

Farmers Market Metrics Project

Twin Cities Metro Regional Highlights

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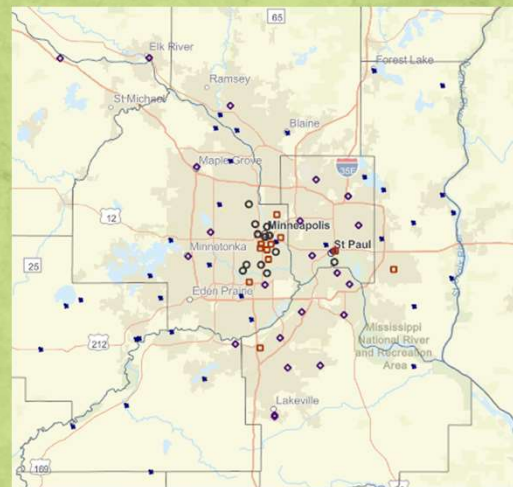


Homegrown Minneapolis



Scope of Project Participation

	2016	2017	2018
#markets	12	27	53
#unique vendors	614	877	937
%vendor participation	30%	17%	38%
#dot survey participants	2,729	4,225	12,600
#counties represented	2	4	8



2018 Selected Visitors Metrics

Average # visitors/hour	359
Season total # market hours	6,782
Total # visitors	2.4M
Average \$ spent at market/visitor	\$18.48
Total \$ sales	\$45.0M

2018 Selected Vendors Metrics

		[min, max]
Average # farmers markets attended	2.7	[0, 16]
Average sales in 2017 (\$/vendor)	\$19,631	
Total \$ sales	\$18.4 M	(vendor-based estimate)
% vendors for whom farmers market business is the only or primary occupation	63.1%	
% new vendor	20.3%	
% vendors who sold farm products	48.5%	
Median acres operated in 2018	10.0	[0, 786]