either extremely or somewhat important
- 60 % state that fresh produce is their number one reason for visiting

- Customers spent/intend to spend an average of \$32.06. Small and medium market customers spend less and large market customers spend more than average

# In-Market Spending

How much have you spent or do you plan to spend at this Farmers' Market today?  
 How much did you spend or do you intend to spend at this Farmers' Market today?

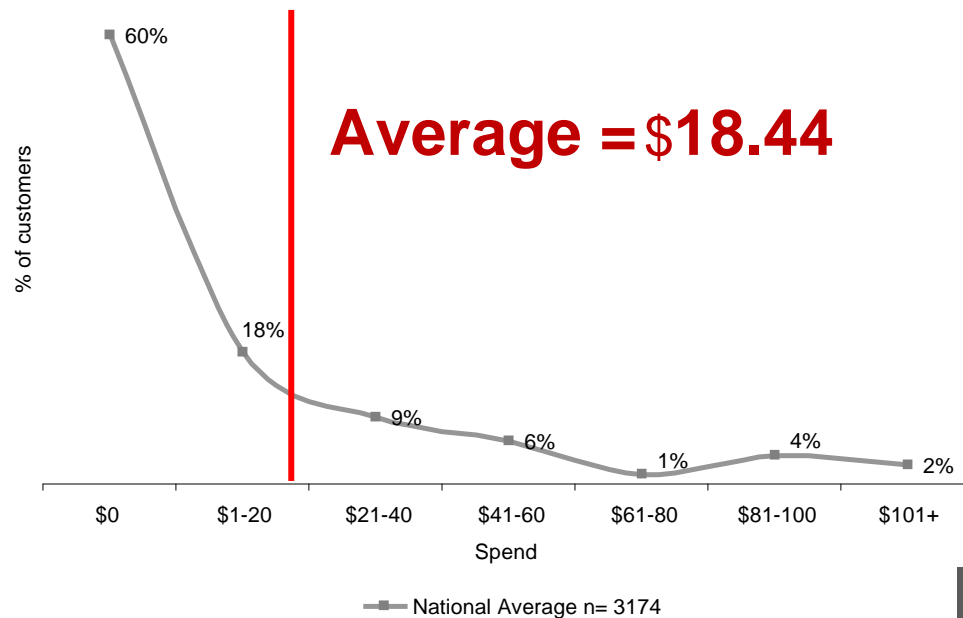


Source: Customer Survey  
 National Farmers' Market Impact Study 2009 Report

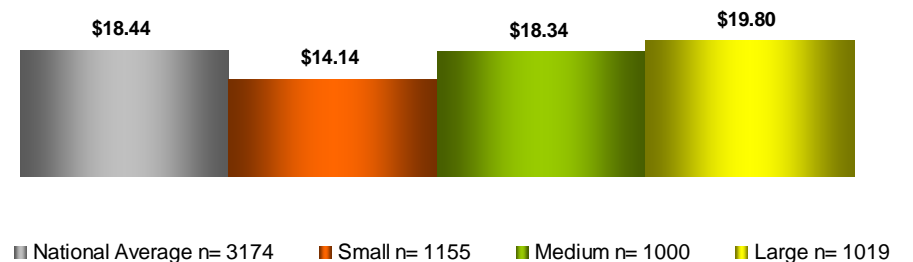
# Additional Spending in Region

- *Most customers plan to spend additional money shopping or eating after their visit to the Farmers' Market*

How much additional shopping or eating are you planning on doing while in this area of town today?



How much additional shopping or eating are you planning on doing while in this area of town today?





**In the beginning, 4 years ago, I cooler of meat in a box**

4 years later



8 freezers and 10 animals processed per month

**\$3.09  
Billion**



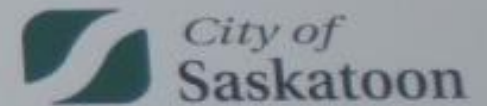
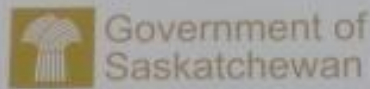
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This was the economic impact of farmers' markets in Canada in 2008.

Just one of the findings from a new national study—and a number every policy maker should know.



# Saskatoon Farmers Market & Business Support Centre



## Project Team



Stantec

Architectural  
Stantec Architectural Ltd.

Structural  
Stantec Consulting Ltd.

Mechanical  
Stantec Consulting Ltd.

Electrical  
Paley White Engineering Ltd.

Landscape  
Stantec Consulting Ltd.

Contractor  
Dunmac General Contractors Ltd.





...this is the future



HALIFAX SEAPORT FARMERS' MARKET

MARKET PERSPECTIVE  
**LYDON LYNCH**  
ARCHITECTURE

# Courtenay ?

