



**THE BC  
FARMERS'  
MARKET  
TRAIL**



Photo Credit: BC Farmers' Market Trail & Johann Vincent

# **2023 BC Farmers' Market Economic Impact Study**

Provincial Overview, Vancouver Island Snapshot, Duncan FM Results

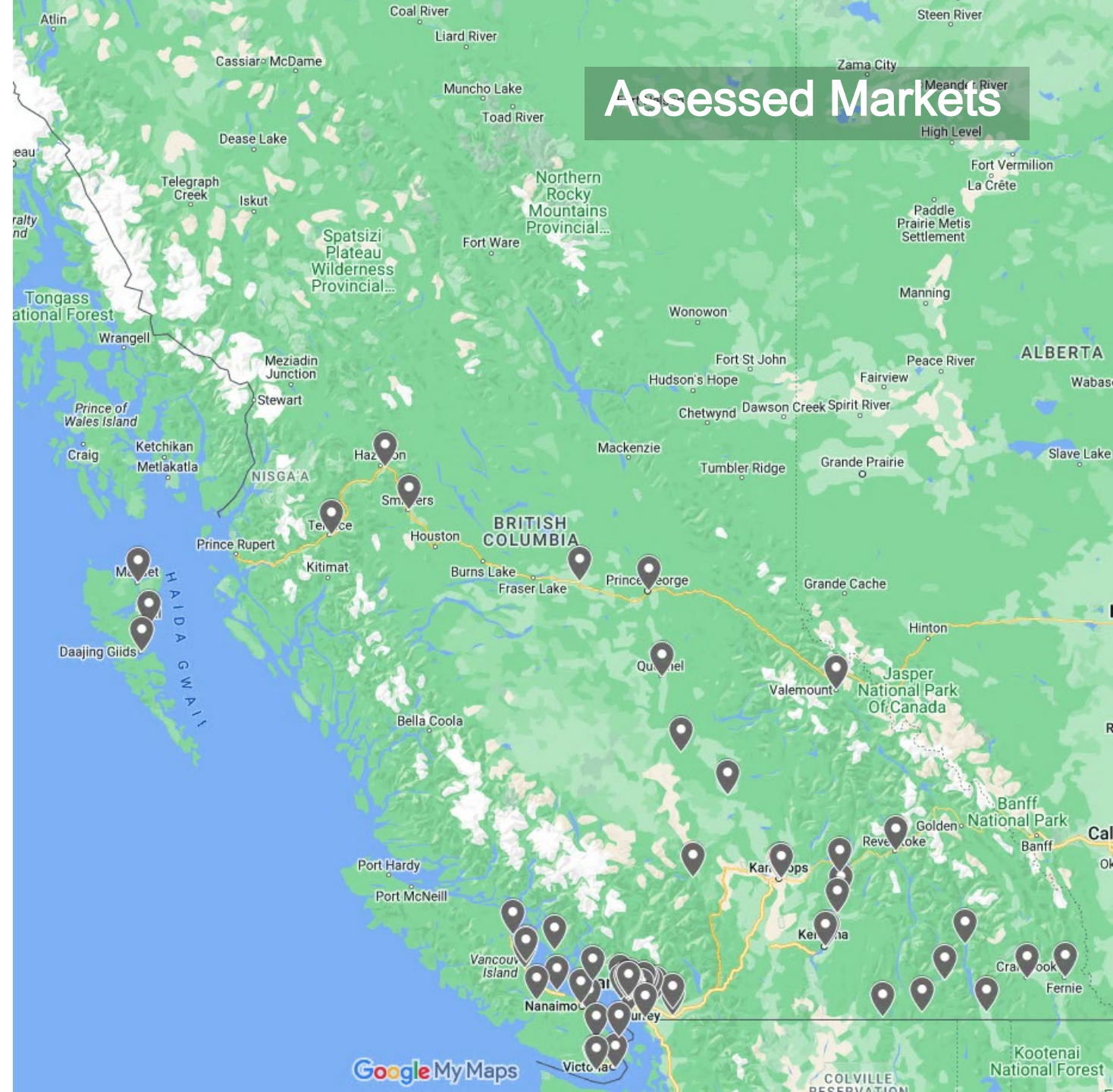
Kate Poirier, Project Coordinator, BC FM Economic Impact Study

