

Downtown Salt Lake City Farmers Market

Wheeler's Farm Farmers Market

Carbon-Emerly Farmers Market

Vendors reported an average of **\$18,198** in season sales (\$1,401,261 aggregate sales)

Vendors reported an average of **\$11,609** in season sales (\$371,500 aggregate sales)

Vendors reported an average of **\$2,100** in season sales (\$10,500 aggregate sales)

\$52 The amount an average customer reported spending per day. **16%** reported spending \$100 or more

\$50 The amount an average customer reported spending per day. **14%** reported spending \$100 or more

\$19 The amount an average customer reported spending per day. **21%** reported spending \$30 or more

70% of vendors reported being a woman/nonbinary owned business
10% were minority owned

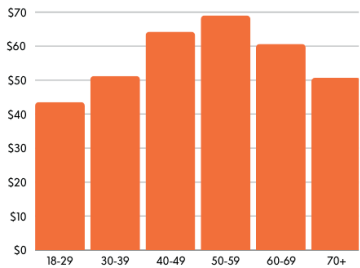
The average farm-based business covers **17 acres** (251 total owned/leased aggregate acres).

68% of vendors reported being a woman/nonbinary owned business
15% were minority owned

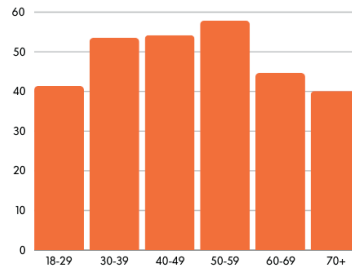
The average farm-based business covers **1 acres** (6.8 total owned/leased aggregate acres).

40% of vendors reported being a woman/nonbinary owned business

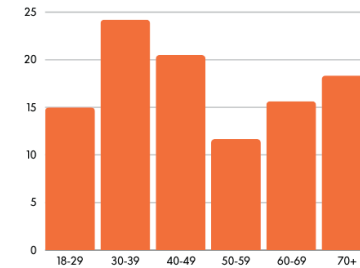
The average farm-based business covers **73 acres** (292 total owned/leased aggregate acres).



Customers from ages 40-59 spend on average \$10 more per visit than younger and older customers.



Customers from ages 40-59 spend on average \$11 more per visit than younger and older customers.



Customers from ages 30-49 spend on average \$7 more per visit than younger and older customers.

Produce was the top reason to visit the market. **28%**

\$43,161

worth of food was distributed to low-income households through state nutrition incentive programs.

Produce was the top reason to visit the market. **29%**

\$12,910

worth of food was distributed to low-income households through state nutrition incentive programs.

Produce was the top reason to visit the market. **60%**

\$2,508

worth of food was distributed to low-income households through state nutrition incentive programs.

5% of customers polled were from out-of-state.

26% of responding vendors (21) launched their business at this market
51% at a farmers market (24)

3% of customers polled were from out-of-state.

26% of responding vendors (13) launched their business at this market
79% at a farmers market (26)

80% of responding vendors (5) launched their business at this market.



24 states represented

69% of customers reported visiting the market at least once a month
22% reported visiting every week



12 states represented

70% of customers reported visiting the market at least once a month
26% reported visiting every week

89% of customers reported visiting the market at least once a month
31% reported visiting every week