



BC ASSOCIATION OF  
FARMERS' MARKETS



# Selling at BC Farmers' Markets

## A Profile of Market Vendors: **Vegetable Farmers**

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



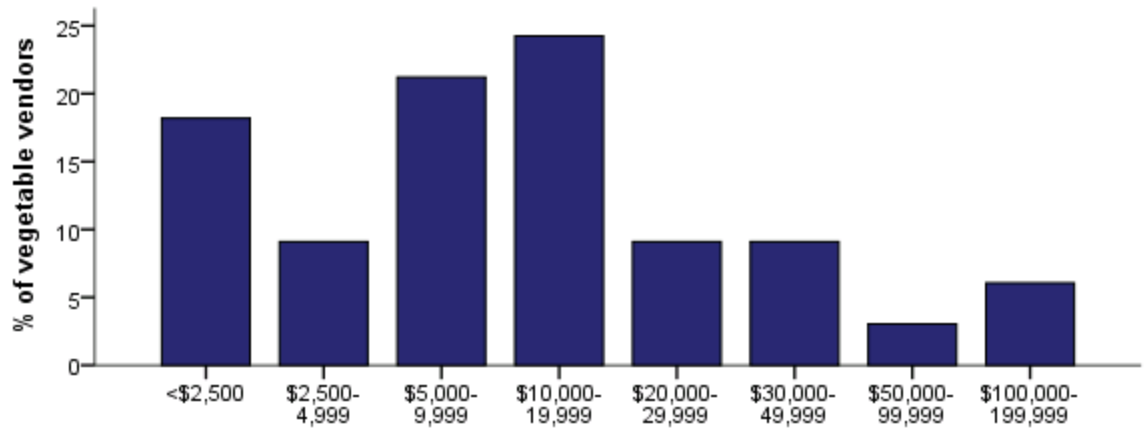
Investment  
Agriculture  
Foundation  
of British Columbia

