

Farmers' Markets in Edmonton

Background

The first farmers' market in Alberta was established in Edmonton in 1903. A number of markets in other locations began to emerge throughout during the next four decades. Following WWII, when many people moved away from rural areas towards urban centres, food increasingly was purchased from supermarkets and less directly from farmers and producers. Farmers' markets began to re-appear in the 1970s but there was a lack of consistency with how each was set up and operated.

In Alberta, there are now two different types of markets – Alberta approved farmers' markets and public markets. Both types of markets involve a gathering of vendors who sell their products directly to consumers. The difference lies in the ownership/management of the market and the privileges accorded to each type of market.

Alberta Farmers' Market Facts

- * **135:** number of Alberta approved farmers' markets in 2014
- * Farmers' markets are the number one tourism attraction in Alberta
- * **\$55:** the average spending per visit to a farmers' market in 2012
- * **\$724 million:** the total estimated market value of farmers' markets through direct sales in 2012

Canadian Farmers' Market Facts

- * **\$3.09 billion:** total impact (direct and indirect) of farmers' markets on the Canadian economy in 2008
- * **92:** percentage of shoppers who said that buying directly from a farmer was important
- * **28 million:** number of shopper visits in 2008
- * **\$32.06:** average purchase per shopper visit
- * **1-5:** average number of jobs created per vendor
- * **50-199:** number of customers per day per vendor
- * **83:** per cent of shoppers born in Canada
- * **75:** percentage of shoppers who are regulars
- * **One third** of vendor income comes from farmers' markets



This Sunnygirl logo was developed by the provincial government as the official logo of farmers' markets.



There are at least 20 farmers' markets in Edmonton and the surrounding area:

Beverly Towne Farmers' Market	www.beverlyfarmersmarket.ca
Callingwood Farmers' Market	www.callingwoodmarketplace.com/farmers-market
Callingwood Winter Farmers' Market	www.callingwoodmarketplace.com
Castle Downs Farmers' Market	www.cdfm.pxn.ca/
City Market	www.city-market.ca
French Quarter Farmers' Market	www.lacitefranco.ca/
Highlands Farmers' Market	www.highlands112avenue.com/farmersmarket.html
Millwoods Farmers' Market	www.millwoodsfarmersmarket.com
Old Strathcona Farmers' Market	www.osfm.ca
Southeast Farmers' Market/Capilano	780 962 8163
Westmount Farmers' Market	www.westmountmarket.ca
Seniors Centre Farmers' Market	www.westmountmarket.ca
Leduc Farmers' Market	780 887 1974
Legal Farmers' Market	www.legalchamberofcommerce.ca
Morinville Farmers' Market	www.morinvillefarmersmarket.com
Sherwood Park Salisbury Farmers' Market	www.salisburyfarmersmarket.ca
Southwest Edmonton Farmers' Market	www.swefm.ca
Spruce Grove Farmers' Market	www.sprucegrovefarmersmarket.weebly.com/
St. Albert Outdoor Farmers' Market	www.stalbertfarmersmarket.com
Stony Plain Farmers' Market	www.stonyplainfarmersmarket.ca

Related Organizations

[Alberta Farmers' Market Association](http://albertamarkets.com), albertamarkets.com

[Alberta Agriculture and Rural Development](#)

[Alberta Farm Fresh Producers Association](http://albertafarmfresh.com) albertafarmfresh.com

[Farmers' Markets Canada](http://farmersmarketscanada.ca), farmersmarketscanada.ca

Research

[Alternative agricultural markets in Alberta, 2012](#)

This 2012 study continues to explore the trend to purchase local food, "food grown or made in Alberta", and its value represented at farmers' markets and farm retail. This study established baselines for two other market channels: restaurants serving local food and community supported agriculture or community shared agriculture box programs.

[Alternative agricultural markets in Alberta study, 2008](#)

This report shows the demographics, the present market value and the change over the past four years for the farm retail, farmers' markets, and farm activities sector of the 'eat, shop, experience' Alberta-based market. In addition the report shows the percentage of farm retail and farmers' markets that can be attributed to Alberta-grown or made foods as well as the benefits and barriers to purchasing local as perceived by Albertans.