FRESH FARMERS’ MARKET FACTS

Through business incubation, entrepreneurial opportunity, the creation of jobs, and the circulation of money locally, farmers’ markets fuel local economy.

Nova Scotia households, on average, spend $147.33 on food per week. The average market shopping group spent 23% of their budget at the farmers’ market on the day of the study.

The number of farmers’ markets in Nova Scotia has grown 3-fold within the last decade.

Nova Scotia has the highest number of farmers’ markets per capita in Canada.

For the full report contact

Keltie Butler, Executive Director
www.farmersmarketsnovascotia.com
fmns@farmersmarketsnovascotia.ca
(902) 425-9776
FarmersMarketsNovaScotia
@MarketFreshNS

CULTIVATING COMMUNITY ECONOMY
Nova Scotia Farmers’ Markets Economics Impact Study 2013

No Although Nova Scotia’s farmers’ market sector has grown 3-fold within the last decade. We are now home to the highest number of farmers’ markets per capita in Canada.

21 of Nova Scotia’s 40+ farmers’ markets participated in this economic impact research by collecting information from market patrons on one market day between mid-July and the end of August 2013.
**Per Customer Spending at Markets**

<table>
<thead>
<tr>
<th></th>
<th>Provincial Average</th>
<th>Average Large Market</th>
<th>Average Medium Market</th>
<th>Average Small Market</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$16.50</strong></td>
<td><strong>$18.09</strong></td>
<td><strong>$15.61</strong></td>
<td><strong>$14.90</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Per Customer Spending at Markets and Surrounding Businesses**

<table>
<thead>
<tr>
<th></th>
<th>Provincial Average</th>
<th>Average Large Market</th>
<th>Average Medium Market</th>
<th>Average Small Market</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$31.87</strong></td>
<td><strong>$32.97</strong></td>
<td><strong>$30.77</strong></td>
<td><strong>$31.45</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Research Sample**

- 21 farmers’ markets participated
- 9 large markets (>40 vendors)
- 7 medium markets (20-39 vendors)
- 5 small markets (<20 vendors)
- 3004 market ‘shopping groups’ responded*

* A shopping group is defined as a group shopping & managing their money together (ie. a couple, family, single person).

**One Market, One Day**

The average farmers’ market welcomed 1373 adult shoppers on the day of the study, each individual spending $16.50 at the market, resulting in $22,654.50 circulating in the local economy from just one farmers’ market on just one day.

**Key Economic Findings**

Each week, Nova Scotia’s 40+ farmers’ markets welcome MORE THAN 55,000 adults.

The average Nova Scotia farmers’ market served adult shoppers on the day of the study.

On average, each farmers’ market shopper spent $16.50 at the market on the day of the study.

Each market shopper also spent an average of $15.37 at surrounding local businesses with their market visit.

**How do shoppers hear about Nova Scotia farmers’ markets?**

- Regular/LT Patron: 45%
- Word of Mouth: 32%
- Market Signage: 11%
- Social Media: 8%
- Print Ad: 3%
- Radio Ad: 1%

**Why are people shopping at Nova Scotia farmers’ markets?**

- Support Local Food Movement: 45%
- It’s a fun experience: 20%
- Support Small Business: 20%
- Convenience: 3%
- Low Prices: 2%