

Hillsdale Farmers Market (Summer) – Profile

Customer Profile

- The 26-week Hillsdale Summer Market attracted an estimated 60,400 customers in 2007.
- Weekly attendance averaged 2,323 in 2007; peak market attendance was on July 29.
- The market experienced modest growth in recent years: only a 1% increase in customer count from 2006 to 2007, but up 23% since 2004.
- The Hillsdale market draws repeat customers, with 69% saying they shop there every week or two.
- More than two-thirds of Hillsdale customers report they also shop at other farmers markets.
- 85% of Hillsdale market customers live in the Southwest Portland neighborhoods closest to the market. About 75% say they live within two miles or less.

Market Purchases

- Weekly market purchases have nearly doubled over the past five years (2002 to 2007): from \$36,100 to \$70,000.
- Average per-customer purchases increased 78% over the same period, to \$30.14.
- Current annual market sales (2007) totaled \$1.82 million in 2007, up from \$938,500 in 2002.
- Weekly market sales averaged \$70,000 in 2007.
- Around 40% of farmers market customers say their market participation has led them to increase their purchases at other Hillsdale establishments.

Hillsdale Farmers Market Vendors - 2007

Vendor Type	Number (Summer)	Number (Winter)
Vegetables	10	10
Fruit	4	3
Tree fruit	2	3
Prepared foods	15	11
Ready-to-eat	3	2
Bakery	3	5
Crafts	0	0
Plants / nursery	4	6
Seafood	3	3
Coffee	0	0
Cut flowers	1	2
Cheese	2	4
Meat	3	4
Mushrooms	1	1
Nuts	0	0
Eggs	0	0
Poultry	0	0
Honey	1	1
Wine / hard cider	0	0
Total	52	55

Highlights

1,059 vendor weeks

52 vendors total – summer; 55 vendors total – winter

41 vendors / week average (26-week summer season)

32 vendors / week average (26-week winter season)

59 stalls / week average – summer (1.4 stalls per vendor)

42 stalls / week average – winter (1.3 stalls per vendor)

Peak vendor week (summer): September 9 – 45 vendors

Peak vendor week (winter): December 17 – 44 vendors

The summer market is “at capacity”, currently turning away new vendors for 2008.

Hollywood Farmers Market – Profile

Customer Profile

- The Hollywood Farmers Market's annual customers increased 69% between 2001 and 2007, to 116,000.
- There has been a recent uptick: a 21.6% increase in customer count between 2006 and 2007.
- While the market season has extended from 22 to 29 weeks, contributing to increased customer count and market sales, average weekly attendance has also grown by 29%.
- Two-thirds of customers are 35 to 64 years old.
- 56% live in zip codes 97212 and 97213.
- Two-thirds arrive by automobile; one-third on foot, bicycle or transit.

Market Purchases

- Weekly market purchases have doubled (2000 to 2007): from \$30,000 to \$60,000.
- Average per-customer purchases increased 46% in the same period, to \$27.94.
- Current annual market sales (2007) total \$1.74 million to \$1.80 million.
- Current average weekly market sales total \$61,000 to \$62,000 (2007).
- "Quality" is the key factor (62%) in product selection vs. "price" (8%).
- Customers report spending about one-fourth of their weekly food budgets at the Hollywood Farmers Market.
- More than half of farmers market customer shopping trips involve purchases at other Hollywood establishments.

Hollywood Farmers Market Vendors - 2007

Vendor Type	Number
Conventional produce	20
Organic produce	8
Prepared foods	8
Bakery	5
Crafts (all 1-3 weeks only)	5
Plants	4
Seafood	3
Coffee	3
Cut flowers	2
Cheese	2
Meat	2
Nuts	2
Eggs	1
Poultry	1
Honey	1
Hard cider	1
Total	68

Highlights

1,206 vendor weeks

68 vendors total

42 vendors / week average (29-week season)

15 vendors – rent oversize stalls

46 vendors – half season or more

14 vendors – full 29-week season

The market is “at capacity,” currently turning away new vendors in most categories for 2008.

Lents International Farmers Market – Profile

Customer Profile

- The Lents International Farmers Market opened in 2007 with a 20-week season, attracting 14 vendors and some 8,000 customers.
- Customers say the leading attraction is fresh / local produce.
- Two-thirds of customers live in nearby outer southeast neighborhoods.
- Most customers find out about the Lents Market when driving by (27%) or from a friend (21%).
- Future improvements suggested by customers: more vendors, diversity of products, longer market season.

