



**DIRECT FARM**  
— MANITOBA —

## 2022 Economic Impact of Farmers' Markets in Manitoba

### Farmers' Markets

- Build local communities
- Contribute to local economies
- Incubate new businesses
- Support local, sustainable agriculture
- Increase access to fresh, farm products
- Provide community resource hubs and gathering places



#### OVERALL ECONOMIC IMPACT

**\$134,000,000**

**\$46.44**

Average per shopper  
spending at the  
market

**\$23.74**

Average per  
shopper spending  
at surrounding  
businesses

**1666**

Average number of  
shoppers at a  
Manitoba farmers'  
market

'I like the variety of products and it is a great meeting place for friends and neighbors '

-Market shopper

## How shoppers hear about markets



- social media
- word of mouth
- print
- market sign
- can't recall

## Primary reason shoppers visit the market

- freshness
- locally grown/made
- quality/taste
- supporting local farmers, businesses, and
- sustainability



What I like most about coming to the market is the variety of fresh produce, and the good feeling of buying locally produced products.

-Market shopper

Interested in the full study? Reach out to [info@directfarmmanitoba.ca](mailto:info@directfarmmanitoba.ca)



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