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

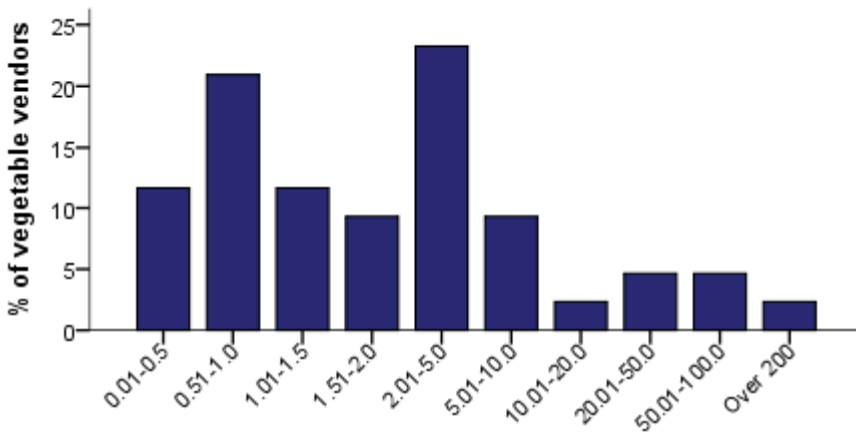
# Size of vegetable vendor operations

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

## Gross annual revenues from farmers' markets



## Area cultivated (acres)

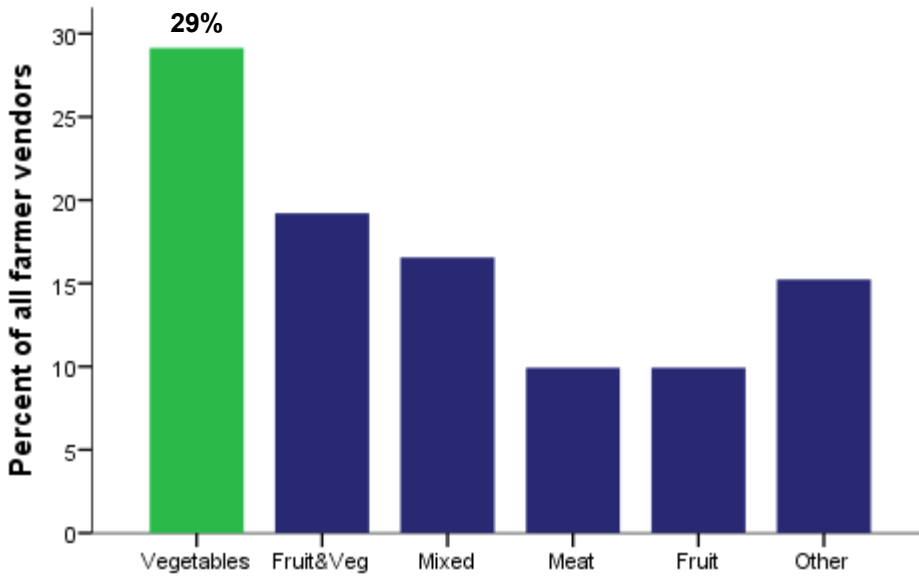


## Area cultivated and gross annual revenues from markets

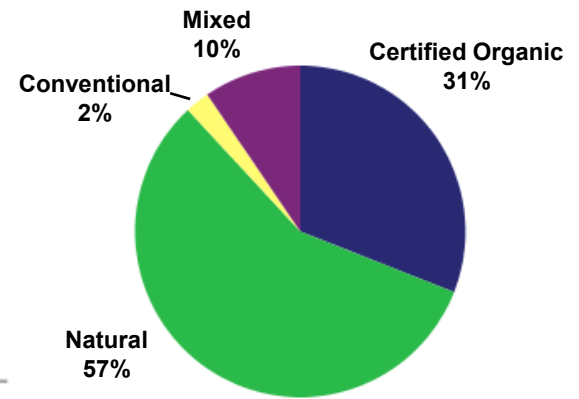
Area cultivated	<\$2,500	\$2,500-4,999	\$5,000-9,999	\$10,000-19,999	\$20,000-29,999	\$30,000-49,999	\$50,000-99,999	\$100,000-199,999	Over \$200,000	Total
0.01-0.5				2		1		1		4
0.51-1.0	1		4	1	1					7
1.01-1.5	1	1	1	1	1					5
1.51-2.0		1	2							3
2.01-5.0	3	1		2	1	1				8
5.01-10.0	1			1		1				3
10.01-20.0										
20.01-50.0							1	1		2
50.01-100.0										
Over 100										
<b>Total</b>	<b>6</b>	<b>3</b>	<b>7</b>	<b>7</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>		<b>32</b>

# Vegetable vendor operations

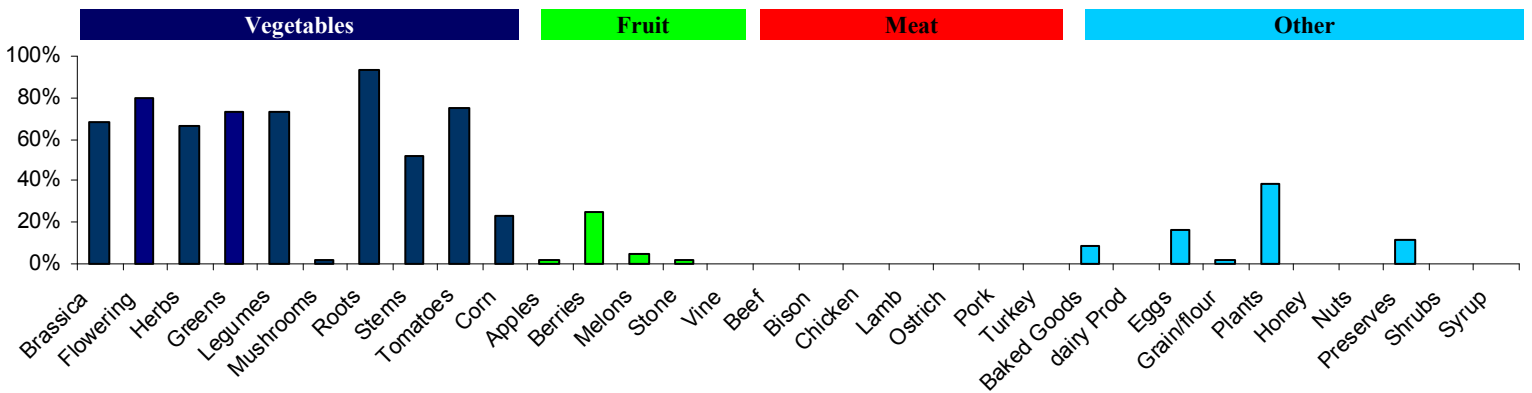
## Primary products sold: all farmer vendors