Janice Roberts, Executive Director, Duncan Farmers Market



# Study Overview

- The study is a partnership between the BC Association of Farmers' Markets & UNBC
- 72 Completed On-site Market Assessments
- The research team travelled over 19,000km
- 12,000+ people and businesses surveyed





# Provincial Results

## 2023 BC Farmers' Market Economic Impact Study



2023 BC Farmers' Market Economic Impact Study  
and Christine Bruce

# Provincial Results

All BCAFM Member Markets (137)

Number of Annual Visits	5,000,000
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Number of Tourist Visits	842,000+
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**BC Farmers' Markets Economic Impact**

**\$233M**

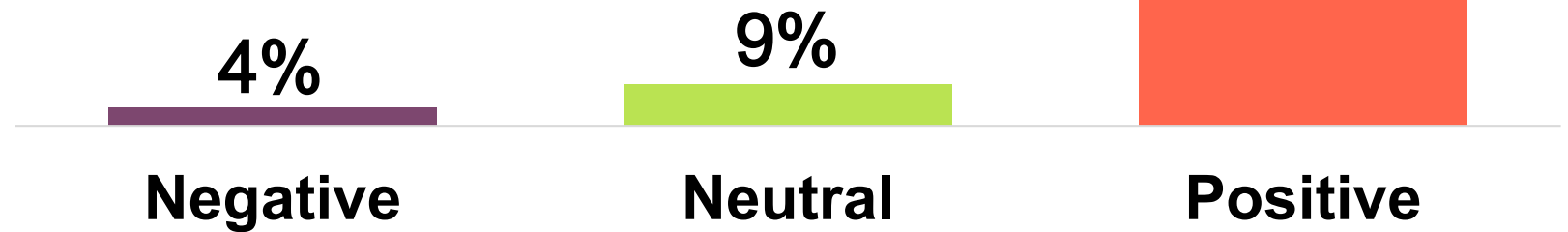
BC Farmers' Markets Direct Sales	\$155M
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Direct Sales at Local Neighbouring Business	\$119M
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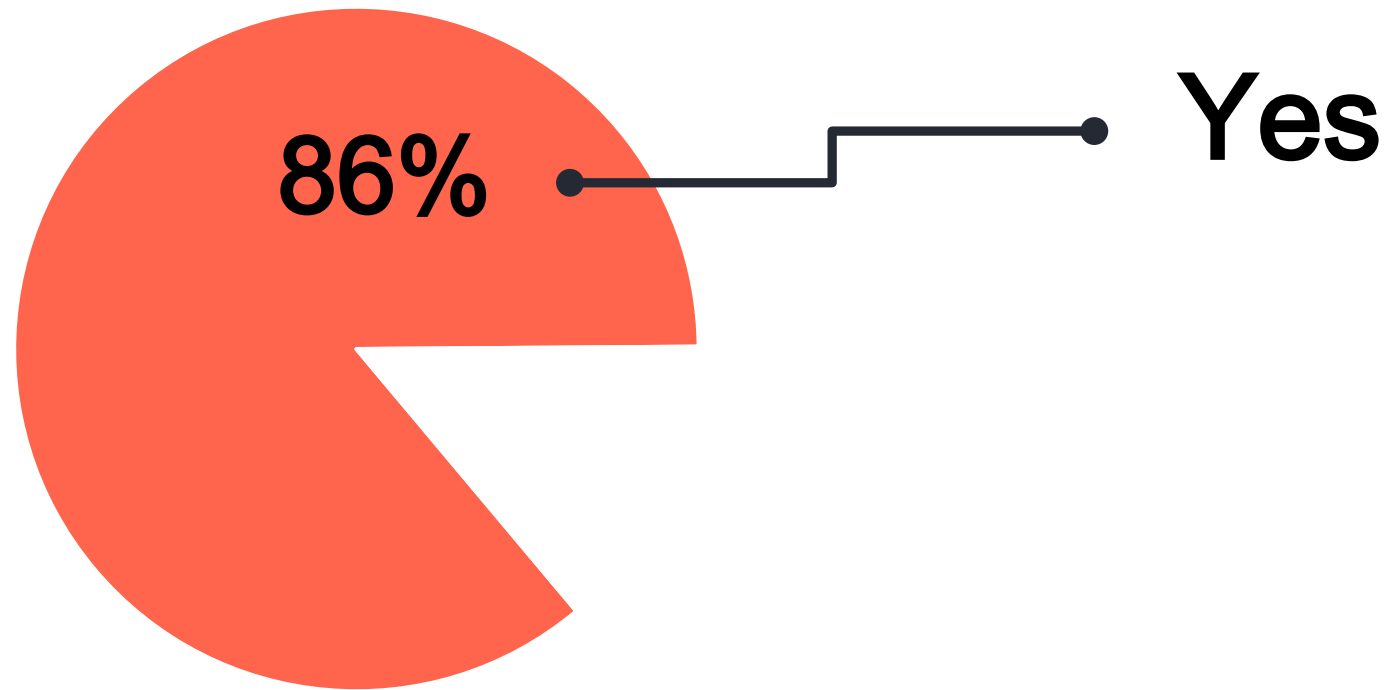


