

# FARMERS MARKET METRICS PROJECT

2016 SEASON - 11 MINNEAPOLIS FARMERS MARKETS

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UNIVERSITY OF MINNESOTA  
HIKARU PETERSON & JOSEPH NOWAK



## VENDOR DATA

Number of unique vendors participating during the 2016 season

Pre-season	147
Post-season	59
Both	23
Total	183

Number of vendors who farmed (indicated 2015 acreage > 0)

75 (41.0%)

	Average	Median	Min	Max
Total acres operated in 2015	60.1	10	0.5	1,250
Years of farming experience	17.7	12	1	50
% of household income from farm/ranch operation	39.0%	26-50%	1-25%	100%

% primary business decision-maker has another occupation

56.1% (n = 164)

% vendors for whom farmers market business is primary occupation

38.6% (n = 101)

% business that is owned and operated by women

75.3% (n = 158)

Ethnic/cultural background (n = 171)

White	120	(70.2%)
Asian or Asian American	31	(18.1%)
Black or African American	8	(4.7%)
Hispanic or Latino, Puerto Rican	5	(2.9%)
American Indian or Alaska Native	5	(2.9%)

Average Median Min Max

Number of farmers markets each vendor sold/planned to sell

2.0 2 1 7

Total number of farmers markets mentioned

54

In Minneapolis

20 (37.0%)

Within Twin Cities Metro counties

39 (72.2%)

Number of vendors who only sold at farmers markets

55 (30.1%)

Number of vendors who indicated other sales channels

CSA	28	(15.3%)
Farmstand/store	47	(25.7%)
Wholesale	67	(36.6%)
Co-ops	34	(18.6%)
Grocery stores	15	(8.2%)
Restaurant and/or Businesses	68	(37.2%)
Other	8	(4.4%)

Number of people that worked for the farmers market business

Average Median Min Max

Year-round 3.3 2 1 20

Year-round or seasonal 5.1 4 0.5 37

Sales at farmers markets in 2016 (n = 46)

Average Median Min Max  
\$25,652 \$12,500 \$0-4,999 \$100,000+

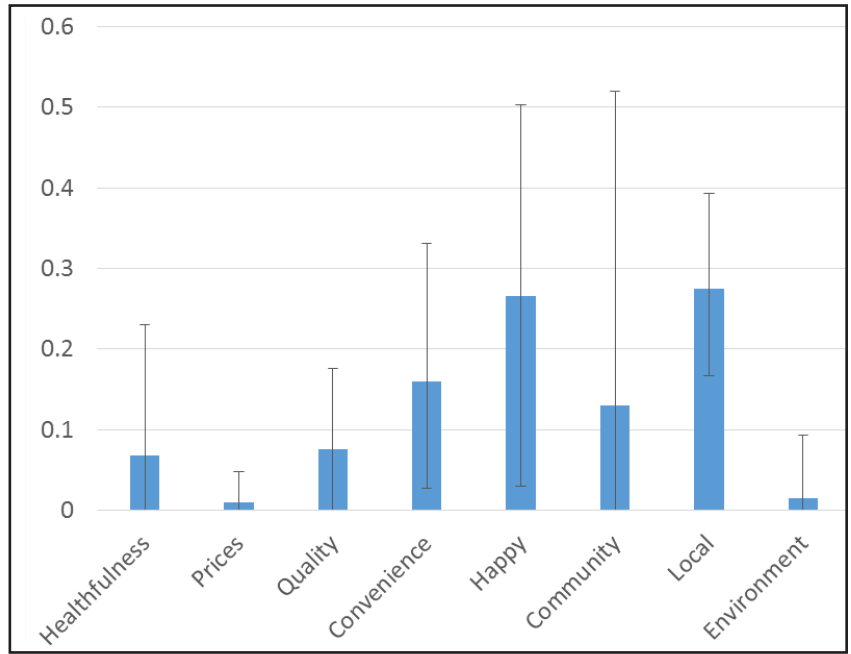
# CUSTOMER DATA

2,902 visitors on 23 market dates  
at 11 markets in Minneapolis

## VISIT MOTIVATION

*“What is one most important reason you are here today?”*

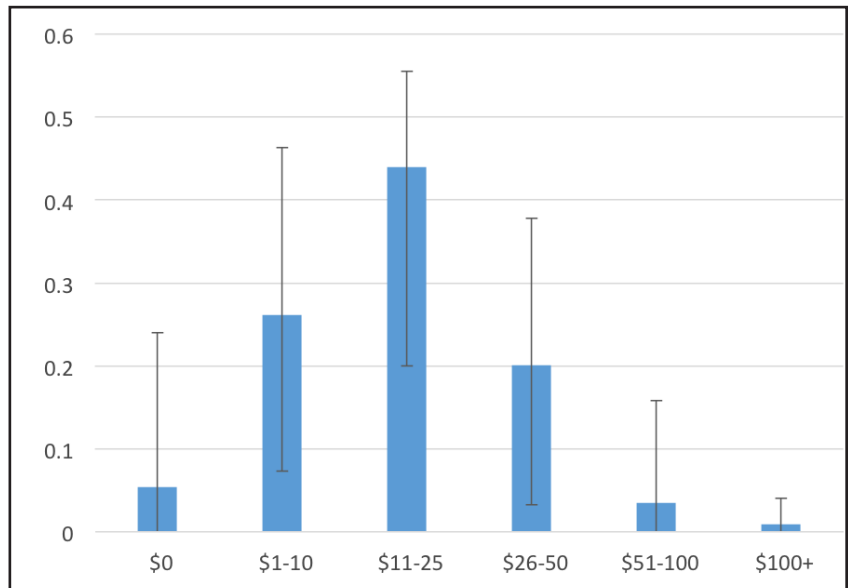
**Average response % with max and min ranges across 11 markets**



## MONEY SPENT

*“How much money did you (or will you) spend here at the farmers market today?”*

**Average response % with max and min ranges across 11 markets**



## PRODUCTS BOUGHT

*“What type of things did you (or will you) buy here at the market TODAY?”*

**Average response totals across 11 markets**