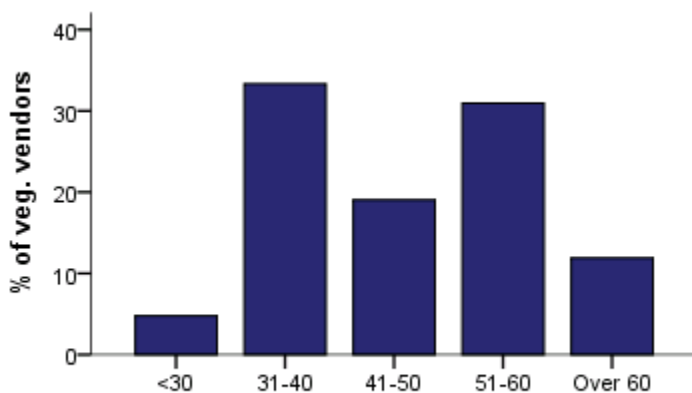
## Production method: Vegetable vendors



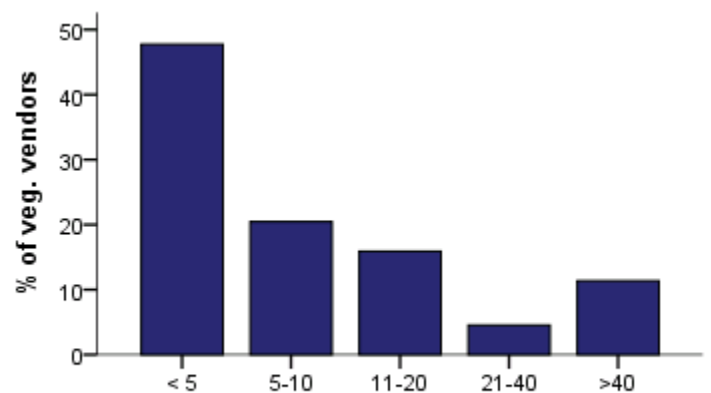
## Products sold by vegetable vendors



## Age of farmers: vegetables



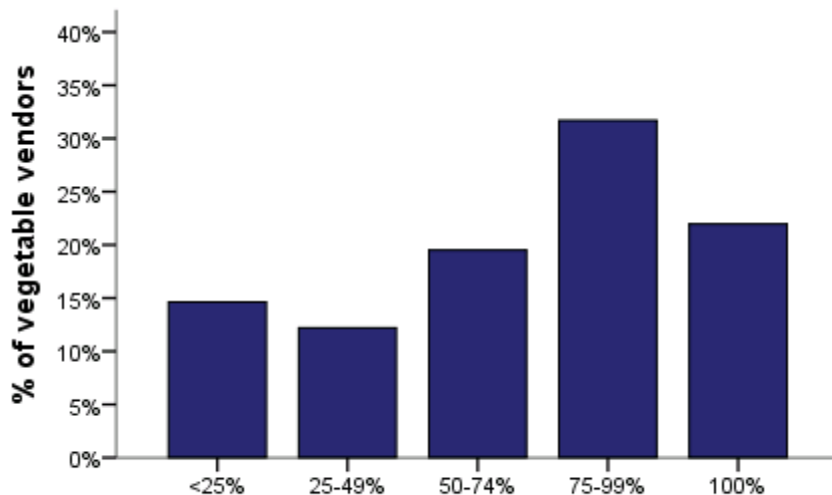
## Years farming: vegetables



# Marketing channels used: vegetables

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

## Percent of farm sales from markets



Percent of farm sales from farmers' markets

## Farmers' market revenues and number of markets attended

Number of markets attended	Annual gross sales from farmers' markets: vegetable vendors									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	4	2	4	4	2					16
2	2	1	3	3		1				10
3				1			1			2
4 or more					1	2		2		5
<b>Total</b>	<b>6</b>	<b>3</b>	<b>7</b>	<b>8</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2</b>		<b>33</b>

## Other marketing channels used