# How do markets impact neighbouring businesses?

87% of local neighbouring businesses reported that their nearby farmers' market had a **positive impact** on their businesses.



Was the market your primary reason for visiting the area?





# Vancouver Island Region Farmers' Markets

Oversized Impact



BC Farmers' Market Trail & Johann Vincent

# Vancouver Island & Gulf Islands Results

Above average:

- Shopper spending per visit, tourism, and economic impact

<b>Farmers' Market Economic Impact</b>	<b>\$58M</b>
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<b>Direct Sales at Farmers' Market</b>	<b>\$38M</b>
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<b>Direct Sales at Neighbourhood Business</b>	<b>\$29M</b>
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# Vancouver Island & Gulf Islands Insights

Island farmers' markets account for 19% of all farmers' markets in BC, but:

- 25% of the provincial economic impact.
- 37% of the tourist visits (311,000 tourist visits)

# Duncan Farmers' Market Study Results

Annual Visits:	<b>116,963</b>
Economic Impact:	<b>\$5.6 Million</b>
Direct Sales:	<b>\$3.8 Million</b>



Duncan Farmers' Market – J. Roberts



# Duncan Neighbour Business Impact

How much do DFM visitors spend at neighbouring businesses?

Per Average Day	Per Year
\$78,467	\$3,923,342



# Duncan Farmers' Market

## SNAPSHOT OF OUR LOCAL MARKET

- 150+ membership, 85 full-time vendors
- 63% food & farm
- \$56,709 in FMNCP funding to low-income community members
- Year two of a five-year lease with DDBIA
- 110summer (April to October) spots, looking to expand within our current location
- Ongoing Community Space, free access to local NPO and local initiatives
- Limited power access, always looking to expand/add to current network



# New in Duncan 2024

## Market Munchkins

This new program aims to educate kids about healthy eating and local food systems through engaging interactive activities and games, including opportunities to try new foods and meet local farmers.

- Tailored for children aged 5 -12
- Pilot program this summer to prepare for 2025 expansion

## Night Market

We are planning six night markets within Downtown Duncan.

Food, fun, live music, and excitement!

Third Thursday of each month:

- June 20
- July 18
- August 15
- September 19
- October 17
- November 21.

## Hatch + Hype

Hatch + Hype provides budding entrepreneurs with a low -cost, low-barrier opportunity to engage directly with customers via BCAFM Member Farmers' Markets.

We supply vendors with a tent, promo material, social media support, low -cost liability insurance, and access to BCAFM resources.



# Thank You!

## Contact Us

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