Market Purchases

- Weekly market purchases averaged about \$2,210 in 2007.
- Per-customer purchases were \$9.94.
- Per-customer purchases were \$5 or less for 40% of customers, \$20 or more for 18% of customers.
- Annual market sales (2007) totaled approximately \$44,200.
- The Lents International Market's goal for 2008 is to double the number of vendors and customers.

Lents International Farmers Market Vendors – 2007

Vendor Type	Number
Conventional /organic produce	9
Prepared foods	2
Bakery	1
Crafts	0
Plants	0
Seafood	0
Coffee	1
Cut flowers*	3
Cheese	0
Meat	0
Nuts	0
Eggs	1
Poultry	0
Honey	0
Hard cider	0
Total	14*

*All cut flowers vendors also sold produce

Highlights

14 vendors total
160 vendor weeks
8 vendors / week average (20-week season)
0 vendors – rent oversize stalls
7 vendors – half season or more
5 vendors – full 20-week season

Montavilla Farmers Market – Profile

Customer Profile

- The Montavilla Farmers Market opened in 2007 with an 11-week season, drawing 24 vendors and some 16,000 customers.*
- About 75% of market customers live in nearby Montavilla and Mt. Tabor areas.
- Most customers became aware of the Montavilla Farmers Market because they “live in the neighborhood” and were exposed to its presence.
- The Montavilla Market attracts repeat customers: more than half of market customers say they attended at least six of the eleven market weeks.

Market Purchases

- Weekly market purchases averaged about \$18,800 in 2007.
- Per-customer purchases were \$23.31.
- More than half of customers reported spending \$20 or more per week at the market.
- Annual market sales (2007) totaled nearly \$207,000 over the eleven-week season.

* Ten additional artisans participated in the market, on a rotating basis, three per week.

Montavilla Farmers Market Vendors 2007

Vendor Type	Number
Conventional /organic produce	7
Prepared foods / ready-to-eat	4
Bakery	3
Crafts*	3
Seafood	1
Coffee	1
Nursery / cut flowers	4
Cheese	0
Meat	0
Nuts	0
Eggs	0
Poultry	0
Honey	0
Pet food	1
Total	24

Highlights

- 24 vendors total
- 232 vendor weeks
- 17 to 22 vendors / week
- 21 vendors / week average (11-week season)
- 23 vendors – half season or more
- 12 vendors – full 11-week season
- 26 to 35 stalls / week; 32 stalls / week average
- Estimated vendor weekly sales: \$855 per week per vendor
- There is currently a waiting list for 2008 vendor slots.

* One “crafts” stall featured two artisans per week. A total of 13 artisans participated in the shared stall during the 2007 market season.

Portland Farmers Market at PSU (Saturday) – Profile

Customer Profile

- Portland Farmers Market (Saturday) annual customer count continues to grow – up 4% in 2007 to 350,000.
- Two-thirds of customers travel five miles or less to the market.
- Just over half of market patrons arrive by automobile. Others walk or bike (29%) or ride public transit (18%).
- Typical shoppers are “food conscious”, and virtually all customers agree that buying food from regional producers is “extremely important” or “important.”
- When asked how their shopping experience can be improved, shoppers are generally satisfied with product availability. Nearly 40% say “don’t change a thing,” while 25% would like to see the market “less crowded.”
- Some 60% of market customers say they would attend a year-round market every Saturday.
- Most customers prefer to keep up-to-date on upcoming market events through an e-newsletter. They want to learn more about farmers and what to do with the produce.

Market Purchases

- Current annual market sales (2007 estimate) now total \$4.34 million (38-week season; total includes hot food).
- Average weekly market sales (2007) are \$114,000.
- Per-customer purchases average \$22.32.
- “Quality” is the key factor (62%) in product selection vs. “price” (8%).
- Most customers (74%) report spending about one-fourth or less of their weekly food budgets at the Farmers Market.
- More than half of farmers market customer shopping trips involve purchases at other establishments. Saturday patrons say they typically spend \$20 to \$60 in the downtown after shopping at the market.

Portland Farmers Market at PSU (Saturday) Vendors – 2007

Vendor Type	Number
Bakery	12
Bugs	1
Dairy	9
Flowers	18
Fruit	22
Grains	1
Honey	1
Hot food	12
Meat	8
Nursery	14
Nuts	2
Seafood	4
Value added	25
Vegetables	33
Wine	4
Total	166

Highlights

3,896 vendor weeks

166 vendors total

79 to 117 vendors per week

104 vendors / week average (38-week season)

17 vendors – rent oversize stalls

5,058 stall weeks

132 stalls / week average (1.3 stalls per vendor) – 11% increase from 2005